

'Album' Begins To Pay Off For ABC-TV

NEW YORK, June 6. — The ABC-TV showcase program, "ABC Album," is already beginning to pay big dividends to the web in terms of bringing new business for series which had samples shown on "Album." One series, "Jamie," got a bankroller this week, while another, "Justice," seemed a whisker away at the week-end. At least one other series is known to be under option to an agency. Best part of it all is that "Album" itself is sponsored by Plymouth.

Duffy-Mott apple juice bought "Jamie," which it will air at 7:30 p.m. Mondays, starting September 14. The "Justice" deal, which may jell next week, involves a major bankroller whose name cannot now be revealed. Chances are, however, the show will go into the 9:30 p.m. Friday time, making ABC-TV S.R.O. on that night.

Lever Buys Into 'Revue'

NEW YORK, June 6.—Lever Brothers this week bought into NBC-TV's "Saturday Night Revue," the summer replacement to "Show of Shows." The deal was set in time for the sponsor to air in the preem of the show tonight (6). By selling Lever a 10-minute segment, NBC-TV now has five such chunks sold, and with one more such deal, will have only 30 minutes of the series still to sell.

The web this week also was reported close to a deal with U. S. Rubber, whereby that bankroller would pick up five weekly participations in "Today." The deal, if set, probably would call a start later this month.

Allyson Chatter Show Is Pushed

NEW YORK, June 6.—One of the newest packages being peddled is a 15-minute chatter show starring June Allyson.

The show would use a merchandising gimmick and would give free trips to Hollywood to viewers who sent in the best human interest items. George Foley is packaging the show.

Washington Once-Over

By BEN ATLAS

WASHINGTON, June 6.—Vice President William Carmichael, of the University of North Carolina, was pretty elated this week after climaxing a spectacular fund-raising drive by filing a bid for the university's educational TV station in Chapel Hill, N. C. However, Executive Director Ralph Steetle, of the Joint Committee on Educational Television, greeted Carmichael with mock gravity, saying: "Gosh, Bill, you promised you'd raise \$1,000,000 for that station and I see that you've only raised \$970,000." Carmichael sheepishly replied, "I'll go right back and raise the other \$30,000." He did.

AX HANGS HEAVY OVER TV-RADIO PROBES . . .

Federal Trade Commission is jittery about the future of its deceptive practices branch, which is in charge of investigating TV-radio commercials. A topsider at FTC confides that the deceptive practices branch will go out of business unless Congress shows more generosity than it has demonstrated so far in deliberating FTC's budget appropriation. Fact is that Congress' pruning plans for FTC are right along the lines of President Eisenhower's own budget bureau, which proposed a \$5,500,000 slash in FTC's appropriation for the upcoming fiscal year starting July 1. Ironically, FTC's deceptive practices branch has been busier than ever in recent months. There's been a no-

WOR STAFF

Franken to Produce TV 'Dinner Date'

NEW YORK, June 6. — Lawrence Menkin, the new program director of WOR and WOR-TV here, this week took over the reins and moved into action by naming Jerry Franken, of the Lester Lewis Associates, as the producer of Whalen Drugs' "TV Dinner Date" strip, which airs 7-7:30 p.m. across the board via WOR-TV. Franken will work with director Bob Eberle in development of new camera techniques to be applied to the show, along with format revisions.

Menkin also hired two new girl warblers for the stanza, Nancy Reed and Diane Carroll. Miss Reed, who was "Miss Juke Box of 1953," also works on the Bill Silbert TV show via WABD, while Miss Carroll was signed by Menkin after he caught her appearance as a guest amateur on Silbert's stanza this week. Menkin also named Steve Riland production assistant to the director on the show, one of the key WOR-TV stanzas.

'D. A.' to Air Over Mutual Radio, Sun

NEW YORK, June 6.—The veteran crime-fighter, "Mr. District Attorney," this week seemed headed for a new radio berth.

Negotiations reportedly are under way which would have "D.A." airing via Mutual as part of that web's Sunday afternoon line-up. The show is being handled by Bernard L. Schubert.

Ad Agencies Seek Return to Video Program Production

May Join Forces in Bid to Put Themselves Back in Show Business

By SAM CHASE

NEW YORK, June 6.—A move was underway this week among some of the top advertising agencies in the business to join forces in backing a plan which would put them back into TV program production. The development still is in its preliminary stages, but if brought to fruition can be of major significance in changing the balance of forces now existing in ownership of commercial video shows.

The plan would have the agencies involved band together financially in contributing to the establishment of an independent program organization which would serve all of them. The contributions need not necessarily be direct; by contracting to utilize the services of the new firm, the agencies would make it feasible for such a company to operate.

The new operation then would actively seek new video ideas. The top brains, after finding several which are deemed sure-fire commercial bets, then would sound out the agencies which are its clients. If there is sufficient response production would commence on sample kinescoped shows or pilot films, depending upon whether the series are to be live or film. The resultant shows would be owned jointly by the originators of the ideas, the new production firm, and the ad agency which ultimately gets a bankroller.

Exact details of the mechanics of the operation still are in negotiation among the top echelon ad agency execs involved. Altho they ultimately may vary somewhat from the blueprint outlined above, this is the general direction in which the agencies are thinking.

The significance of the move is vast, inasmuch as it rekindles the dormant rivalry between the networks and ad agencies over ownership of properties. For the past few seasons, the webs have had things all their own way, to such an extent that there is almost no agency production activity worth mentioning. The agencies have confined themselves mainly to buying shows owned by the networks, by outside packagers or on film, and as a result have virtually eliminated their creative and production departments.

The rivalry over program control stretches back to the early days of network radio, when the webs gradually found the agencies wrestling away control of properties. In the postwar era, with the oncoming of big-time TV, the networks were determined that this pattern should not be repeated. As much to protect themselves from raids by other webs as well as by agencies, they individually have signed both stars and properties to exclusive deals.

The result is that today, agencies complain, they are at the

mercy of the webs and must turn to drastic measures to protect their clients and their own 15 per cent interest. When an agency and sponsor go after a specific show, the web involved can dictate the time period in which that show must go. Conversely, if it is a time period being sought, the network can insist that a certain web-controlled package must go into it.

If the new united agency front works out, this situation may change. Should important properties be developed as a result, the agencies and sponsors once again may find themselves in the driver's seat, picking and choosing as in the old days, with the right to switch their shows from web to web. Should that day come, the agency production staffs would again be constituted of flesh and blood, instead of working with skeleton staffs of one or two men, the general rule today.

Gov. Moves in Benny Case

NEW YORK, June 6. — The federal government this week took new steps in preparing for its income tax case against Jack Benny and Mary Livingston.

At private sessions in the Empire State Building, several prominent broadcasting luminaries were brought in on subpoena to make depositions regarding the background of the case, which has a hearing scheduled in U. S. Tax Court, Los Angeles, on July 6 (The Billboard, June 6).

Among those who reportedly gave their stories was Nile Trammel, former NBC president who now serves that web as a consultant.

Scott to Get Weekly Slot

NEW YORK, June 6.—Indications are that the Scott Paper Company will probably program on a regular weekly basis next season in its current 8:30-9 p.m., Wednesday, NBC-TV time period. The advertiser has alternated all this season with du Pont's "Cavalcade of America," which will move to ABC-TV next fall.

The probability is also that Scott will program the musical show it tried out this week, emceed by Robert Russell Bennett, at least on alternate weeks. The client may alternate that show with a lighter musical stanza, which uses a name personality. J. Walter Thompson is the agency.

MOVIE EXPLOITATION VIA RADIO-TV

Pioneer of Saturation Technique Finds Growing Lucrative Market

NEW YORK, June 6.—Movie companies will have spent an estimated \$410,000 within the first six months of this year for special radio and TV saturation campaigns blueprinted by Terry Turner, head of exploitation for General Teleradio. Metro-Goldwyn-Mayer has pioneered the saturation technique, but now Warner Brothers is getting into the act.

The M-G-M films and the sums spent to publicize them are "Jeopardy," \$140,000; and the 20-year-

old "Trader Horn," \$30,000 for a special campaign in New England; there was also a test promotion for the old Joan Crawford picture, "A Woman's Face," which spent only nominal sums. And M-G-M is yet to allocate a budget for "Ride Vaquero." Warner Brothers however, will spend close to \$200,000 for "The Beast From 20,000 Fathoms."

The Warner campaign is notable for the fact that the picture already has 1,158 first run play dates, an unusually large number. This movie firm wants to try to get off the nut as quickly as possible and evidently feels that the picture, which is in the "King Kong" style, lends itself to saturation exploitation. Turner, incidentally, handled publicity on "King Kong."

Turner's theory is to use suspenseful trailers to lure the public into theaters and he figures that TV can produce results because

of its large viewing public. The promotion nevertheless presents problems because a large enough area must be covered to spot the film in numerous first run houses, and yet the houses must be far enough apart so that they get first-run protection. The plan also presents another problem in the acquiring of large blocks of spots in one station markets where the outlets, because of close to s.r.o. condition, have not sufficient time available for such saturation buying.

Peoples Rejection Is Affirmed by FCC

WASHINGTON, June 6. — The Federal Communications Commission this week backed up a ruling of an FCC hearing examiner who earlier turned down a request by Peoples Broadcasting Company for continuation of proceedings on Channel 8, Lancaster, Pa.

The commission found that the examiner's ruling was a "reasonable and correct exercise of his discretion." Peoples' rival for the channel, WGAL, is currently operating on Channel 8 under temporary authority.

4 Webs Seek US Steel Seg

NEW YORK, June 6.—The four video networks this week were engaged in a four-cornered race for the alternate-week hour drama to be sponsored by United States Steel. NBC-TV's refusal to allow the advertiser to have control of the choice of whatever show is to alternate with the drama is said to have thrown the business open for grabs. NBC-TV had offered Sundays, 5-6 p.m. A Theater Guild package has the inside track.

CBS-TV is offering Sundays, 4-5 p.m., or Saturdays, 6:30-7:30 p.m.; ABC-TV will deliver 8-9 p.m., Mondays, or 8:30-9:30, Thursday evenings; and Du Mont has put in its bid with Sundays, 10-11 p.m. Another angle is that U. S. Steel has tried to persuade "Kraft Theater" and "Studio One" to give up an hour of its time every week so that the steel-maker could alternate. The answer was no.

Mutual Biz Runs 8.4% Ahead of '52 Billings

NEW YORK, June 6.—Mutual's gross billings for the first five months of 1953 were 8.4 per cent ahead of last year, with May marking the 17th consecutive month that the web has showed an increase. The network grossed \$9,347,591 from January thru May, compared to \$8,624,475 for the same period last year—giving Mutual its highest gross billing figure in the last five years.

With six advertisers signed up for the web's multi-message plan (Lever Brothers, Carter Products, Camels, General Mills, Kreisler watch bands, and Bromo Seltzer), Mutual only has two availabilities to peddle before the project is sold out. In addition to the Bromo Seltzer sale, the web picked up its

second advertiser for Mutual's new Pinpoint Plan this week, when Consolidated Cosmetics (Lanolin-Plus) signed to sponsor 18 complete broadcasts over a five-week period beginning soon.

Other new business signed by the web this week included a deal for Gillette Blades to sponsor the All-Star baseball game on July 14, and a pact with Wings of Healing, a religious group. The latter will air a weekly "religious-inspirational" show from 9 to 9:30 a.m., Sundays, beginning June 21, with Dr. Thomas Wyatt as speaker. The program will originate from Portland, Ore., Agency is Century Advertising, Portland, Ore.

Contests Wax Hot for UHF; Third of Bids for Spectrum

WASHINGTON, June 6. — A spirited race for ultra-high-frequency television channels, has quietly shaped up in the nation as one of the most interesting "sleeper plays" in the burgeoning TV era. Altho UHF television is virtually untried, compared with its seasoned VHF older brother, more than a third of all the TV applications on file at the Federal Communications Commission are for UHF channels, and there are contests aplenty for those upper spectrum frequencies. Moreover, TV grants are running better than two to one for ultra-high.

One of the most remarkable developments is the scramble for UHF channels in some of the nation's largest cities, where VHF stations dominate and have been in operation for years. UHF prospectors in New York, Los Angeles, Chicago and the District of Columbia are apparently unfazed by FCC's recent disclosure that nine of the nation's 14 established VHF stations reporting losses in 1952 were located in two seven-station markets, Los Angeles and New York, with two additional losing stations in four-station communities, Chicago and Washington. UHF bidders apparently are unconcerned by the lack of availability of network affiliations or the lack of UHF convertors.

In Los Angeles, where seven VHF stations are on the air, CP's have already been granted for a commercial operation on UHF Channel 22 and an educational station on UHF Channel 28, while a three-way battle is under way for UHF Channel 34. In seven-

station New York (six plus Newark), a CP has been granted for an educational station on UHF on Channel 25, and the city of New York is challenging WNEW, Inc., for UHF Channel 31. In the nation's capital, the D. C. Board of Education has applied for UHF Channel 26, an educational reservation, and three applicants—WWDC, Inc., Washington Metropolitan Television Corporation (Station WGMS) and Arlington-Fairfax Broadcasting Company, Inc. (WEAM), are in a battle for

UHF Channel 20. In four-station Chicago, commercial CP's have been granted to WHFC-TV and to the Chicago Daily News Station WIND-TV.

Of 634 TV bids now pending at FCC, 220 are for UHF channels. Ten of the UHF applications are for education-reserved channels. Out of 374 TV grants by FCC, 241 are for ultra-high. The box score is: 228 ultra high commercial grants, 13 educational UHF; 129 VHF commercial grants, four educational.

FORD ANNIVERSARY SHOW

2-Hour Dual Network Job to Limn Americana

NEW YORK, June 6.—The upcoming two-hour Ford 50th Anniversary TV show on June 15 will feature top-name artists from various showbiz fields in a reprise of life in America over the past five decades. Production numbers will use the same theme, one dealing with the change in swim suit styles, another with popular dancing, and a third with music. Show will air 9-11 p.m. via both NBC-TV and CBS-TV.

Ethel Merman and Mary Martin are set for some duets and medleys together, with Marian Anderson to sing some classical, folk and patriotic numbers. Miss Martin also will appear in a scene from "Our Town," with Oscar Hammerstein II playing the stage manager. Howard Lindsay and Dorothy Stickney will pay a scene from "Life With Father." The Martin-Merman duo will turn in an old-time vaude bit, and Miss Martin also will do a take-off on "There Is Nothing Like a Dame" while showing the changes in female fashions over the years. Miss Merman also is skedded to sing "Alexander's Ragtime Band," and a Dixieland band will belt out the jazz hot as it was done in the 'Twenties.

Altho "Amos 'n' Andy" will not be seen on the show, their voices will be heard in a scene showing radio audiences glued to their sets in the old style. Oliver

Dragon of "Kukla, Fran and Ollie" will reminisce on the weirder aspects of the 'Twenties. World War II will come in for treatment with comments from Hammerstein, Miss Martin and Ed Murrow. The show's wind-up will deal with the atomic age ahead, and will be treated seriously.

Leland Hayward is producing, with Clark Jones the director and Bernard Green the music director.

Educators Doing Spring For Slice of Tele Pie

WASHINGTON, June 6.—With educational institutions exhibiting a terrific burst of speed in applying for TV channels reserved for education, it now looks as tho there may be 100 educational TV stations on the air or applied for in the next 12 months. Already 45 applications, nearly 20 per cent of the 244 TV channels earmarked for education, have been filed with the Federal Communications Commission, while two others propose non-commercial operations on unreserved channels. Seventeen of the applicants have received construction permits, one grantee, KUHT, Houston, is already on the air and a number of others are all set to go.

Fifteen applications were received by the FCC between May 25 and June 2, and Ralph Steetle, executive director of the Joint Committee on Educational Television, expects that 50 more will be filed by next June. Both the Akron public schools and the Charlotte, N. C., Committee for Educational Television petitioned the FCC this week to hold UHF chan-

N. Y. STATION CHANGES

Jones Quits WABD; Knight Seen Successor

NEW YORK, June 6. — The management turnover at New York's network stations continued brisk this week. New names were going on the boss's door at three offices. At Du Mont, Dick Jones had reportedly resigned as manager of WABD and head of WABD and head of Du Mont owned-and-operated stations. His successor as head of WABD was reported to be Norman Knight, vice-president in charge of advertising of Sponsor Magazine.

At NBC, with the move up of Ted Cott into the owned-and-operated station operation, Ernest de la Ossa, former head of NBC's personnel department, was made station manager of WNBC and WNBT.

And at ABC, Paul Mowrey, who was given the title of general manager of WABC-TV only six weeks ago, resigned. He was immediately replaced by John Mitchell, who has been vice-president and general manager of ABC's Chicago TV station, WBKB.

In The Billboard of May 2, it was reported that Ted Cott, on the third anniversary of his moving into the job of general manager of WNBC and WNBT, was the veteran among managers of the network-owned stations here. With Cott now considered out of the direct operation of the New

York stations for all practical purposes, Craig Lawrence, chief of WCBS-TV, becomes the veteran among the heads of network TV stations here. Lawrence came to WCBS-TV in February, 1952.

NBC Expects To Hold Own On TV Affils

NEW YORK, June 6.—It's now expected that NBC will lose no additional TV affiliates here and in Princeton, N. J. The two stations deemed most susceptible to the CBS siren song, which won over the WTAR stations of Norfolk, Va., both seem likely to stay in the NBC fold.

Receipt of signature of Bill Fay, top man at WHAM-TV, Rochester, N. Y., to the affiliate agreement permitting NBC to alter its contiguous discount structure seemed to indicate that the big question mark outlet was sticking to NBC. Fay previously had been regarded as all but set to switch over to CBS as a primary affiliate. Similarly, Buddy Sugg, WKY-TV, Oklahoma City, is reported to have notified NBC that his outlet, too, was remaining with NBC.

Meanwhile, the number of NBC-TV stations which have inked the color TV supplement to their affiliation contracts, agreeing to carry NBC multichrome shows when compatible color is approved, this week had mounted to 27. There were 16 signatories to the pact shortly after the conclusion of the affiliates' meet here two weeks ago.

CBS Up-Down Sales Record

NEW YORK, June 6. — CBS sold two half hours full network of sponsor time, sold another small regional web and lost two half hours this week. Longines will return next fall with its "Choraliers" and "Symphonette." The latter musical show goes into Sunday 2-2:30 p.m., and the former will be programed Tuesdays and Thursday, 7:30-7:45.

On the downbeat side, Stoptet cancelled sponsorship of Wednesdays 9:30-10 p.m. during which it programed the radio version of "What's My Line?" and General Foods is giving up on Saturday nights 8:30-9, during which "Tarzan" and "Sanka Salutes" were programed. General Foods, however, may return next fall with another show. It is considering "Gunsmoke."

374 TV Grants Issued; 634 Bids Pending

WASHINGTON, June 6.—Post-freeze progress in television has exceeded expectations with 634 applications pending before the Federal Communications Commission, 374 TV grants issued, and one educational and 189 commercial stations on the air. Totals were bolstered this week with the issuance of eight more construction permits by the FCC.

New CP's this week went to Jacksonville Journal Co., Jacksonville, Fla., UHF Channel 36; Gulfport Broadcasting Co., Inc., Pensacola, Fla., VHF Channel 3; Truth Publishing Co., Inc., Elkhart, Ind., UHF Channel 52; Topeka Broadcasting Association, Inc., Topeka, Kan., VHF Channel 13; Southern Television Corp., Meridian, Miss., VHF Channel 11; KCMO Broadcasting Co., Kansas City, Mo., VHF Channel 5; Camden Broadcasting Corp., Camden, S. C., UHF Channel 14; Bartell Broadcasters, Inc., Milwaukee, UHF Channel 19.

At the same time a grant to Premier Television, Inc., Evansville, Ind., for a new TV station on UHF Channel 62 was recommended by FCC hearing examiner Fanny N. Litvin in an initial decision.

Gordon Buys WSAI, Cincy; Price, 225G

CINCINNATI, June 6. — Purchase of radio station WSAI here for \$225,000 by Sherwood Gordon, Rockville Center, L. I., N. Y., was announced Thursday (4) by J. Robert Kerns, operating vice-president and managing director of WSAI. Negotiations were completed at New York between Lee B. Wailes, executive vice-president of Storer Broadcasting Company, and Gordon. Purchase is subject to Federal Communications Commission approval.

WBKB Shuffle Finds Kilian, Horstman Out

CHICAGO, June 6.—Fred Kilian, program manager at WBKB, and Edward Horstman, chief engineer, were out this week in the wake of the resignation of John H. Norton Jr., as vice-president of ABC in charge of the Central Division Network.

Norton's resignation climaxed the turnover in personnel at the ABC office here that followed the merger of ABC with United Paramount Theaters. The Paramount personnel came out completely triumphant. John H. Mitchell, who became an ABC vice-president in the merger, goes to New York as manager of WABC-TV, leaving in charge here as general manager of WBKB his top assistant, Red Quinlan.

Burr Lee, program manager for Central Division Radio, also is out. Maury Murray will replace him. Bill Kusack, who came to WBKB with Mitchell, succeeds Horstman as chief engineer. Kusack also brings along his old assistant, Chuck Buzzard.

John Fitzpatrick becomes production manager of WBKB. Monte Fassnacht resigned from that post two weeks ago.

The streamlining of the station is expected to reach into the lower echelons this week with cuttings of assistant directors, secretaries and others to reduce the number of employees.

NEW
big sales prospect

WLEV-TV

Bethlehem • Allentown • Easton

Pre-planned coverage reaches the homes — the people — in this rich market. Write for information.

Steinman Station



Sales Representative

MEEKER TV, Incorporated
New York • Chicago • Los Angeles • San Francisco

Time for sales
WDEL-TV
Wilmington, Delaware

Hundreds of local and national advertisers use WDEL-TV consistently... proof positive of its profit potential. Write for information.

Channel 12

W D E L
AM TV FM
Steinman Station

Sales Representative **MEEKER**
New York
Chicago
Los Angeles
San Francisco

BMI Clinics Attended By 500 Broadcasters

BALTIMORE, June 6. — Approximately 500 broadcasters attended the six Broadcast Music, Inc., Program Clinics held in as many cities the past week, with the final one of the second round being held yesterday (5) at the Emerson Hotel here. At this session, the newly formed Maryland-District of Columbia Radio and Television Broadcasters Association held its first BMI clinic before an enthusiastic audience of members and near-by broadcasters. Cities covered the past week were, Rochester, N. Y.; Philadelphia; Des Moines; Wichita, Kan.; Omaha and Baltimore.

Charles J. Truitt, general manager of WBOC, Salisbury, Md., and president of the Maryland-District of Columbia, association, called the Baltimore clinic to order with Ken Sparnon as chairman. Norman Reed, program director of WWDC, made a hit with his talk, the first minutes of which was in verse. Other speakers, including K. (Haps) Kemper, general manager of the indoor department of The Billboard, consisted of the team which had covered Philadelphia and Rochester. Average attendance for the three Eastern clinics was 90 each.

Meanwhile, the Western swing of three BMI Program Clinics the past week proved highly successful, the Lassen Hotel sessions in Wichita being attended by nearly 70 broadcasters. At Omaha, the Blackstone Hotel BMI Clinic was well attended and highlighted by a talk by Ken Greenwood, program director of KFOR, Lincoln, Neb., who delivered a talk on the importance of good advertising and other radio copy and the power of the spoken word. "Good copy" said Greenwood, "must convey an idea and show integrity, as well as courage and truthfulness; and above all, it must be written for the listeners ears."

\$1 Mil AM-TV Outlay by CIO

WASHINGTON, June 6.—The Congress of Industrial Organizations will launch a million dollar public relations drive next fall with top emphasis on television and radio. Seeking to improve public support and increase membership, CIO intends to develop a broad TV-radio programing set-up. This includes a five times-a-week commentator along the lines of American Federation of Labor's Frank Edwards. Contract for the latter program has been given to Henry J. Kaufman & Associates, DC ad agency.

The CIO's unprecedented drive via TV and radio was agreed upon by the CIO Executive Board, which wound up a two-day session here. The move is the latest recognition by organized labor of the potency of video and radio to enhance contact with the public and with union members. AFL set a brisk pace in engaging commentator Edwards a couple of years ago. Prior to that, CIO had been a pace maker for organized labor in use of radio. CIO's political action committee had encouraged radio's heavy use.

AM-TV WINS VS. PUBLISHERS

Complaints on Ads in Press Outnumber Air-Blurb Beefs

WASHINGTON, June 6.—Complaints about deceptive advertisements in newspapers and magazines are running far ahead of complaints against TV and radio commercials, the Federal Trade Commission revealed this week. In a 10-month period ending April 30, it was disclosed, the Federal Trade Commission received and investigated 11,364 complaints about ads in newspapers and magazines, as against 7,959 complaints about TV and radio commercials in the same period.

The FTC reviewed 4,498 radio commercials and 2,461 TV commercials, a two-to-one ratio, in a 10-month period to discover if the blurbs were false or misleading. During the same period, the FTC investigated 7,272 newspaper and 4,092 magazine advertisements. A relatively small number of adver-

Robert Thomas, manager of WJAG, Norfolk, Neb., spoke on converting public service into feature programing to expand the personality of the station. Joseph B. Kirby, general manager of WKRS, Waukegan, Ill., spoke on "Do We Use or Abuse Local News?", stressing the importance of such items. The clinic was called to order by LeRoy Lenwell, president and general manager of KBRL, McCook, and president of the Nebraska Broadcasters' Association.

Total of 16 BMI Program Clinics have now been held, with the schedule resuming Monday (8) at the Skirvin Hotel, Oklahoma City, and William Penn Hotel, Pittsburgh. More than 1,300 broadcasters have attended these sessions.

ENCOURAGED

Ike's Fireside Stanza Kindles Bigger Plans

WASHINGTON, June 6.—The White House moved apace with bigger and better plans for President Dwight D. Eisenhower's TV-radio contact with the people of the nation after this week's epochal TV program which President Harold E. Fellows of the National Association of Radio and Television Broadcasters hailed as "ushering in a new era of enlightenment." The White House's TV era, which got a head-start in the President's May 19 tax talk from the mansion's refurbished broadcast room (The Billboard, May 30), took a spectacular turn this week in President Eisenhower's folksy roundtable discussion with four of his cabinet officials. Encouraged by the success of the ad-libbed panel discussion, the White House is planning more.

Fellows, in a telegram to the President, voiced the association's congratulations "on the excellent presentation of your informal report to the people of the United States." Fellows told the President that "Never before in any nation's history has it been possible for all the peoples simultaneously to receive such a personal briefing on the important matters of state." "Your expert use of broadcast facilities and the understanding evidenced of the special reporting techniques and intimacy of radio and television have ushered in a new era of enlightenment which will bring all of us closer to the processes and mechanics of government," said Fellows.

Meanwhile the Federal Communications Commission has authorized a special radiophone channel to carry President Eisenhower's address to the Young Republicans Convention, June 11, from Mount Rushmore to Rapid City, S. D., where it will be available over long-distance wires to radio networks. The President will deliver a 15-minute broadcast address to the conclave at Rapid City.

NEWS CAPSULES—COAST TO COAST

New Autonomy for ABC-TV O&O's; Dept. Stores Are Radio Challenge

NEW YORK, June 6.—ABC-TV this week gave greater autonomy to its owned and operated stations here, and in Chicago, Detroit, Los Angeles and San Francisco, while at the same time it groomed Chicago for a major role as a radio and TV production center. As a first step it realigned Personnel in key posts. John Mitchell was named veepee in charge of WABC-TV, here; Sterling Quinlan, former program director of WBKB, will become general manager of WBKB and WENR, Chicago; James L. Stirton has been appointed director of the ABC-TV network for the Central Division and Don Roberts director of the ABC radio network for the Central Division.

RETAIL STORES SPECIAL PROBLEM . . .

DES MOINES — Radio must abandon the idea of selling department stores and specialty shops the idea of strips and announcements as their only programing effort, Kevin B. Sweeney, veepee of the Broadcast Advertising Bureau told 70 station owners, managers, and sales managers at a BAB clinic here. He said that important retailers could be sold on radio within the next 18 months if radio selling was keyed to their need to move merchandise when demand is high.

SARNOFF PREDICTS THE FUTURE . . .

RUTHERFORD, N. J. — Color TV around the world and wide use of atomic power for automobiles, locomotives and ships may be expected during the next half century, David Sarnoff, chairman of the board of RCA, told the graduating class of the Farleigh Dickenson College. Sarnoff also said that because radio, radar and TV are more closely allied with nature, we may discover ways of employing the waves to bring us important information we do not have today.

B'CAST WORKSHOP FOR 50 RABBIS . . .

NEW YORK — Fifty rabbis from Eastern United States will be the first Jewish clergymen to learn the professional techniques of radio and TV in a workshop to be held June 10, 11 and 12 here. The object of the workshop program is to elevate the standards of religious programing.

NEWS SEG FOR BEDDING CO. . . .

DETROIT—The Kraft Bedding Company this week signed to air 25 five-minute newscasts weekly on WXYZ, here. Remotes and studio facilities will be used, with Betty Adams as newscaster.

STATION FORMS BOOKING ORG. . . .

RICHMOND, Va.—WRVA this week formed the Old Dominion Shows, Inc., to serve as booking agency for hillbilly talent east of the Mississippi. The new corporation will secure talent for the "Old Dominion Barn Dance" on the station Saturday nights and book them during the week at other places.

MICRO-WAVE SERVICE FOR PORTLAND, ME. . . .

PORTLAND, Me.—Rep. Robert M. Hale, of Maine's first congressional district, announced Tuesday (2) that requests to American Telephone & Telegraph Company for micro-wave service to WPMT-TV here have been granted. Hale said AT&T promised live network service when Portland's first TV station, to be affiliated with the four networks, starts operations in late August.

TV SET PRODUCTION UP 70% OVER 1952 . . .

WASHINGTON—Television set production in the first four months this year increased by 70 per cent from the same period last year, Radio-Television Manufacturers' Association reported this week. Radio set production rose 38 per cent in the same period.

Total television production thru April of this year was estimated at 2,827,821 units by the association compared with 1,647,708 in like 1952 period. The radio output increased from a revised total of 3,625,863 sets in 1952 to 4,993,720 in the January-April period this year. Gains were made in all radio classifications—home sets,

clock radios, portables and auto sets.

April television output was estimated at 567,878 units compared with 322,878 for April, 1952. The number of radios manufactured increased from 957,666 units last year to 1,158,936 sets in April this year, RTMA reported. Radios with FM circuits manufactured during April totaled 40,178 units. An additional 2,721 television receivers containing FM facilities also were produced.

NARTB PITCH FOR 'SHARE YOUR BLOOD' . . .

WASHINGTON — Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, is forwarding a letter to every American radio and television broadcasting station advising the broadcasters of the upcoming "Share Your Blood for Independence" campaign and urging participation in the drive.

"If you perform . . . in these few weeks . . . the same kind of work you did last year on the 'Register and Vote' drive, radio and television will have exhibited once again their particularly keen public service value and their unmatched record in getting results," said Fellows in the letter.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Jack Fuller, formerly of NBC, next week moves to MCA-TV to handle promotion and public relations. . . . Pete Barnum resigned his producer's post at NBC-TV to take over as exec producer of the new Paul Winchell show being produced by Young & Rubicam for Procter & Gamble. . . . David Moore has been raised to the post of producer in public affairs at CBS radio. . . . George D. Matson, operations analyst, has been appointed assistant treasurer of NBC. . . . Rolland Tooke has been raised to general manager of WPTZ, Philadelphia, replacing E. B. Loveman, who is remaining with the Philco Corporation, which has sold the station to Westinghouse. . . . Walter L. Emerson, ABC Chicago attorney for the past nine years, joined the legal department of NBC Central Division. . . . Robert Lovett, for-

Lenauer to Screen Gems' N. Y. Staff

HOLLYWOOD, June 6.—J. H. Lenauer this week was named producer-director on Screen Gems' New York staff. He recently completed NBC's "Victory at Sea" series, and prior to that was producer-director on RKO Pathe's "Famous Jury Trials" and Louis De Rochemont's 36 theatrical shorts, "Earth, It's Peoples."

NBC O&O Execs to Huddle on 'Idea' Pool

NEW YORK, June 6.—NBC's owned and operated station managers were scheduled to meet here with veepee Charles Denny Monday and Tuesday (8-9) for an initial confab on the web's projected plan for an o&o programing and promotion pool. As the first project on the agenda for Ted Cott in his new post with NBC's o&o division, the "idea network" may well bring about considerable changes in present local programing and sales operations.

By providing the stations with prefabricated tools of shows (culled from the best programs aired by each of the broadcasters), the web will automatically streamline current station operations, both time-wise and as regards sales and overhead production costs. It will also provide NBC spot sales with an attractive five-market package to offer national advertisers.

An indication of this trend toward de-emphasizing individual programing and sales efforts on a local level in favor of an idea-pool plan was seen this week in the appointment of NBC personnel manager Ernest de la Ossa to the post of station manager for WNBC and WNBT here. Heretofore NBC has usually drawn its

mer Secretary of Defense and partner in Brown Brothers Harriman, was elected a director of CBS.

James E. Kovach, manager of WOXR, New York, will take over as program director at NBC's WRC and WUBW, Washington, June 15.

Recent promotions at WLAM, Lewiston-Auburn, Me., have elevated Hal Dutch from chief announcer to program director; Norman McKinstry from traffic supervisor to the station sales department, and Zelma Shumate from receptionist to traffic supervisor. Dianna Ritchie, a newcomer, has been named receptionist.

General Mills has signed a 52-week renewal of "The Bill Ring Show," on ABC radio. The 15-minute show is on three times a week at 12:30 p.m. . . . General Mills also renewed "Joe Emerson's Hymn Time," daily 15-minute stanza on ABC radio. . . . Norm Riley is producing 39 15-minute open-end hillbilly transcriptions. . . . KXOC, Chicago, Calif., has relinquished its CBS affiliation rather than decline to increase power from five to 10,000 watts. The increase makes the KXOC signal overlap that of KCBS, San Francisco.

Tele Census Shows Shifts In Tastes

HOLLYWOOD, June 6.—Woodbury College's ninth regular tele census conducted thru in-person canvassing of 3,000 teletest owners in Los Angeles, San Francisco, Salt Lake City and Ames, Ia., reflected changes in viewers tastes. "I Love Lucy" topped all shows in areas canvassed with series showing a slight decline in following for the first time since it's been on the air.

In the LA area, NBC's KNBH and CBS' KNXT emerged as respective toppers of the seven-station list, with Paramount's KTLA, the former popularity leader, dropping to third place. Remaining stations were voted in following order: KTTV, KLAC-TV, KECA-TV and KHJ-TV. Wrestling is dropping generally in viewing popularity, according to the study.

Majority of those polled voted in favor of subscription TV, but against paying to see theater TV coverage of special events and sports. In the LA area 56 per cent of TV sets in use are more than three years old. Canvas was conducted by students attending Woodbury College, Iowa State College, San Jose State College and University of Utah.

station managers from its programing or sales ranks. However, under the new set-up, Cott will continue to function as veepee and general manager of NBC's radio and video flagships here, thereby making it feasible for the network to appoint a man with considerable administrative experience to the active management post.

Thinking would seem to be that Cott's new o&o section will handle the bulk of the station's programing and sales problems, leaving de la Ossa free to follow thru on the organizational work involved in carrying out the various programs designated by the idea network. This theory is strengthened by fact that Dick Pack, WNBC-WNBT programing and operations chief, and sales promotion director Max Buck, have moved up to the o&o division along with Cott. De la Ossa, formerly executive placement interviewer with R. H. Macy, joined NBC in 1942.

John M. Clifford, currently director of personnel for the RCA-Victor division of the Radio Corporation of America, will take over de la Ossa's personnel post with the newly created title of veepee in charge of NBC personnel.

THE BILLBOARD Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in CINCINNATI

(375,000 TV Sets;* Panel Size, 300)
... According to Videodex Reports

WCPO	Scripps-Howard Radio, Inc.	ABC, Du M
WKRC	Radio Cincinnati, Inc.	CBS
WLW	Crosley Broadcasting Corp.	NBC

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

APRIL, 1953				Avg. Rtg.
SUNDAY, SIGN-ON TO SIGN-OFF				
1.	TOAST OF THE TOWN	CBS	8:00-9:00	WKRC 37.7
2.	WHAT'S MY LINE?	CBS	10:30-11:00	WKRC 37.2
3.	COMEDY HOUR	NBC	8:00-9:00	WLW 31.3
4.	TV PLAYHOUSE	NBC	9:00-10:00	WLW 28.7
5.	CISCO KID (film)	Non-Net	6:00-6:30	WCPO 28.0
6.	MR. PEEPERS	NBC	7:30-8:00	WLW 27.9
7.	ROY ROGERS	NBC	5:30-6:00	WLW 24.6
8.	SUPER CIRCUS	ABC	5:00-6:00	WCPO 23.1
9.	YOU ASKED FOR IT	ABC	7:00-7:30	WCPO 22.0
10.	RED SKELTON	NBC	7:00-7:30	WLW 20.6
MONDAY, SIGN-ON TO SIGN-OFF				
1.	I LOVE LUCY	CBS	9:00-9:30	WKRC 58.2
2.	TALENT SCOUTS	CBS	8:30-9:00	WKRC 49.8
3.	RED BUTTONS SHOW	CBS	9:30-10:00	WCPO 26.1
4.	ROBERT MONTGOMERY PRESENTS	CBS	9:30-10:30	WLW 25.3
5.	STUDIO ONE	CBS	10:00-11:00	WKRC 24.6
6.	BURNS & ALLEN	CBS	8:00-8:30	WKRC 23.1
7.	AL MORGAN	Non-Net	7:00-7:15	WLW 19.7
8.	PERRY COMO	CBS	7:45-8:00	WKRC 18.3
9.	RUTH LYONS	NBC	11:30-1:00	WLW 17.9
10.	CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW 17.2
TUESDAY, SIGN-ON TO SIGN-OFF				
1.	TEXACO STAR THEATER	NBC	8:00-9:00	WLW 43.6
2.	TWO FOR THE MONEY	NBC	10:00-10:30	WLW 31.4
3.	FIRESIDE THEATER	NBC	9:00-9:30	WLW 29.3
4.	DINAH SHORE	NBC	7:30-7:45	WLW 23.9
5.	CIRCLE THEATER	NBC	10:00-10:30	WLW 23.1
6.	THE NAME'S THE SAME	ABC	10:30-11:00	WCPO 21.2
7.	AUTO SHOW	CBS	9:30-10:00	WKRC 21.0
8.	CITY HOSPITAL	CBS	9:00-9:30	WKRC 19.8
9.	BEULAH	ABC	7:30-8:00	WCPO 19.6
10.	LIFE IS WORTH LIVING	DuM	8:00-8:30	WCPO 18.7
WEDNESDAY, SIGN-ON TO SIGN-OFF				
1.	GODFREY AND FRIENDS	CBS	8:00-8:30	WKRC 45.8
2.	THIS IS YOUR LIFE	NBC	10:00-10:30	WLW 32.7
3.	STRIKE IT RICH	CBS	9:00-9:30	WCPO 28.1
4.	KRAFT TV THEATER	NBC	9:00-10:00	WLW 26.6
5.	BOXING	CBS	10:00-10:45	WKRC 25.4
6.	AL MORGAN	Non-Net	7:00-7:15	WLW 22.8
7.	CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW 19.4
8.	MAN AGAINST CRIME	CBS	9:30-10:00	WKRC 19.3
9.	PERRY COMO	CBS	7:45-8:00	WKRC 18.5
10.	THOSE TWO	NBC	7:30-7:45	WLW 18.3
THURSDAY, SIGN-ON TO SIGN-OFF				
1.	DRAGNET	NBC	9:00-9:30	WLW 41.1
2.	YOU BET YOUR LIFE	NBC	8:00-8:30	WLW 36.4
3.	BOSTON BLACKIE (film)	Non-Net	8:30-9:00	WLW 32.1
4.	MY LITTLE MARGIE	CBS	10:00-10:30	WKRC 29.7
5.	BIG TOWN	CBS	9:30-10:00	WKRC 25.7
6.	AMOS 'N' ANDY	CBS	8:30-9:00	WKRC 24.7
7.	DINAH SHORE	NBC	7:30-7:45	WLW 23.6
8.	FORD THEATER	NBC	8:30-9:00	WLW 22.7
9.	CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW 21.8
10.	LUX TV THEATER	CBS	9:00-9:30	WKRC 17.5
FRIDAY, SIGN-ON TO SIGN-OFF				
1.	OUR MISS BROOKS	CBS	9:30-10:00	WKRC 39.6
2.	BIG STORY	NBC	9:00-9:30	WLW 30.1
3.	OZZIE AND HARRIET	ABC	8:00-8:30	WCPO 28.7
4.	LIFE OF RILEY	NBC	8:30-9:00	WLW 28.0
5.	MR. AND MRS. NORTH	CBS	10:00-10:30	WKRC 26.2
6.	CAVALCADE OF SPORTS	NBC	10:00-10:45	WLW 23.4
7.	MY FRIEND IRMA	CBS	8:30-9:00	WKRC 22.1
8.	AL MORGAN	Non-Net	7:00-7:15	WLW 21.9
9.	CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW 20.2
10.	THOSE TWO	NBC	7:30-7:45	WLW 19.8
SATURDAY, SIGN-ON TO SIGN-OFF				
1.	YOUR SHOW OF SHOWS	NBC	9:00-10:00	WLW 40.1
2.	JACKIE GLEASON	CBS	8:00-9:00	WKRC 37.2
3.	MIDWESTERN HAYRIDE	Non-Net	7:00-8:00	WLW 33.2
4.	BIG TOP	CBS	12:00-1:00	WKRC 30.0
5.	ALL STAR REVUE	NBC	8:00-9:00	WLW 20.2
6.	YOUR HIT PARADE	NBC	6:30-7:00	WLW 23.6
7.	HOPALONG CASSIDY (film)	Non-Net	5:30-6:00	WLW 22.8
8.	BEAT THE CLOCK	CBS	7:30-8:00	WKRC 15.9
9.	WRESTLING	Non-Net	4:00-5:30	WLW 15.5
10.	SIX GUN PLAYHOUSE (film)	Non-Net	5:30-6:00	WCPO 14.1

* NBC estimate for March, 1953.

NEXT WEEK

Top 10 TV Shows Each Day in DETROIT

... According to Videodex

Top 5 Radio Shows Each Day in DETROIT

... According to Pulse

FOR FULL INFORMATION

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

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

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

ROLAND REED

Tries to Sell Properties Without Pilots

NEW YORK, June 6.—Roland Reed Productions this week was making a concerted effort to sell several of its properties without the making of pilots. Guy Thayer, the business manager, is here testing his theory that video film producers with track records needn't put their ideas on film, but should be able to sell via a thoro presentation of the program and several scripts.

He is consequently pitching about six video film shows to various agencies. They are "Thy Name Is Woman," a drama told thru the eyes of various men of the key part played by females in their lives; "Cavallaro's Carousel," dramatized stories with a musical background featuring band leader Carmen Cavallaro; "Rangers of the Wild," adventure stories based on the activities of Federal and State Rangers; "Alarm," a series taken from the files of fire fighters, and "Willie Boulder," a story about a young boy in a small town with ring ambitions.

But for insurance Thayer is also showing two pilots he has; "Waterfront," starring Preston Foster, and "Boomerang." All the series are of half-hour length.

HOLLYWOOD, June 6.—Bob Forbes was named this week as head of sales and operations of Paramount Video Transcriptions by Paramount TV Veepee Klaus Landsberg. Formerly handled by John Howell in New York, department's operations will now headquarter on the Coast.

WJL
NBC AFFILIATE
in DETROIT
OWNED AND OPERATED BY
THE DETROIT NEWS
NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.

Top 5 Radio Shows Each Day of the Week in CINCINNATI

(287,870 Radio Families*)
... According to Pulse Reports

WCKY	50,000 watts	IND.	WLW	50,000 watts	NBC
WCPO	250 watts	MBS	WSAI	5,000 watts	ABC
WKRC	5,000 watts	days			
	1,000 watts	nights			CBS

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

MARCH-APRIL, 1953				Highest Gr. Hr. Rtg.
SUNDAY, 7 P.M. TO 12 P.M.				
1.	AMOS 'N' ANDY	CBS	7:30-8:00	WKRC 9.3
2.	JACK BENNY SHOW	CBS	7:00-7:30	WKRC 9.0
3.	BERGEN-McCARTHY	CBS	8:00-8:30	WKRC 8.8
4.	MY LITTLE MARGIE	CBS	8:30-9:00	WKRC 7.5
5.	HALLMARK PLAYHOUSE	CBS	9:00-9:30	WKRC 5.0
MONDAY, 7 P.M. TO 12 P.M.				
1.	LUX RADIO THEATER	CBS	9:00-10:00	WKRC 7.8
2.	BOB HAWK SHOW	CBS	10:00-10:30	WKRC 6.5
3.	GODFREY'S TALENT SCOUTS	CBS	8:30-9:00	WKRC 5.5
3.	NEWS—B. TROUT, C. ADAMS	Non-Net	10:30-10:45	WKRC 5.5
5.	TELEPHONE HOUR	NBC	9:00-9:30	WLW 5.3
TUESDAY, 7 P.M. TO 12 P.M.				
1.	FIBBER MCGEE & MOLLY	NBC	9:30-10:00	WLW 7.0
2.	YOU BET YOUR LIFE	NBC	8:00-8:30	WLW 6.8
2.	GREAT GILDERSLEEVE	NBC	8:30-9:00	WLW 6.8
4.	MARTIN & LEWIS	NBC	9:00-9:30	WLW 6.3
5.	PEOPLE ARE FUNNY	CBS	8:00-8:30	WKRC 5.5
5.	LIFE-LUIGI, J. DOLLAR	CBS	9:00-9:30	WKRC 5.5
5.	MY FRIEND, IRMA	CBS	9:30-10:00	WKRC 5.5
WEDNESDAY, 7 P.M. TO 12 P.M.				
1.	DRAGNET	NBC	8:00-8:30	WLW 6.8
2.	THE SHADOW	NBC	8:30-9:00	WLW 6.5
3.	COUNTERSPY	NBC	9:00-9:30	WLW 6.3
4.	DR. CHRISTIAN	CBS	8:30-9:00	WKRC 6.0
4.	PLAYHOUSE ON BROADWAY	CBS	9:00-9:30	WKRC 6.0
4.	THE BIG STORY	NBC	9:30-10:00	WLW 6.0
THURSDAY, 7 P.M. TO 12 P.M.				
1.	FATHER KNOWS BEST	NBC	8:30-9:00	WLW 6.8
2.	BOB HOPE	NBC	10:00-10:30	WLW 6.5
3.	PHIL HARRIS-ALICE FAYE	NBC	9:30-10:00	WLW 6.0
4.	ROY ROGERS	NBC	8:00-8:30	WLW 5.8
5.	TRUTH OR CONSEQUENCES	NBC	9:00-9:30	WLW 5.5
FRIDAY, 7 P.M. TO 12 P.M.				
1.	THE LONE RANGER	ABC	7:30-8:00	WSAI 6.0
1.	WALK A MILE	NBC	8:30-9:00	WLW 6.0
3.	RED SKELTON	NBC	8:00-8:30	WLW 5.8
4.	MR. KEEN	CBS	8:00-8:30	WKRC 5.5
4.	JOHNNY DOLLAR, MR. CHAMELEON	CBS	8:30-9:00	WKRC 5.5
SATURDAY, 7 P.M. TO 12 P.M.				
1.	GANGBUSTERS	CBS	9:00-9:30	WKRC 5.8
2.	GENE AUTRY	CBS	8:00-8:30	WKRC 5.3
3.	GUNSMOKE	CBS	9:30-10:00	WKRC 5.0
4.	I WAS A COMMUNIST FOR THE FBI	Non-Net	8:00-8:30	WCPO 4.5
4.	JUDY CANOVA	NBC	8:30-9:00	WLW 4.5
MONDAY-FRIDAY, 6 A.M. TO 7 P.M.				
1.	NEWS—McCARTHY	Non-Net	11:00-11:15	WKRC 7.5
2.	NEWS—McCARTHY	Non-Net	12:00-12:15	WKRC 7.1
3.	ARTHUR GODFREY	CBS	10:00-11:00	WKRC 6.9
4.	ROSEMARY	CBS	11:45-12:00	WKRC 6.8
5.	JUDY AND JANE	Non-Net	11:15-11:30	WKRC 6.6
SATURDAY, 6 A.M. TO 7 P.M.				
1.	BASEBALL, MISC.	Non-Net	2:00-5:15	WCPO 6.0
2.	GIVE AND TAKE	CBS	11:30-12:00	WKRC 5.3
3.	MAKE BELIEVE BALLROOM	Non-Net	10:00-12:00	WCKY 5.0
3.	THEATER OF TODAY	CBS	12:00-12:30	WKRC 5.0
3.	DAILY HIT PARADE	Non-Net	6:15-7:00	WCKY 5.0
5.	STARS OVER HOLLYWOOD	CBS	12:30-1:00	WKRC 4.8
SUNDAY, 6 A.M. TO 7 P.M.				
1.	OUR MISS BROOKS	CBS	6:30-7:00	WKRC 6.5
2.	BASEBALL, MISC.	Non-Net	2:00-4:30	WCPO 4.5
3.	GODFREY'S ROUNDTABLE	CBS	5:00-5:30	WKRC 4.3
4.	MELODIES, NEWS—ADAMS	Non-Net	5:45-6:00	WKRC 3.8
4.	THEATER OF STARS	CBS	6:00-6:30	WKRC 3.8

* Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Cincinnati, Hamilton County (excluding Cincinnati), Campbell County, Kentucky; Kenton County, Kentucky; Dearborn County, Indiana.

CORONATION COVERAGE

BBC Relay Is Vital Assist to US Webs

NEW YORK, June 6. — On Wednesday (3) morning's edition of NBC-TV's "Today," Dave Garroway turned to Merrill Mueller, who'd returned to the U. S. the day before with some of NBC's coronation footage, and said, "I guess you and I won't be around to cover the next coronation."

It's a dismal thought, but true. If Elizabeth II is as hale and strong as she appeared on the TV screen Tuesday (2), most adults alive today will never see Prince Charlie take his turn in the Abbey. It would seem, then, that there are really no lessons that the broadcasting industry here need learn about coronation coverage, since next time the U. S. public might very well get it by thought transmission or feelies.

But one lesson that may still come in handy stuck out all day Tuesday. It was that next time a job is placed in the hands of the British Broadcasting Corporation, everybody else can rest easy. On Tuesday, BBC proved to U. S. broadcasting and to the world that it's real pro.

A more thoro view of the events in the life of Elizabeth Alexandra Mary Windsor that day than was provided by BBC would have been indecent. Not only did BBC cameras capture every vital motion in the day's proceedings, but their mikes caught every syllable uttered by the Queen and the Archbishop of Canterbury as well as the throbbing cheers of the crowds along the Buckingham - Westminster route. Many of their shots were memorable. And, as a final touch, the speed with which BBC got the pictures on the TV screens of North America was not to be beaten, despite all the coin, know-how and determination of CBS and NBC.

ABC Covers Best

Consequently, the network here that just sat back and took what BBC had to offer came up with the most thoro, competent and well-timed airing of the coronation. That network was ABC, which put the show on as a public service. On Tuesday, ABC picked up the coverage via special micro-wave hook-up with the Canadian Broadcasting Corporation. They went on first at 4:15 p.m. with the emergence of the royal coach from Buckingham Palace and carried thru to 5 p.m., which was shortly after the entrance of the Queen's mother and sister into the Abbey.

ABC picked up its coronation coverage again at 8:15 p.m. with the main procession into the Abbey and went thru without break until 10:23 p.m. with the closing moments of the ceremonies.

None of the networks on Tuesday showed the impressive wind-up of the service, in which Elizabeth, with crown on head and rod and scepter in hand, proceeds back up the nave of the Abbey to the strains of "God Save the Queen" followed by "Pomp and Circumstance." In a recap of the coverage the next night, ABC included this shot.

All this was via kinescope recording of the live airing that BBC had sent out over Great Britain and Europe. BBC cameras were the only ones allowed inside the Abbey, and their coverage of this and the parade was as thoro and skillful as anybody could imagine. What more, then, could others do?

NBC and CBS

Well, there was the matter of timing. NBC had contrived to take its own kine at Blackbush Airport in England, jam them into a specially chartered Canberra jet and get them on the air here at 1 p.m. But the plane developed a stuffed gas pump two hours out and had to turn back. After that, hard luck honors went to CBS.

Then, both NBC and CBS arranged to have their own high-speed planes meet the British jets at Goose Bay, Labrador, to rush

their own kines down to Logan Field in Boston. However, CBC got on the air before either of these quick plays could be accomplished. NBC was alert enough to cut in on ABC's pick-up of CBC's beam, and so came on at the same time. But CBS made a big thing of pilot Joe DeBona's landing at Logan, following the plane all along the taxi strips, taking the reels out of the plane and even showing their technicians putting them on the projectors in their station at the airport. This made for some interesting backstage excitement, but it also gave an illusion of inefficiency, and it delayed CBS's actual airing of the Coronation until 4:25 p.m., ten minutes later than the others.

NBC carried thru with the CBC pick-up until 5:45 p.m. Then, for reasons known best to NBC, they put on footage that their pilot, Stanley Reaver, had flown in from Goose Bay. At that point they skipped several steps in the proceedings, and went directly to the crowning, then carried thru to 6 p.m.

CBS's afternoon coverage was edited down, so that they gave a complete run-thru of the ceremonies between 4:30 and 5:45 p.m. and then another run-thru from 6:10 to 7 p.m. As if DeBona's second place arrival was not embarrassing enough, CBS developed film trouble at 4:50 and was off for two minutes.

Evening Coverage

With ABC's evening coverage filling the best time, the NBC and CBS evening presentations, beginning at 10:30 were anticlimactic. Royalty fans, who were getting bone weary, could easily have called it a day at 10:30, since all the coverage that was to be on TV that day had already been seen on ABC.

NBC and CBS brought in some touches of their own, however. NBC billed each step of the ceremonies with the sterling voice of Sir Ralph Richardson. For the wind-up, Sir Ralph was on camera with a few stirring words, while he stared intently into the camera.

CBS opened its evening coverage with a taxi drive around London, while the sound track carried Doug Edwards' interview with the cabbie. All this was quite nice, but really just surface fluff. The Coronation shots themselves were all BBC's work.

CBS also had the benefit of Ed Murrow's live comments. But actually nothing was needed to fill out the BBC job here either. The BBC announcers, notably Richard Dimbleby and Max Robertson, did a full and sensitive job. Also, apparently for the sake of consistency, CBS again developed film trouble in the evening, flickered for one minute and went off for another.

Commercials Bunched

The CBS and NBC evening showings were also hampered by commercials. In an apparent endeavor to avoid breaking in on the ceremonies, they often created a disturbing bunching of blurbs. The Willys-Overland plugs on CBS all showed the little car doing its feats in front of famous London landmarks. The General Motor spots on NBC were built on the theme of a procession of great cars. One of the GM spots opened with the line, "Now that you have seen the royal procession." This was first shown in the afternoon, before the audience had seen the royal procession.

The matter of which kines were being used and whether or not they were being relayed in from Canada may have made some difference in picture quality — to a specially trained viewer. In general, picture quality was all good, tho inside the Abbey it was often rather dim, which gave it an appropriate tapestry-like quality. Film shot by NBC and CBS themselves, however, did have a sharpness and clarity lacking in the kines.

The Queen's performance was poised, flawless and utterly without feeling. The Archbishop of Canterbury turned in a clear and distinguished reading. The mass of continuous music, conducted by Sir Adrian Bolt and Sir William McKay, was magnificent. Gene Plotnik.

THE BILLBOARD TV FILM BUYING GUIDE

• ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

Comedy	No. Sets in Market	ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
ABBOTT & COSTELLO							
Baltimore	410,000	11.9	41.2	WMAR	3	Th	10:30-11:00 p. m.
Cleveland	751,000	6.9	60.4	WXEL	3	T	10:00-10:30 p. m.
Columbus	261,000	22.5	50.3	WLW-C	3	F	9:30-10:00 p. m.
Dayton	224,000	11.1	51.4	WLW-D	2	F	9:30-10:00 p. m.
Detroit	848,000	11.5	69.5	WXYZ	3	W	9:30-10:00 p. m.
Los Angeles	1,434,000	14.5	56.3	KTTV	7	T	8:00- 8:30 p. m.
New York	3,450,000	11.2	50.9	WCBS	7	F	10:30-11:00 p. m.
Philadelphia	1,233,000	18.0	70.1	WCAU	3	S	9:00- 9:30 p. m.
San Francisco	630,000	13.2	48.9	KPIX	3	F	9:30-10:00 p. m.
HANK McCUNE SHOW							
Los Angeles	1,434,000	1.8	44.1	KLAC	7	Th	7:00- 7:30 p. m.
San Francisco	630,000	2.6	46.8	KRON	3	Su	9:30-10:00 p. m.
JACKSON & JILL							
Chicago	1,510,000	0.9	65.2	WGN	4	Su	9:30-10:00 p. m.
THE RUGGLES							
Chicago	1,510,000	4.8	61.9	WBKB	4	W	8:00- 8:30 p. m.
Houston	221,000	5.0	56.2	KGUL	2	M	7:30- 8:00 p. m.

Documentary	No. Sets in Market	ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
CLETE ROBERTS WORLD REPORT							
Los Angeles	1,434,000	3.1	35.2	KLAC	7	M to F	6:45- 7:00 p. m.
San Francisco	630,000	1.2	55.8	KGO	3	M	9:30-10:00 p. m.
CRUSADE IN EUROPE							
Cleveland	751,000	23.7	73.0	WEWS	3	W	9:00- 9:30 p. m.
San Francisco	630,000	5.5	17.4	KGO	3	S	3:00- 3:30 p. m.
CRUSADE IN THE PACIFIC							
Cleveland	751,000	14.9	30.1	WEWS	3	Su	4:00- 4:30 p. m.
Los Angeles	1,434,000	7.5	51.3	KECA	7	F	7:00- 7:30 p. m.
KINGS CROSSROADS							
San Francisco	630,000	3.0	6.2	KRON	3	Su	12:30- 1:00 p. m.
San Francisco	630,000	4.4	14.0	KRON	3	S	4:30- 5:00 p. m.
MARCH OF TIME							
Atlanta	330,000	8.2	19.1	WAGA	3	F	7:00- 7:30 p. m.
Baltimore	410,000	5.8	26.5	WBAL	3	Th	7:00- 7:30 p. m.
Boston	1,043,000	7.8	33.5	WNAC	2	S	6:00- 6:30 p. m.
Cincinnati	379,000	11.0	66.6	WCPO	3	Th	9:30-10:00 p. m.
Cleveland	751,000	15.2	54.6	WEWS	3	S	7:30- 8:00 p. m.
Dayton	224,000	7.0	26.0	WHIO	2	T	6:30- 7:00 p. m.
Detroit	848,000	6.5	26.0	WJBK	3	F	7:00- 7:30 p. m.
Houston	221,000	1.7	54.0	KGUL	2	M	9:30-10:00 p. m.
Houston	221,000	4.4	14.7	KGUL	2	Th	6:00- 6:30 p. m.
Los Angeles	1,434,000	5.4	54.9	KTTV	7	M	7:30- 8:00 p. m.
New York	3,450,000	6.5	33.8	WNBT	7	W	7:00- 7:30 p. m.
Philadelphia	1,233,000	16.2	25.6	WCAU	3	M	7:00- 7:30 p. m.
San Francisco	630,000	7.4	46.7	KGO	3	Su	6:30- 7:00 p. m.
San Francisco	630,000	11.1	65.3	KGO	3	M	8:30- 9:00 p. m.
Washington	451,000	9.4	33.6	WTOP	4	T	10:30-11:00 p. m.

Musical	No. Sets in Market	ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
OLD AMERICAN BARN DANCE							
Chicago	1,510,000	0.6	71.3	WGN	4	W	9:00- 9:30 p. m.

Western	No. Sets in Market	ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
CISCO KID							
Atlanta	330,000	21.7	28.0	WAGA	3	M	7:00- 7:30 p. m.
Baltimore	410,000	22.0	26.5	WBAL	4	T	7:00- 7:30 p. m.
Boston	1,043,000	15.6	37.5	WNAC	2	S	5:30- 6:00 p. m.
Chicago	1,510,000	18.1	23.2	WBKB	4	Su	2:00- 2:30 p. m.
Cincinnati	379,000	26.9	45.2	WCPO	3	Su	6:00- 6:30 p. m.
Cleveland	751,000	29.8	34.4	WNBK	3	S	6:00- 6:30 p. m.
Columbus	261,000	20.8	36.4	WBNS	3	Th	7:00- 7:30 p. m.
Detroit	848,000	18.4	28.9	WXYZ	3	Su	4:00- 4:30 p. m.
Detroit	848,000	27.1	35.0	WXYZ	3	Th	7:00- 7:30 p. m.
Houston	221,000	51.2	56.2	KPRC	2	M	7:30- 8:00 p. m.
Los Angeles	1,434,000	10.6	49.2	KECA	7	M	7:00- 7:30 p. m.
New York	3,450,000	8.6	30.1	WNBT	7	M	7:00- 7:30 p. m.
New York	3,450,000	4.2	13.4	WNBT	7	S	10:30-11:00 p. m.
Philadelphia	1,233,000	35.2	40.9	WCAU	3	F	7:00- 7:30 p. m.
San Francisco	630,000	27.1	43.4	KRON	3	Th	7:00- 7:30 p. m.
Washington	451,000	23.3	28.8	WNBW	4	S	6:30- 7:00 p. m.
COWBOY G-MEN							
Boston	1,043,000	6.2	18.6	WBZ	2	S	5:00- 5:30 p. m.
Cincinnati	379,000	18.0	21.8	WCPO	3	Su	1:30- 2:00 p. m.
Columbus	261,000	19.6	37.2	WBNS	3	S	6:30- 7:00 p. m.
Detroit	848,000	2.5	16.9	WWJ	3	Su	2:30- 3:00 p. m.
New York	3,450,000	2.0	27.0	WPX	7	S-Su	5:30- 6:00 p. m.
GENE AUTRY							
Baltimore	410,000	17.4	57.4	WMAR	3	Su	7:00- 7:30 p. m.
Boston	1,043,000	16.9	54.0	WNAC	2	Su	7:00- 7:30 p. m.
Chicago	1,510,000	17.0	45.5	WBMM	4	Su	6:00- 6:30 p. m.
Cincinnati	379,000	15.2	59.4	WKRC	3	Su	7:00- 7:30 p. m.
Cleveland	751,000	17.6	60.9	WEWS	3	Su	7:00- 7:30 p. m.
Columbus	261,000	23.7	57.8	WBNS	3	Su	7:00- 7:30 p. m.
Detroit	848,000	13.1	51.6	WJBK	3	Su	7:00- 7:30 p. m.
Los Angeles	1,434,000	9.1	51.3	KNXT	7	F	7:00- 7:30 p. m.
New York	3,450,000	20.3	53.8	WCBS	7	Su	7:00- 7:30 p. m.
Philadelphia	1,233,000	19.1	58.7	WCAU	3	Su	7:00- 7:30 p. m.
San Francisco	630,000	15.1	43.4	KGO	3	Th	7:00- 7:30 p. m.
Washington	451,000	15.0	60.0	WTOP	4	Su	7:00- 7:30 p. m.
HOPALONG CASSIDY							
Atlanta	330,000	14.3	30.0	WSB	3	Su	5:30- 6:00 p. m.
Baltimore	410,000	19.7	26.5	WBAL	3	S	5:30- 6:00 p. m.
Chicago	1,510,000	14.6	22.7	WBKB	4	Su	3:00- 3:30 p. m.
Cincinnati	379,000	16.6	22.7	WLW-T	3	S	5:30- 6:00 p. m.
Cleveland	751,000	21.9	27.5	WNBK	3	F	6:00- 6:30 p. m.
Columbus	261,000	20.8	24.9	WBNS	3	S	1:00- 1:30 p. m.
Detroit	848,000	14.5	41.1	WWJ	3	Su	5:30- 6:00 p. m.
Los Angeles	1,434,000	6.8	51.6	KTTV	7	W	7:00- 7:30 p. m.
New York	3,450,000	15.2	26.3	WNBT	7	S	6:30- 7:00 p. m.
Philadelphia	1,233,000	22.4	30.7	WPX	3	T	6:00- 6:30 p. m.
San Francisco	630,000	24.3	33.3	KGO	3	Th	6:30- 7:00 p. m.
Washington	451,000	10.6	18.3	WNBW	4	Su	1:30- 2:00 p. m.
RANGE RIDER							
Atlanta	330,000	15.0	22.6	WSB	3	Th	6:00- 6:30 p. m.
Boston	1,043,000	37.1	54.0	WBZ	2	Su	7:00- 7:30 p. m.
Chicago	1,510,000	1.5	23.2	WNBQ	4	Su	2:00- 2:30 p. m.
Cleveland	751,000	31.3	48.6	WEWS	3	Su	6:00- 6:30 p. m.
Los Angeles	1,434,000	7.9	38.5	KNXT	7	T	7:00- 7:30 p. m.
New York	3,450,000	3.6	27.0	WABC	7	Su	4:30- 5:00 p. m.
Philadelphia	1,233,000	18.0	30.9	WPTZ	3	S	6:00- 6:30 p. m.
San Francisco	630,000	27.1	49.5	KPIX	3	T	7:00- 7:30 p. m.
Washington	451,000	2.8	5.0	WTOP	4	S	1:30- 2:00 p. m.

TV Film Syndicators Strike Period of Rough Selling

After 4 Months of Easy Sledding, Execs Ponder Reason for Change

NEW YORK, June 6. — Video film syndicators for the past few weeks have been encountering a period of hard selling, something new for them after the easy selling days of the first four months of this year. One important dis-

tributor, who possibly is not typical, expects to find his gross for this month cut by one-third.

Top distributors are racking their brains trying to find the reasons for this condition. Optimists claim that the slump is entirely seasonal and that business will pick up around the end of July, when syndicated film buying goes back into high gear. This, however, would be the first year that distributors have been faced with seasonal buying conditions, for the past two years their business has been relatively stable, as has summer business on the two top TV networks—CBS-TV and NBC-TV.

Pessimists go in for more complicated explanations. Basically, they feel that there is now too much syndicated product on the market for the potential station buyers, what with new product being added, and older series going into rerun. This, they believe, has led to price wars, package deals and other means of selling video films at low prices. The stations, now aware that they can get good films for smaller sums, are shopping more than ever for the best deals.

The buying situation, of course, has been complicated even more because of the fact that several new ultra-high-frequency stations, which bought shows in anticipa-

tion of sponsorship interest once they started telecasting, have found that because of limited audiences, advertisers are waiting for their viewing public to increase before committing themselves.

An example of a dirt-cheap video film package being peddled is the hour of shorts and old features which is being sold by one small distributor for \$9. This same distributor sells half-hour video films for between \$15 and \$20. Two of the bigger syndicators—Ziv and United Television Programs—are offering packages of their entire catalogs which enables the post-freeze stations in the smallest markets to buy top half-hour film—"Boston Blackie" and "Heart of the City"—for \$50 and \$40 respectively per episode.

Other distributors who haven't product of this quality are therefore forced to cut prices if they wish to compete. Another factor which may be contributing slightly to the sales slump, it is felt, is the general uneasiness in the country as a result of the new hard money policies of the administration and the talk that there may be a recession in the latter part of this year. Such talk makes stations fearful of buying too much product now, especially when there is no immediate reason for such purchases.

BIG SPLASH

Revlon Gets Into Video On 2 Webs

NEW YORK, June 6.—Revlon this week dove into the TV ocean with a big splash by purchasing two half-hour slots, one on CBS-TV for next season and another on NBC-TV for this summer. The advertiser has committed himself for Saturday 10:30-11 p.m. on CBS-TV where he will probably program a film show produced by MCA-TV.

The Revlon buy on NBC-TV is of the Tuesday evening 8-8:30 time for 13 weeks. Into this spot will probably go the "Revlon Theater," which probably will be live. Weintraub is the agency. The Revlon video activity can be traced directly to the success of Hazel Bishop, one of its competitors, with the medium.

GE Renews 'Joan' Series

HOLLYWOOD, June 6.—"I Married Joan," the Joan Davis filmed series, was renewed this week by General Electric for another year at a cost of \$1,200,000 for 39 shows. Miss Davis produces the series.

GE will rerun 13 of the shows, starting July 15 in its present NBC-TV Wednesday night time slot with the new films taking over October 14 after replays run out. William Morris Agency repped Miss Davis with Young & Rubicam repping GE.

Shupert Choice to Head ABC Film Unit

NEW YORK, June 6. — George Shupert is top choice for the job of heading up ABC's upcoming TV film syndication operation, according to trade reports this week. Officials of the network who could be reached at press-time would neither confirm nor deny the possibility. A veteran of the trade, Shupert was for a long time associated with Paramount before the divorce of Paramount Pictures and United Paramount Theaters, the latter of which is now merged with ABC. He is regarded as one of the most knowledgeable men in the TV film business.

The ABC job, if it materializes, would place Shupert at the head of what is planned to be the fifth major division of the network (The Billboard, June 6). He would thus be in a position comparable to that of Bob Sarnoff at NBC.

Shupert is currently vice-president and general manager of United Artists Television, a post he has held since December, 1952. Prior to that he headed Peerless Productions, distributor of a package of feature films produced by Edward Small. Shupert last week was elected first vice-president of the Radio and Television Executives Society.

THE BILLBOARD TV FILM BUYING GUIDE

• ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

• Continued from page 7

Drama	No. Sets in Market	ARB Rating	Sets in Use	Station Used	No. Stations in Market	Shows Days	Time
AMERICAN WIT AND HUMOR							
Houston	221,000	5.3	9.7	KGUL	2	F	5:00-5:30 p. m.
DOUGLAS FAIRBANKS PRESENTS							
Boston	1,043,000	13.1	36.2	WBZ	2	M	10:30-11:00 p. m.
Chicago	1,510,000	5.4	54.0	WGN	4	T	9:30-10:00 p. m.
Detroit	848,000	12.4	35.3	WWJ	3	T	10:30-11:00 p. m.
Houston	221,000	38.6	44.6	KPRC	2	Th	9:30-10:00 p. m.
San Francisco	630,000	22.5	61.5	KRON	3	S	8:00-8:30 p. m.
FAVORITE STORY							
Boston	1,043,000	12.4	28.3	WNAC	2	T	10:30-11:00 p. m.
Chicago	1,510,000	11.3	56.1	WBBM	4	F	9:30-10:00 p. m.
Cleveland	751,000	9.5	45.7	WEWS	3	Th	10:30-11:00 p. m.
Columbus	261,000	21.6	54.7	WBNS	3	S	9:00-9:30 p. m.
Detroit	848,000	12.0	35.3	WJBK	3	T	10:30-11:00 p. m.
Houston	221,000	24.6	25.3	KPRC	2	F	10:00-10:30 p. m.
Los Angeles	1,434,000	5.7	62.3	KTTV	7	W	8:30-9:00 p. m.
New York	3,450,000	11.7	51.2	WNBT	7	Su	10:30-11:00 p. m.
Philadelphia	1,233,000	13.0	47.6	WPTZ	3	S	7:00-7:30 p. m.
San Francisco	630,000	17.5	38.9	KRON	3	F	10:00-10:30 p. m.
INVITATION PLAYHOUSE							
Los Angeles	1,434,000	2.3	51.6	KLAC	7	W	7:00-7:30 p. m.
New York	3,450,000	1.8	7.5	WCBS	7	Su	2:30-2:45 p. m.
New York	3,450,000	1.2	19.2	WCBS	7	S	6:15-6:30 p. m.
PULSE OF THE CITY							
Detroit	848,000	1.1	10.2	WWJ	3	Su	12:00-12:15 p. m.

This is a weekly service of The Billboard with ratings by American Research Bureau. Different categories are covered each week. Rating figure represents percentage of the TOTAL SETS IN THE MARKET. Thus a 10.0 rating in a 100,000-set market shows 10,000 sets tuned to the rated show. Further rating information is available thru American Research Bureau, National Press Building, Washington 4, D. C., or thru its branches at 516 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22. Subtracting the RATING figure from the SETS-IN-USE figure provides the total of the ratings of all opposition shows.

WARNING: Check distributor for availability. Any of the films listed here may be available in the immediate or near future regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

• TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributor and original release date of the film has been added where available. For address of television distributor, write The Billboard, TV Film Department.

THEATRICAL

- COMEDY**
- FUN ON A WEEK-END (United Artists 1947).....Geo. Bagnall
 - HIGGINS FAMILY (Republic 1938).....Hollywood TV Service
 - JOE PALOOKA MEETS HUMPHREY (Monogram 1950).....MPTV
 - LEAVE IT TO HENRY (Monogram 1949).....MPTV
 - ON OUR MERRY WAY (United Artists 1948).....Geo. Bagnall
 - UP IN MABEL'S ROOM (United Artists 1944).....Quality Films
- DRAMA**
- ADVENTURES OF INSP. HORNLEIGH.....Argyle Films
 - DARK INTERVAL.....M & A Alexander
 - ENCHANTED FOREST (PRC 1945).....MPTV
 - I MET MY LOVE AGAIN (United Artists 1938).....MPTV
 - LOUISIANA (Monogram 1947).....MPTV
 - ONE MILLION B.C. (United Artists 1940).....Unity TV
 - PYGMALION (M-G-M 1938).....Major TV
 - SIDEWALKS OF LONDON (Paramount 1940).....MPTV
 - SON OF MONTE CRISTO (United Artists 1940).....Peerless TV
 - STRANGE VOYAGE (Monogram 1945).....MPTV
 - TOMORROW THE WORLD (United Artists 1944).....Quality
 - THE WOODEN HORSE.....Combined
- MYSTERY**
- BLACKMAIL (Republic 1947).....Hollywood TV Service
 - THE CHALLENGE (20th Century-Fox 1948).....Peerless TV
 - FACE OF MARBLE (Monogram 1946).....MPTV
 - GLASS ALIBI (Republic 1946).....MPTV

Non-Theatrical Free Films

- INDUSTRIAL**
- HOW TO CATCH A COLD.....Association Films, 351 Turk St., San Francisco
 - MAGNIFYING TIME.....Eastman Kodak Company, Rochester, N. Y.
 - WINGS TO HAWAII.....Pan American Airlines, 28-19 Bridge Plaza N., New York
- RELIGIOUS**
- THIS IS THE LIFE.....Lutheran Church, Missouri Synod, St. Louis

12 Employees Buy Ideal Pix Firm From Esquire

CHICAGO, June 6.—Ideal Pictures Corporation, film distributing and servicing organization, was sold to 12 veteran employees this week by Esquire, Inc., owners of

Ideal, Coronet Instructional Films and the Esquire Publications. Ideal plans to make a strong bid for film business among smaller television stations. It has 27 offices from Boston to Honolulu.

Paul Foght, former general manager of Ideal, is president of the new company. William Kirkpatrick Jr., of Buffalo, is vice-president and secretary, and Carroll M. Hadden, Louisville, is treasurer.

Ideal will not be involved in production. Foght said the firm was interested in distribution and sales, and was not even planning on buying negatives.

Ideal was founded 33 years ago primarily to distribute religious films. It was bought by Esquire in 1949. David and Alfred Smart, two of the owners of Esquire, died within the past two years, and the remaining directors decided to sell Ideal. The employees were given first shot at buying it. All of the new owners were with Ideal in the pre-Esquire days. Coronet Instructional Films, producing company owned by Esquire, is not involved in the deal.

TV FILM PURCHASES

NEW YORK, June 6. — United Television Programs and Atlas Television Inc., this week had unusually big sales. UTP totaled \$125,000 in sales during the seven days. Atlas sold 92 feature films to WCBS-TV.

UTP sold its "Look Photo Quiz" and Studio Telescription packages in seven markets: "Royal Playhouse" in six cities; "Old American Barn Dance" and "Counterpoint" to three stations, Longview, Tex., incidentally, bought the entire UTP catalog of shows.

The Atlas sale will run for slightly more than a year on a multi-play basis and reportedly was for \$100,000. Negotiations are for other CBS-TV o&o stations to buy the same package. Stars in the pictures include Maureen O'Sullivan and Governor John D. Lodge of Connecticut, an old ham-bone before he turned politico. "MCA-TV this week also made its first sales of "Follow That Man," the re-titled "Man Against Crime" video film series. They were to stations in Akron, O., and Buffalo, N. Y. Thru the Peck agency, Chunkie Candy Company has bought second runs of "Abbott and Costello" in seven to nine Eastern markets from MCA-TV.

SEG MAY HAUNT FORMER CLIENT

NEW YORK, June 6.—"My Little Margie," the video film series recently dropped by Philip Morris, is liable to haunt the advertiser next season. NBC-TV has given Roland Reed Productions, producer of the series, several thousand dollars for a 30-day option and is now trying to find a sponsor.

Intention is to slot it against Philip Morris' number one property, "I Love Lucy," which is the top rated show in TV. The network believes that "Margie's" competition and the following it would bring to the Monday night 9-9:30 period, would be sufficient to dent the rating of the Lucille Ball-Desi Arnaz vehicle.

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**Cocoanut Grove,
Hotel Ambassador,
Los Angeles**
(Wednesday, June 4)

Capacity, 960. Price policy, \$2 cover. Shows at 10:30. Owner, Schine chain. Press, A. V. Tozzi. Booking policy, non-exclusive. Estimated budget, \$6,500.

Even great entertainers have off nights. Frankie Laine was no exception to the rule. It was an off night on several counts. The crowd was off, in both size and enthusiasm. Laine was off in willingness to put on his usual bang-up show.

The old Laine fire, so evident in the countless times this reviewer has caught him, was gone. As a result—or possibly as the cause—the electric feeling that usually captivates a Laine audience was similarly gone. Laine neared his usual top song-selling level only in the offering of his recent disk click, "I Believe."

Use of the music for his presentation of a recent recording, "I Let Her Go," didn't add to the performance—whether or not lack of preparation or disregard of the patrons is to blame. Laine's patter introing the tune—the statement that he didn't know who its authors (Hal Blair and Don Robertson) were—seemed out of character for the down-to-earth type of guy everyone knows him to be.

Of his other tunes, revived "Small Cafe" ranked with "Believe" in appeal. Other offerings included "Jezebel," "That's My Desire," "Your Cheatin' Heart," "After You've Gone" (sung as duo with piano accompanist Carl Fischer), "Sunny Side of the Street" and "When You're in Love." There were no encores.

Jack Fina's ork provided the dance tempi. Lee Zhito.

Night Club-Vaude Reviews

Paramount, New York
(Wednesday, June 3)

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

Record singers and personalities go big in the Paramount, and this bill is no exception. Vic Damone headlines a show consisting of Joey Bishop (with whom he just closed at Bill Miller's Riviera), Karen Chandler, Bunny Briggs and Richard Hayman and his ork. They make up a fast, interesting show that pulls heavy mitting most of the way.

Great Progress

Damone, now a big lad with a masculine approach to such items as "Gypsy in My Soul," "Walking Behind You" plus a flock of standards, showed an ease and assurance that he didn't have before he became a G.I. Working with piano accompanist Bert Bachrach (an ex-sergeant in the Army with Damone), the singer belted out a series of items, which built each for good returns. Besides his current heavyweight, e.g. "April in Portugal," which he interpreted excellently, he was outstanding on the standards he used at the Riviera, "Lady Is a Tramp," "Where or When?" and "September Song." His baton wielding gimmick on the bandstand descent was another added plus. Proper building from here on, adding a picture and/or a TV show, could move Damone up into the top starring class. He al-

(Continued on page 12)

Starlight Roof, Waldorf-Astoria Hotel, New York
(Monday, June 1)

Capacity, 500. Price policy, \$2 cover. Shows at 9:30 and 12:30. Owner, Hilton Chain. Exclusive booker, Merriel Abbott. Publicity, Paul Stewart. Estimated budget this show, \$3,500.

Opening the summer at the Waldorf's Starlight Roof are the Spanish musicians, Los Chevales de Espana, and dancer Trini Reyes. The group caught some fine reviews when it made its bow in this country at the same hotel last year. Since then, it successfully toured some of the major cities in the country.

The preem night here saw the Roof jammed with customers—all partial to the 11, nattily-costumed musicians and Miss Reyes. The crowd was heavy enough to have the house use half the dance floor for table space. The Roof's regular customers even applauded the first terp sessions played by the Emil Coleman and Mischa Borr orks—both favorites at this hotel for years. In other words, it sounded like everyone on the bill had his own claue out front.

Reyes Performance

Miss Reyes, familiar to night club, hotel and theater audiences, again delivered a fine performance of her flamenco and Spanish folk specialties. She actually worked as an integral part of the Chevales 55 minutes, including some sight and talk bits with the orksters. She was smartly garbed

(Continued on page 12)

Palace, New York

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

There is practically no point in tabbing Frankie Marlowe's reception via a Palace audience. This lad sells to the Nth degree, and at the show caught had them eating out of his hand. Incidentally, if it means anything, he had this reporter doing the same thing. Likewise, Buddy Clayton earlier on the bill built solidly on the comedy side. Clayton started slowly, but has added new impressions to his act to not only keep it up to date, but make it something of a show-stopper. Comic-wise the current stint at the Palace is okay.

Bill opens well with an acrobalance act from Young China (three gals and a man), and follows with toe-tapping of Cathy Harris. Latter clicks solidly via precision on points with a fine jitter-bug wind-up.

New to this reporter are the Morrison Sisters, Sue, Mary and Jane, a personable trio, who start off on the dull side but build a solidly good act. It is refreshing to find a run-of-the-mill harmonizing threesome give out with xylophone pyrotechnics and a bit of terping. Les gals evidently have put their minds on salesmanship.

This reporter is always a sucker for Sharkey, the seal. And he is

(Continued on page 12)

**The Terrace Room,
Statler Hotel,
Los Angeles**
(Tuesday, June 2)

Capacity, 300. Price policy, \$2 cover. Shows at 10:30 week nights; 9 and 11:30 Saturdays. Publicity, Tom Bickmore. Booking policy, MCA thru John Grande of the Statler chain. Estimated budget this show, \$7,000. Estimated budget last show, \$4,500.

Selection of Xavier Cugat and his variety show to follow the successful "Ice Ahoy" revue couldn't have been better. The master exponent of Latin-American rhythms is a showman who surrounds his top drawer band with equally talented acts. The result is an offering tailor-made for the likes of the Terrace Room. Cugat's run is for a long 10 weeks and marks his second appearance here.

Angelenos take to the tango and mambo as attested by Cugat's success when he opened the room last October. Room's attendance record, set during Cugat's opening engagement, is as yet unequalled. The play the Terrace Room has been getting recently stands to continue, if not improve, with present bill.

Show gets off to a rousing start with band's inspired playing of "Brazil" and "Begin the Beguine." Before introducing the first act, Cugat asks what crowd would like. Almost in unison, the shout is for Abbe Lane. Whereupon Cugat gives assurance Miss Lane will be presented in due time. Then he introduces one of his discoveries from Spain, Tina, one of a pair of terpsing twin señoritas, who executes a sparkling flamingo dance, partially ballet and partially in the accepted Spanish form. She displays consummate grace and skill.

(Continued on page 12)

An Open Letter to

THE NATIONAL BOARD of AGVA

Ladies and Gentlemen:

You've been actors and we've been cafe owners for years and years and years, during which period we can hardly remember a time when there has been any feeling of ill will between the great majority of cafe owners and actors.

We like actors . . . we need them in our business.

Actors like us . . . and they need us.

Every sensible cafe owner and actor knows that AGVA is a necessary and important part in our scheme of things.

Recently, however, conditions have arisen which have created ill will and a feeling of animosity about which you and probably few actors are aware . . . an ill will that is caused by wilful misstatements, wild rantings and abusive measures which antagonize not only cafe owners but AGVA members as well. Recently some of us formed an organization called "Theatre-Restaurant Owners of America" referred to under the trade name of TROA.

For its functions, we hope to reduce the 20% cabaret tax, negotiate with unions to create a friendlier solution of our mutual problems, meet with ASCAP and BMI on broad issues and to guard against legislation that may hurt our business. Such similar organizations have existed for years in every business. Both management and labor find that it is easier to do business with a group than with hundreds of individuals.

There are management groups with whom actor unions do business, namely, Motion Picture Producers, League of New York Theatres, Motion Picture Theatre Owners of America, Resort Hotelmen's Association and Artists Representatives' Association.

So what's wrong with a cafe owners' association?

Since its inception TROA has met with a virulent animosity out of all proportion to the standards for which it was formed. Actors have been told in public meetings and in private coteries that TROA is a union-busting organization, that it is formed to cut salaries and that we are a two-headed monster pledged to destroy AGVA. These are the usual rabble-rousing lies which have been used so often to further the aims of power-seeking, rabid individuals bent on the attainment of their own personal benefit without regard to the will of the majority. Do you know that at this moment there are strikes in Chicago, Detroit and Baltimore and one settled last week in Philadelphia, so conducted, that it left a bitter taste and a feeling of hardship?

And what are these strikes for? Better salaries? Better working conditions? Union recognition?

NO, ladies and gentlemen, these strikes were called because the majority of cafe owners feel that the AGVA welfare fund is improperly set up. Out of the \$2.50 per person that AGVA gets, \$2.40 goes to an insurance company in England called "Lloyds" and of this amount 25% or 60c goes to a broker in Chicago and of the remaining 10c, 6c, we are told, goes for expenses, leaving 4c for relief of the actor.

This welfare fund provides no protection for the actor except in case of accident WHILE THE ACTOR IS EMPLOYED. No help is provided for the actor while unemployed; no funds in case of illness of sudden need; no help for him or his wife or family; no fund when he is temporarily out of work; no assistance in case he needs train fare to make a jump; nothing, except that while he is employed he gets relief in case of accident.

Now, you and every informed citizen knows that in nearly every state in the nation, COMPULSORY ACCIDENT INSURANCE IS A STATE LAW, so that the actor is already insured.

No sensible cafe owner objects to a welfare plan but our argument is:—Why pay money, 98% of which goes to insurance companies, brokers and administrative expenses, when every cent should go to the welfare fund.

There is one other point of bitter controversy. We feel that most actors are not subject to the 20% withholding tax and other Federal and state taxes. It is obviously unfair to the actor to deduct 20% from his total salary. In this the United States agrees. In a decision handed down involving Radio City Music Hall, it was held that some people, notably members of a chorus, people who work in production and all actors subject to the direction of the owners, were employees; that all actors who played a limited engagement of one or a few weeks were independent contractors and not subject to Federal or State withholding taxes. Because we go along with this

logical decision we are called "unionbusters," "two-headed monsters" and epithets that would make you shudder.

So, we ask your intercession and the consideration of every actor.

TROA does not want to "bust" AGVA; in fact, we gladly agree not to use anyone who is not a member.

Now, WHAT DOES TROA WANT?

- 1—A realistic welfare plan that will help the actor when he needs it; a fund administered according to law.
- 2—That all actors who work in production . . . chorus girls and boys, production singers and dancers who ARE employees be termed employees and receive all the rights and protection of employees.
- 3—That stars and featured actors who contract to operate as independent contractors be recognized as independent contractors by AGVA.
- 4—That the operator be given a reasonable opportunity to consider when a proposal is made by AGVA, to a change in an already existing or new contract instead of "sign now or we will pull the show."
- 5—Real arbitration (representation by both sides) in case of dispute between AGVA, the ARTIST and the OPERATOR.
- 6—Recognition of TROA as an organization representing night club and cafe owners of America for their own protection and benefit and the protection and benefit of all who work in and for night clubs and cafes.
- 7—No special deals (why have certain cafes paid NO welfare at all and other cafes have been closed by AGVA because they didn't pay?)

That's all, except we are writing this in the sincere hope that out of your convention will come the means with which AGVA and TROA can live in peace and harmony, in a spirit of co-operation and helpfulness for the good of all concerned.

Sincerely yours,

Executive Committee of TROA

With the statements above we are in hearty accord;

- HARRY ALTMAN BUFFALO, N. Y.
- LENNY LITMAN PITTSBURGH, PA.
- HERMAN PIRCHNER CLEVELAND, OHIO
- MAX COHEN BALTIMORE, MD.
- HERMAN COMROE PHILADELPHIA, PA.
- MICKEY CHIADO DETROIT, MICH.

- LOU WALTERS NEW YORK CITY
- GEORGE A. HAMID ATLANTIC CITY, N. J.
- JOE BONDS DALLAS, TEXAS
- FRANK FERRARA NEW ORLEANS, LA.
- HENRY NEYLE MIAMI BEACH, FLA.

Larry Potter's Supper Club, Studio City, Calif.
(Monday, June 1)

Capacity, 475. Price policy, \$2 cover on week-ends. Owner-operator, Larry Potter. Publicity, Kay Biddle. Shows at 10 and 12:15. Booking, non-exclusive. Estimated budget this show, \$2,000. Estimated budget last show, \$2,600.

A refreshing and talented youngster has returned to the local nitery circuit to belt out socko songs with the best of them. Thrush is a small bundle (five feet one inch, 95 pounds) of pixiness, Beverly Hudson, who bounces around unrestrained in blue jeans, sweater and loafers. Her naturally expressive, small, round face easily reflects moods of the numbers, whether they be catchy show tunes, rhythmic melodies or ballads. A close-cropped, wind-swept hair-do further accentuates the little miss' tomboyishness which nevertheless doesn't overshadow her femininity.

On night caught, Miss Hudson pounced to the stage and immediately sang "With a Song in My Heart" as tho she meant it. She followed this up with "The Sun Shines While We're Young" and the catchy "Gypsy in My Soul," changing pace with a creditably done "Be Still My Heart." Her next two numbers, "Sunny Side of the Street" and "Jennie," a rhythm tune, got the biggest mitt. Latter offering, sung while thrush relaxed against a small table, ordinarily would have been her last number except that a rousing reception called for an encore, an ad lib rendition of "Stormy Weather" well done.

Miss Hudson, who made her local class spot debut some time ago at the Mocambo, still has some rough edges that in time will be polished, particularly in the vocal department. She has a pleasing voice that, with additional coaching and experience, should develop to top notch richness. Her stage attributes leave nothing to be desired.

Headlining the bill is comic Paul Gilbert who last played this supper club less than two months ago. His material is basically the same, including his "Fugue for Tin Horns," "Horseplayer's Dream," take-off on the movie "High Noon" and his "Young Man With the Horn" bit.

In the supporting and opening slot is Jimmy Ray, an outstanding exponent of the soft shoe dance. Sporting white spats to emphasize the footwork, Ray sparkles as he runs thru the standard soft shoe routine, a boogie-swing interpretation atop a raised circular table, a Joe Frisco impersonation to the tune of "Dark Town Strutter's Ball," and an up-to-date impression of the art to "Adios." He's a polished performer and rates the mitting.

Musical backing of so-so quality is supplied by Arty Quinn ork (5) who also supply dancapation melodies. Ed Velarde.

Night Club-Vaude Reviews

Billy Gray's Band Box, Hollywood
(Monday, June 1)

Capacity, 300. Price policy, \$2.50 minimum. Shows at 9:30 and 12. Operators, Billy Gray and Sammy Lewis. Booking policy, non-exclusive. Publicity, Maury Foladare. Estimated budget this show, \$1,700. Estimated budget last show, \$1,500.

This nitery is back to normal. Which means that Billy Gray is back, hilariously aided and abetted by Patti Moore and Ben Lessy, to knock himself out—and the crowd, too—with zany comedies that only veterans could hope to accomplish. Gray and company, plus harmonica expert Leo Diamond, are here for the summer following a successful tour. Their presence augurs well for the hot-spell season.

When the trio of Gray, Moore and Lessy aren't clowning, Diamond manages to take the spotlight long enough to show his musical expertise with a mouth organ. He introduces his electro-magic, a harmonica wired to achieve a guitar-like quality. He also uses his vibramonic, similarly electrified with addition of four rubber cup-like valves with which he gets rhythm approaching that of drums. Diamond, not to be outdone in the comedy line, draws the laughs with a Spike Jones take-off. In this number he uses a Christmas tree appearing apparatus which includes at least four harmonicas, miscellaneous horns, toy drums, and asserted paraphernalia. To demonstrate the serious side, Diamond does a bang-up job with "Slaughter on Tenth Avenue."

Buffoonery takes over from that point on. Comics are at their usually effective best and, on their home grounds, have added just a little more material to pace change their routines for the regular customers. One of the new bits, a take-off on "This Is Your Life," has Gray dressed in a ridiculous woman's costume, playing the role of a person unexpectedly having her life unraveled before a nationwide television audience. Bit is well constructed and gets the guffaws, particularly where Miss Moore and Lessy show as persons in Gray's life. Sammy Lewis emcees the show. This bit could be vastly improved, however, with a sock ending.

Rest of the clowning is pretty much the same done before, with exception of the finale, a Latin-American bit, "Anna From Havana," that does justice to the fine comedies of the trio. Writer Tom Adair, Sid Kuller and Phil Schukin aided by the production know-how of Lewis, are a credit to the performance.

Gray, in his solo work, still relies on his ringside explanations, always good for a laugh. Lessy manages to hilariously jam up a "jam session" with his piano playing by using his nose, elbow and even his fingers.

Fine backing is supplied by the Larry Greene Trio, with Greene doing superb work on the piano, Al Viola on the guitar and Al Burns, bass. Ed Velarde.

Roxy, New York
(Wednesday, May 27)

Capacity, 5,886. Price range 80 cents to \$2. Four shows daily. Booker and manager, David Katz. Producer, Arthur Knorr. Show played by house ork.

New blade revue is a cute and sometimes charming spectacle, tho it lacks the flash of previous icers here. The lack of exciting skating weakens the impact of the rink show, but the colorful costumes, attractive sets and musical-comedy-styled routines make it an eye-pleaser.

"Gay Paree" is the theme of the new show, which gives choreographer Frank Westbrook a chance to include a cancan and an apache routine, and to ring in a score of parisian characters, such as gendarmes, sailors, painters and mademoiselles. The show, however, never quite lives up to its initial promise, as exemplified by the fast-paced opening scenes with the chorus lads and lassies in front of a typical French cafe. Even the cancan routine, which features the chorus belles dressed in lavish costume and should have been a smash finale, misses somehow the rousing excitement usually associated with this naughty terp spectacle.

Outstanding act is the acro-comedy team, the Maxwells. The two really broke up the house with their skillful routine, doing incredible acrobatic and balancing bits on the ice with a remarkable casualness and ease. Both boys wear a dead-pan expression while performing their difficult tricks, which adds much to the entire act. The Maxwells are one of the finest comedy teams in the business and the crowd appreciated every moment they were on stage.

Rhythm skater Bobby Blake, as an American tourist in Paris, scored solidly with his stylish routine in the first part of the show. Blake's bright blade work, featuring impressive turns and spins, and his personable manner of selling his work drew a good hand from the crowd.

The team of Magnan and Leemans turned in some slick skating on their first routine, featuring lifts and flips that were smooth as silk. The pair's work is not flashy, but they sell via their sureness and deftness. Duo did a nice job with their apache number, with the girl tossed around in the fashion of the wild Parisian dance. Here, however, the team could have stirred more excitement.

Lou Folds was effective with his juggling act, giving out with a score of varied tricks, all of which pulled good hands. His closer, in which he bounced tennis balls on a drum while blindfolded, was a strong finish.

Costumes, by Michi, brightened the icer considerably. The Choraleers, under Ray Porter, contributed substantially to the show, and the ork, conducted by Bob Boucher, backed the revue smartly.

Pic, "Titanic." Bob Rolontz.

Chicago, Chicago
(Friday, June 5)

Capacity, 3,900. Price policy, 30 to 98 cents. Four shows daily. House booker, Harry Levine. Show played by Louis Basil and house band.

Billy Eckstine's voice with the solid low notes registers firmly with the customers, his pleasing stage manner helps make his appearance a hit.

His version of "Anywhere I Wander" drew the best reception, and "Mardi Gras" and "Caravan" were close. "Coquette" and "I Laugh to Keep From Crying," both recorded, were in his standard style and brought good applause.

Comic Alan King is back with his material about youngsters, wives and mothers-in-law. East Side of New York slant to the lines catches on here, and there are laughs thruout. Paul and Eva Reyes vibrate thru Cuban dance novelties and a couple of one-foot acrobatic spins. Island dance-version of a blacksmith and a mare has Eva in the latter role for some torrid torso twisting. She shines again dancing with a glass of water balanced on her head. The act brings new twists to dance routines and pleases the pew-sitters.

Billy Romano clicks with balloon sculpturing. Most of the business has him forming rubber animals and jet and boomerang balloons are strong. Power-packer is the use of audience youngsters, to whom the products are given. Opening lines need polish, but otherwise all is well.

Tom Parkinson.

Para, N. Y.

Continued from page 11

ready has the voice, the looks and the assurance.

Joey Bishop has seldom failed to do big at the Paramount, and this date is no exception. His off-hand gag throwing took the audience a little time to catch, but once they got it, the yocks came in a steady stream. His ring running gag, plus a new series of small bits added to old routines, gave him a freshness that even those familiar with his act found hilarious.

Much of his added impact came from his stance and gestures. Bishop now moves around instead of standing up straight, and moves his arms and hands efficiently. His diction has also improved.

The show started with Bunny Briggs, the pint-sized hooper with a pair of feet which he moved with incredible speed. He almost broke it up with his trick and precise hoofology.

Strong Thrush

Karen Chandler (ex-Eve Young), coming in on the strength of her Coral record "Hold Me," worked like a real pro, indicating plenty of p.a. work. She moved well, sang well and sold with authority. The gal started it off with a bright "I Want to Be Happy" and went into "Song From Moulin Rouge." Then came another pace changer, followed by her big "Hold Me." She finished with the novelty, "If I'm Not Near the Boy" which was a let-down. The number is good, and Miss Chandler does it well, but she was already ahead with her "Hold Me."

The Richard Hayman ork, with six fiddles brought in to back Damone—if Eddie Fisher can have Winterhalter, I want Hayman—gave a fair account of itself in the solo spots. Hayman's "Ruby," a big Mercury seller, didn't seem to mean much here.

Pic, "South Sea Woman." Bill Smith.

NEW YORK, June 6.—Donna Lee Hickey, a Copacabana line girl, will get the only fem part in Stanley Kramer's "Caine Mutiny" when it starts before the Columbia cameras.

To inaugurate her entry into pictures, Miss Hickey will change her name to May Wynn.

Bill Miller's Riviera, Fort Lee, N. J.
(Tuesday, June 2)

Capacity, 1,025. Price policy, \$5 minimum. Shows at 8:30 and 12:30 (three shows weekends). Operator, Bill Miller. Booking, non-exclusive. Publicity, Seth Babits. Estimated talent cost last show, \$14,000. Talent cost this show, \$16,000.

Continued from page 2

around. Their choreography shows intelligence, and the execution shows skill. But somehow they shine better in hotel rooms than in massive clubs like the Riviera. On the show caught they did three intricate numbers, each with a story line, and each requiring a fast costume change. They did well with each, but somehow didn't register as strongly as when caught in TV or hotel rooms.

Walter Nye played the show. Pupi Campo's wild mambos jammed the dance floor.

Statler, L. A.

Continued from page 11

earning the plaudits of her viewers.

El Gringo excites with his swirling tamboreen dance to the furious "Tico Tico." Handsome Juan Guerrero, a young man from Mexico with a ringing voice, rings the bell with three popular Mexican melodies, "Guadalajara," "Cielito Lindo" and "El Rancho Grande," but comes off best with "April in Portugal," bowing off to heavy mitting.

The pace is changed with young comic Alan Carrier whose easy style and disarming innocence endears him to the crowd. His imitations of well-known movie personalities are socko, and his closing mimic of Billy Eckstine—consisting of just a yawn—are howl getters. A satire on the Ink Spots and Spike Jones, using recorded background music, brings down the house.

On the musical side ork tantalizes with one of its member's own compositions, "Jungle Flute." Featured soloist is Filipino flutist known only as Candy, song's composer.

The dancing twins, Coca and Tina do a brilliant Spanish number costumed in colorful matador attire.

Cugat's headliner, Miss Lane, doesn't disappoint as she makes a fanfare entrance and opens with the gay, "Say Si, Si." The sumptuously endowed wife of Senor Cugat takes full advantage of her attributes as she sensuously renders "It Takes Two to Tango." "Anna," her third offering, comes off equally well. Miss Lane bows off to palming that asks for more with "Un Ranchero."

Ed Velarde.

Palace, N. Y.

Continued from page 11

also a set-up for Otto, Willie Kuffer and Willie's wife, Ida, who bill themselves as The Marvellos. Both are old-fashioned novelty vaude in its best tradition.

Wind-up spots the familiar acro antics of Dalton and Bailey, with the former (or it could be the latter) stooging out of the audience for a fiesta on the trapeze.

This is another stanza wherein Dan Friendly has come up with solid booking.

Bob Francis.

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AD DEADLINE
JUNE 24th

Starlight Roof

Continued from page 11

in three costume changes and walked off to a big and deserved hand each time.

Los Chevaes impressed only as a good musical group which took full advantage of the pleasing looks of all the sidemen and made the most of their costuming and ability to sell even routine numbers as tho each were a concert specialty. Musically, they are neither better nor worse than many other bands selling either Latin-American or straight pop dance music.

They worked without introductions between numbers, segueing from one into the next in showmanly fashion. They mixed up their routines to include fast and slow items, English, French and Spanish items. The boys are prodigious doublers—laying down reeds for fiddles, etc. Two of the group work as band vocalists and the entire unit handles gang-sing material effectively. In all they sold themselves well to this type of audience for good results.

Joe Martin.

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WANT IN THE ACT

Cleffers Leap Into Pub Biz With Both Feet

Continued from page 1

Somebody Else," "On the Alamo," "Spain" and "Nobody's Sweetheart." All the songs were written with the collaboration of Isham Jones. Donald Kahn, who actively manages the new Kahn firm, and Jones are understood to be working out a formula for further exploitation of the material under joint auspices.

The Gus Kahn development illustrates one facet of the phenomenon. Many old-line writers, or the administrators of their estates, are coming to believe that they are just as capable of exploiting their material as are most publishers. These claim many of their ditties continue to win performances and occasional records whether or not publishers actively work on them. In any case, say some, the current state of the music business makes it just as easy for a writer to win a recording commitment from a diskery as a publisher. Writers, more and more, are dealing with a.&r. men directly.

Said, Mrs. Kahn, "Where we

feel we can do more than certain publishers, we will try to regain the copyrights. Where we feel a publisher is doing a good job, we intend no change."

Expansion

Further evidence of writer expansion into the ranks of publishers can also be cited. Of the 30 publishing firms elected to membership in the American Society of Composers, Authors and Publishers during 1952, at least half were founded by established writers. Among the important cleffers who set up ASCAP firms last year are Abel Baer, Charles A. Bayha, the George M. Cohan estate, Josef Marais, Jack Gold, Herb Magidson, J. Russell Robinson, William Smith and Charlie Weinberg.

The trend this year has been just as evident. Writers who have formed ASCAP pubberies in 1952 include Harold Orlob, Nola Arndt (widow of Felix Arndt), Charles Newman and Frank Luther.

Strong Position

For some writers, undoubtedly, the establishment of publishing firms represents no strong desire to snare renewal rights. While this may be so, the very fact that they do have active firms makes their bargaining position with publishers stronger. In this connection, both writers and publishers are watching with close attention the progress of recent cases which may throw entire past practice with regard to copyright renewals in doubt. Such actions, reported here earlier, as those begun by Billy Rose and the George M. Cohan estate to retain renewal rights have many publishers apprehensive over their outcome.

Vox Distributes In Scandinavia

NEW YORK, June 6.—Vox Records has set up a Scandinavian distribution system to complete its disk coverage of Western Europe. The firm already has three firms operating under the Vox imprint in England, France and Germany. The Scandinavian countries will be supplied from England.

George Mendelssohn, Vox president, just back from a European business trip, has also signed several artists to exclusive pacts. The Vox contract with pianist Friedrich Wuehrer was extended for another three years, and the label has pacted violinist Ivry Gitlis and the Italian Previso Choir, conducted by M. D'Alessi. Mendelssohn also re-pacted Ferdinand Grossmann, conductor of the Vienna Akademie Kammerchor, who has just cut the Bach St. Matthew Passion, due for release here in September.

Vox, which recently began issuing extended-play records here, is now pressing the bonus donut platters in France. The label's EP's will be introduced in England next month, and they will also be made available in Germany in August.

Meanwhile, Vox here is laying plans to increase its pop series catalog. At least six new 10-inch LP entries are planned for this summer to follow up on the label's successful "Echoes of Paris" set by pianist George Feyer.

ASCAP Votes On Appeals Unit

NEW YORK, June 6.—Election of members of the board of appeals of the American Society of Composers, Authors and Publishers is currently in process, with ballots expected to be returned and counted within two weeks. ASCAP pubbers have nominated six candidates as have the ASCAP writers. The six-man board will be selected from among the 12 nominees.

Nominated by the pop publishers were Dave Dreyer, Biltmore Music; Joseph Santly, Sanson Music; Charles Trotta, Royal Music, and Thomas Valando, Valando Music. Standard pubber nominees were Joseph A. Fischer, of J. Fischer and Bro., and Willard Sniffin, of Harold Flammer, Inc.

Writer nominees for board of appeals post are Abel Baer, Alex C. Kramer, John Redmond, Harold Rome, Carl Sigman and Harry Tierney.

Pubs Face Time of Stress As A.&R. Men Shift Around

Recent Changes Have Triple Effect On Firms; More Shifts Coming

Continued from page 1

vage efforts going back as far as six months—at which time many of them began working on tunes which were just about ready to come thru on wax.

A quick review of the changes, as well as likely changes, shows how unsettled the picture is:

(1) Joe Carlton has supplanted Dave Kapp in a top Victor a.&r. slot; Kapp became administrative assistant to Manie Sacks; (2) Milton Gabler replaced Jimmy Hill-

liard at Decca; (3) Bob Thiele took the pop a.&r. slot at Coral; (4) Joe Davis quit M-G-M rhythm and blues post (see separate story); (5) Victor pop a.&r. slot on the West Coast is currently being reviewed, with changes considered likely.

Also adding to the generally unsettled state are continued rumors that changes will be made not only in lower echelons of Victor and Decca and Coral, but also

at Mercury. Art Talmadge has denied that changes are contemplated at Mercury. Publishers, tho, point out that their relations with that diskery remain in an unsatisfactory state in the East—particularly in view of the fact that Dick Hayman has been playing the Paramount and making TV appearances—to the detriment of time allowed the publishers.

Lack Authority

With Capitol, as with Mercury, many publishers feel they are far removed from the ultimate source of authority with regard to making decisions on some songs, even granting that both Sid Feller of Capitol and Hayman of Mercury have certain definite areas of authority.

With regard to the RCA Victor picture on the West Coast, it was ascertained this week that the a.&r. situation there is "in review." Joe Carlton will decide what the final set-up shall be.

Meanwhile, Jimmy Hilliard, who last week resigned as a.&r. chief of Decca, continues to be the center of rumors. Tho there still remains a possibility that he will be offered a new spot in the company following President Milton R. Rackmil's return from Europe (The Billboard, June 6), Hilliard is known to have been on the receiving end of several inviting offers from other diskeries. One of these would place him in an important slot in the a.&r. department of a major company.

Summer Too

It is estimated that the average publisher needs many months of trial and error activity—sometimes as much as one year—before he finally ascertains how to work well with an a.&r. man. That the field should be so continuously in a state of flux and that the climax of a series of changes should occur when the music industry is entering its summer doldrum period is regarded by many publishers as having tragic effects.

Here are the viewpoints of a number of publishers. For obvious reasons their names are omitted:

First publisher: "Being an a.&r. man today is like being the Premier of France, or the president of a South American Republic. . . . Confusion is the by-word. . . . I have lost months of my time."

Second publisher: "It's up to the publisher to contact whoever is in the driver's seat. . . . But today you are lucky if you can get a song recorded before it goes into public domain. . . . However, what we want most is a direct answer from a.&r. men with regard to tunes and artists."

Third publisher: "I must start all over again from scratch. I had manuscripts placed and commitments on tunes. In fact, some records have already been cut, and I don't know what's going to happen to them."

Fourth publisher: "This June I am dead."

Fifth publisher: "This is like turning the knife in my back—and with the summer on top of us, it will be hard to keep going."

Sixth publisher: "No, I don't know whether any of the stuff I have in the can will come out. I know he is trying to hand me a dippy on a big one, but I've got another big record on another label. . . . If he tries to block me, I'll force it out some other way."

Seventh publisher: "Looks as if I'll have to get in the chow line again. I didn't have to sweat it out as long as—was there."

Just how badly the publishers will be damaged by the recent a.&r. flurry remains to be seen and will be dependent to a large degree on policies adopted by the new execs. It is only natural, it is pointed out, that newly-appointed execs should regard with disfavor the work of their predecessors. According to this line of thought, commitments by predecessors will be generally disregarded as to tunes, artists and releases of material already in the can.

Juke Copyright Law Principals Prepare

WASHINGTON, June 6.—Battle preparations by supporters and foes of juke box copyright legislation were intensified this week after the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks deferred until June 24 a hearing which had been slated for Thursday (4). American Society of Composers, Authors & Publishers and other proponents will be ready to testify at the forthcoming date, subcommittee officials said they had been advised. A majority of opponents of the legislation have notified the subcommittee that they would like additional time in which to prepare their testimony.

The line-up of proponents and foes at the forthcoming proceedings continues to shape up similar to last year's. Sen. Estes Kefauver (D., Tenn.), co-sponsor of last Con-

gress's Bryson-Kefauver juke box copyright bill, and Rep. Emanuel Celler (D., N. Y.), ranking Democrat on the House Judiciary Committee, are expected to file briefs or personally appear to support the latest legislation. Both of those lawmakers argued last year for the Bryson-Kefauver bill. Also ready to testify for the legislation are Broadcast Music, Inc.; Authors' League of America; Songwriters' Protective Association, and the Register of Copyrights.

A big array of opponents to the legislation is in evidence. The line-up includes the Automatic Phonograph Manufacturers' Association, Music Operators of America, a number of individual operators-distributors groups and trade associations. It has not yet been determined whether the subcommittee will hear testimony from Columbia, RCA Victor, M-G-M and Decca Records. These disk manufacturers were represented at hearings in the last Congress as strongly opposed to the legislation.

Sen. Alexander Wiley (R., Wis.), chairman of the subcommittee, in announcing postponement of the hearing until June 24, gave no formal explanation for the deferment, but one factor was the request for time for preparation of argument by foes of the legislation. Another is Sen. Wiley's wish to preside personally at the (Continued on page 78)

Major Diskeries Become Active in Player Field

NEW YORK, June 6.—Recent moves and contemplated action by the record manufacturers point to increased efforts by at least six large diskeries in the record playing equipment field. Tho several of the top labels have been in the player field for a long time, it is known that some of the diskeries are prepping new equipment, expanded lines, and strong merchandising pitches to sell more players.

Only this week, M-G-M made its first move in the player market with a portable unit. Mercury and at least one other major diskery is also known to be working on a high-fidelity unit for marketing this year. Columbia, which now sells kiddie players, and three pieces of equipment ranging from the \$12.95 attachment to a \$140 hi-fi unit is known to be planning additional models to fill out its line.

RCA Victor, long a leader in the player field, only recently announced its entry in the hi-fi components business. Decca and Coral, active player merchandis-

ers for years are preparing a new line for the fall and may expand the number of models to cover a larger share of the potential market.

Capitol, now marketing five different kiddie players and a three-speed portable is known to be ready to broaden its line and hype promotional activity when the company's execs feel that they can garner a healthy share of the business.

Other diskeries handling the distribution of record players include Children's Record Guild and Simon and Schuster. Further, London Records, which originally entered the American market as an importer and distributor of record playing equipment, is always in a position to start again to handle some of the products manufactured by its parent company, English Decca.

In any event, the renewed interest of record manufacturers in disk playing equipment is seen as a healthy sign for the disk industry on all levels.

Top Orks Get Healthy Loot These Days

NEW YORK, June 6.—The big-name orks are grabbing off some healthy loot these summer days. The Dorsey Brothers crew pulled 3,200 persons to Idora Park, Youngstown, O., Sunday (31), one of the biggest crowds in the park's history since World War II. The gross was close to \$6,000.

The Woody Herman ork racked up a gross of \$5,960 at Crystal Beach, Ont., Saturday night (30). Herman Herd opens at the Band-box here Tuesday (9).

A N N O U N C E M E N T

The Billboard

NAMM CONVENTION NUMBER

NAMM CONVENTION
(National Association of Music Merchants)
PALMER HOUSE, CHICAGO
JULY 13 THRU 16

—will be dated July 18

—distributed nationally, and at

the NAMM Convention, July 13

—advertising deadline, July 9

Standard Pubbers Urged to Stop Copyright Infringement

MPA Re-Elects Feist Prexy; Growing Dealer Mortality Rate Is Cited

NEW YORK, June 6.—Publishers of standard music, concerned over a growing trend toward copyright infringement by educators, were urged this week to take strong measures to halt such abuses wherever they might be encountered. Members of the Music Publishers' Association, at their annual meeting at the Warwick Hotel Thursday (4), were told that if effective controls were not established to prevent such practices, they might eventually find that certain rights to material usages may well be lost to them by default.

The publishers, in addition to electing new members of the MPA board, also heard reports on several important industry matters. Among these were the upcoming hearings on proposed legislation to revise the Copyright Act, the growing mortality rate among "class" sheet music dealers, and a proposal to effect publishing economies by trimming the size of certain types of sheet music.

The elections returned Leonard Feist, of Mercury Music, to the MPA presidency for another term, with Joseph A. Fischer, of J. Fischer & Bros., re-elected vice-president. The new treasurer is Geoffrey Gray, of H. W. Gray & Company. Edward Lorenz, of Lorenz Publishing, was elected secretary. New board members are Dr. Franco Co-

lombo, of Ricordi; Herbert Marks, of E. B. Marks; Gray, and Lorenz. Copyright infringements by educators take the form of unauthorized micro-film reproduction of music and other mechanical uses, according to Ralph Satz, of Chappell. Band scores flashed on screens during educational conferences, or even filmed choral selections for group singing were cited as examples of such uses.

While it was not considered advisable to attempt to halt the trend toward audio-visual techniques becoming more popular in educational circles, publishers were advised to establish their rights clearly and quickly. Pub-

lishers who immediately slap down similar attempts at exploitation by commercial users should also adopt a firmer attitude toward violations by educators, the MPA confab was told.

Popular publishers also have stake in this situation. Many pop firms are seeking to exploit their copyrights thru the schools, as reported here recently, and are thereby becoming subject to similar violations.

Wattenberg Reports

Sidney Wattenberg, counsel to MPA, reported on new attempts to change the Copyright Act to eliminate juke box exemption (Continued on page 35)

Davis to Quit M-G-M For Own R&B Label

NEW YORK, June 6. — Joe Davis, who has been handling the recording and merchandising of r.&b. platters for M-G-M Records for the past year, will sever his relations with the diskery in July, and start his own r.&b. label. The new label will be called Jay-Dee and will feature those artists who have been waxing under Davis for the M-G-M r.&b. line. The parting of the ways between Davis and M-G-M is a friendly one and has been in the works for some time.

Davis, who leads Beacon Music and is an old-timer in the r.&b. field, started to handle r.&b. disks for M-G-M last September, and he has cut all of the waxes released by the label in this market since last December. In addition to his a.&r. duties, Davis has corralled all of the r.&b. talent for the label and has merchandised this part of the line for the diskery, even going out on the road to visit distributors to have them get behind the line. In the time Davis has been working with M-G-M, he has come up with a hit r.&b. waxing, "You're Mine," by the Crickets, which sold well over 50,000 platters. It's now riding with another upcoming Crickets cutting, "For You I Have Eyes."

Talent Fold

The talent that Davis will take to his new label, Jay-Dee, includes the Crickets, the Blend-ers, Paula Watson, Beulah Bryant, Basil Spears, Lem Johnson, Irene Redfield, Tommy Brown, Teddy Williams, Leslie Uggums Crayne, Gabriel Brown, Al King and Nat Foster. All of these artists are under a waxing pact to Davis.

According to Davis' agreement with M-G-M, all masters cut by him for the label will revert to him if they are not released by the diskery by a certain time. M-G-M is expected to release one more group of r.&b. platters cut by Davis in July. Davis will start out on his own about July 15 and

is expected to release his first wax in August.

Jay-Dee Records will be pressed by the M-G-M pressing plant and will be nationally distributed. Distributors have not yet been set for the Jay-Dee label, but will be appointed sometime in July.

It is not known at this time whether M-G-M will start anew in the r.&b. field, or will by-pass the market for the nonce. The label has a few r.&b. artists pacted, including Ivory Joe Hunter, but its r.&b. releases, outside of the Davis etchings, have been sparse.

Hefti Band Is Re-Activated

NEW YORK, June 6. — Neal Hefti has re-activated his band and obtained his release from the Music Corporation of America.

The Hefti ork will be booked by the General Artists Corporation beginning June 24 and has already been set to open at Frank Dailey's Meadowbrook, Cedar Grove, N. J., June 26.

The Hefti crew, meanwhile, is prepping its next waxing session for Coral Records.

BRITISH ENJOY DISK PRICE CUT

LONDON, June 6. — With the reduction of purchase tax on records here from 66 2/3 per cent of the wholesale price to 50 per cent, British record buyers received their first break in wax prices since the war. New prices on 78 and 45 r.p.m. wax range from 65 cents to \$1.25, as against the old prices of 70 cents to \$1.35. Prices for LP disks now start at \$2.85 for the 10-inch platters and go up to \$5.15 for 12-inch sets. Old prices on LP started at \$3.10 and went to \$5.55.

MUSIC ON RISE

Publishing Shows A Hefty Increase

WASHINGTON, June 6. — A sharp increase in activity in music publishing is seen reflected in a thumping rise in music copyright registrations in the last 10 months. Heavy gains were chalked up by the copyright office here in registrations of all types of music—foreign and domestic, published and unpublished.

In the 10-month period ended April 30, copyright protection was sought on 7,523 published and 33,179 unpublished domestic compositions, compared with registrations on 6,433 published and 29,995 unpublished domestic compositions during the same period the previous year. Registrations for foreign published music works stood at 6,459, as against 5,502 for the period ended April 30, 1952. A total of 180,959 copyright registrations was recorded in the latest 10-month period, an 8 per cent gain over 167,696 registrations tabulated during the corresponding period last year, with music making the greatest gains of the 13 classes of copyrightable materials. Copyrights were sought this year on 20 per cent more foreign works than last year, with music again taking a commanding lead over other materials in this category.

The increased activity in foreign registrations is seen attributable to numerous factors. One of them is the United Nations' educational, scientific and cultural organization's adoption last year of a global copyright pact for ratification by member nations. Another important factor in foreign music publishing is a trend toward first-time registration of musical works which originally were published 28 years ago. Back in the

'20s, foreign publishers generally did not take the trouble to register their works for copyright in the U. S. United States had not demanded deposits on foreign works.

Sinatra Flops In Scandinavia

Continued from page 10

by a good vaude bill, neither show drew over a half house.

Trouble in Sweden

Sinatra really hit trouble at his next stops, which were the open-air Folks Parks in Helsingborg and Malmo, Sweden, both played on Thursday night (28), with contracts stipulating a 50-minute stage appearance of Sinatra, supported by an ork, and his pianist, Bill Miller. It so happened that it was rainy and cold, so Sinatra, according to the Folks Park in Helsingborg, cut his appearance to 32 minutes—with result that his salary, quoted as being the equivalent of \$700, was withheld.

At Malmo similar trouble developed, with Sinatra accused of stalling and showing his distaste of the conditions under which he was working by rubbing his hands and sipping hot tea.

Sinatra and his manager, John Harding, were both upset by the incidents in Helsingborg and Malmo, so on the party's arrival at Stockholm's airport on Friday (29) night they snubbed newsmen, photogs and fans waiting to greet them and with a bodyguard sped off to a hotel.

After refusing to arrange a press conference at the hotel, on the plea that Sinatra was very ill, he finally agreed to make a brief appearance, which did not prove very cordial.

One of the usually conservative papers not only ran a cartoon showing a stage set with a mike, hospital bed, slouch-hatted guard with Tommy-gun, bed-room slippers, muffer and a medicine stand—captioned: "All is ready for Frank Sinatra's appearance"—but also ran an editorial headed, in English, "Mr. Sinatra, Go Home!"

Marbot Closes U. S. Tune Deals

NEW YORK, June 6. — Rolf Marbot, French publishing head of S.E.M.I., Paris-based firm, sailed for France this week after having concluded a number of deals here on tunes. Marbot took back with him the French exploitation rights on "Moulin Rouge" (Broadcast Music, Inc.), "I Believe" (Cromwell) and "Big Mamou" (Peer).

Marbot, who was accompanied in his American trip by Francis Lopez, noted French composer, placed a number of the latter's songs with American publishers. Lopez' tunes placed here include "Line," placed with Leeds; "The Gypsy," with Hill & Range; "Love Is Like a Bouquet of Violets," with Howie Richmond, and "If You're Ever Alone, Think of Me," with Mills Music. Mills has had writer Mitchell Parrish write an American lyric for the latter tune.

Burnette Tour To Draw 100G

HOLLYWOOD, June 6.—Summer bookings for personal appearances will assure a gross of at least \$100,000 for Smiley Burnette, jovial movie sidekick of Gene Autry, who's currently on an extended p.a. tour of Canada.

The comic broke at least 18 house records in theaters in Kansas, Arkansas and Missouri during a 30-day tour completed before going on his Canadian stint. Burnette returns to Hollywood in mid-June before making a return tour of Canada, starting July 6. His current tour is booked by Earl W. Kurtze, of WLS Artists' Bureau, Chicago. Backing him is a 10-piece Western band.

SONG PLUGGERS' OUTING

150 Music Men Enjoy Annual Waring Clambake

NEW YORK, June 6.—A beautiful day, the stunning setting of the Pocono Mountains and a championship golf course provided the backdrop for the fifth annual song pluggers' outing at Fred Waring's Shawnee Country Club this week. More than 150 publishers and pluggers took advantage of Waring's hospitality to try their skill at the ancient game, and to participate in the day's fun at the Pennsylvania mountain resort. They were joined by such celebrities as Ed Sullivan, Perry Como and Eddie Fisher, and a gala time was had by all—especially those who played well, whether golf or poker.

The outing was for only a day, many of the pubbers and pluggers came up the evening before to try out the Shawnee course and to prepare for the golf tournament on Tuesday. About 100 music men participated in the matches. After the day's golf the music men made merry at an outdoor barbecue, and then poked fun at various music business characters in a hilarious show staged by plugger Mickey Addy, who also clefted the show. Show was emceed by Murray Luth, professional manager of Shawnee Press, the Waring publishing company.

Climax of the evening was the awarding of prizes by Waring for superior skill—or endurance—at the game of golf. Tutti Camarata, Decca musical director, came thru with the lowest gross of the day among the music men with a 76; Ed Sullivan, Perry Como, publisher Jack Spina and music printer Lou Del Gurcio all tied for second low gross with 81's. Low net was won by Harry Link, professional manager of E. B. Marks, and A. Schulman, who both had 67's, and The Billboard's own Dapper Dan Collins won second place with a net of 68 after a gross of 83. Of the Pennsylvanians, Fred Waring turned in an 82 for low gross, and E. Lee had low net with a 70. Closest to the pin on the 16th hole, in the course of the regular round was publisher George Furness, who got within four feet of the cup.

Marty Mills, of the Mills firm, picked up a prize of \$25 for being closest to the pin in an after-dinner golf contest, and George

Dallon won the gin rummy tournament late that night. The music men presented Waring with a scroll and a tape recorder for his birthday.

All in all it was a remarkable day, and a happy one for most of those attending. The food was excellent, the golf was enjoyable, and the music men had a relaxing day or two. It is true that many of them took a day of two to recover from the strenuous athletic activity, but they spoke of the outing in glowing terms.

The Waring pluggers' day is the first of the three music clambakes that takes place each summer. The next, on June 30, is the Perry Como affair at Garden City Country Club here, and the third is the golfing day sponsored by the Music Publishers' Contact Employees in August.

Bob Rolontz.

Set Agenda For NAMM Meeting

NEW YORK, June 6. — The National Association of Music Merchants has wrapped up its plans for business meetings and panel discussions during the annual trade show in Chicago beginning July 13. Included in the "store operation sessions" this year will be panel meetings on sheet music, store-studio operation, techniques of music promotion, and music in industry.

The convention's opening luncheon will feature NAMM President Harry E. Gallaway, American Music Conference President Louis G. LaMair and Parde Publications prexy, "Red" Motley. The sheet music clinic is set for July 14, while the store-studio and techniques of music promotion panels will meet on July 15. On the show's final day, July 16, the music in industry panel will be in session. NAMM's annual banquet will be held that evening.

Coming July 4

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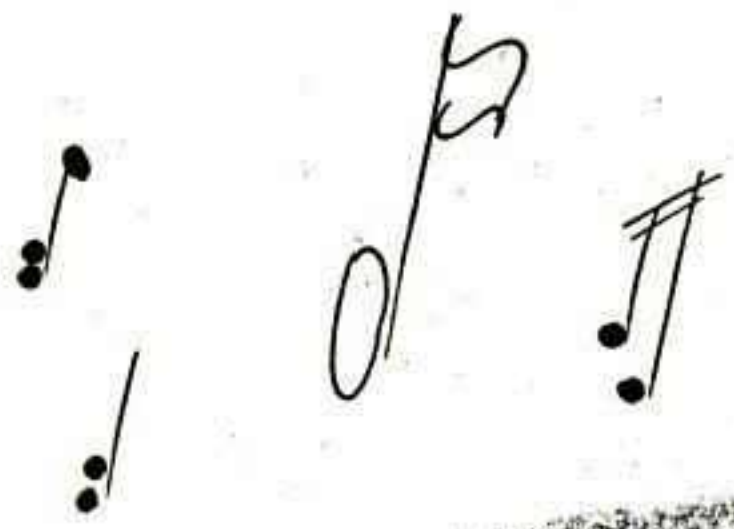
AD DEADLINE
JUNE 24th

A

great artist
great song
great rendition



HER NIBS... Miss
Georgia
GIBBS
Singing



**"FOR ME
FOR ME"**

b/w
"LIGHTNING & THUNDER"
Mercury-70172



Lets Weigh The Facts...
MGM RECORDS
 Has The...
HITS

BILLY ECKSTINE

 I LAUGH TO KEEP FROM CRYING
 SEND MY BABY BACK TO ME
 MGM 11511 78 rpm K11511 45 rpm

ALAN DEAN
 LOVE ME! LOVE ME!
 MAKE ME YOUR SLAVE
 MGM 11513 78 rpm-K11513 45 rpm

KEN REMO
UFEMIA
 YOU, YOU, YOU
 MGM 11512 78 rpm-K11512 45 rpm

ELLIOTT BROTHERS
 Lloyd and Gill and their Orch.
IN THE MOOD
 Fabulous Vocal by THURL RAVENSCROFT b/w 12th Street Rag
 MGM 11501 78 rpm K11501 45 rpm

JONI JAMES
 YOUR CHEATIN' HEART
 I'LL BE WAITING FOR YOU
 MGM 11426 78 rpm-K11426 45 rpm

ALMOST ALWAYS
 and
IS IT ANY WONDER

 MGM 11470 78 rpm-K11470 45 rpm

SILVANA MANGANO
 Sings...
Anna
 and I LOVED YOU
 MGM 11457 78 RPM K-11457 45 RPM

ART MOONEY
 and his orchestra
720 IN THE BOOKS
 and
KENTUCKY
 MGM 11514 78 rpm-K11514 45 rpm

JOHNNY GREEN
 and the MGM Studio Orchestra & Chorus
TAKE THE HIGH GROUND
 from the MGM Picture
MIKLOS ROZSA
 and his Orchestra
TRIUMPHAL MARCH
 from the MGM Technicolor film, "QUO VADIS"
 K30778 45 rpm

BERYL DAVIS
YOU
 NOWHERE GUY
 MGM 11515 78 rpm-K11515 45 rpm
 from the 20th Century Fox film "Girl Next Door"

KEN CURTIS
CALL OF THE FAR AWAY HILLS
 from the Paramount picture "Shane"
 and
DICK THOMAS
BRASS RING LOVE
 MGM 11510 78 rpm-K11510 45 rpm

HANK WILLIAMS
KAW-LIGA
 YOUR CHEATIN' HEART
 MGM 11416 78 rpm-K11416 45 rpm

TAKE THESE CHAINS FROM MY HEART
 and
RAMBLIN' MAN
 MGM 11485 78 rpm-K11485 45 rpm

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT

Another **BIG-REB HIT!!**
The CRICKETS Sing FOR YOU I HAVE EYES and I'LL CRY NO MORE
 MGM 11507 78 rpm K11507 45 rpm

The Billboard Music Popularity Charts
HONOR ROLL OF HITS

The Nation's Ten Top Tunes
 ... for Week Ending June 6

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

- | This Week | Last Week | Chart |
|--|-----------|-----------|
| 1. Song From Moulin Rouge | 1 | 10 |
| By W. Engvick, G. Auric—Published by Broadcast (BMI)
BEST SELLING RECORD: P. Faith-F. Sanders, Col 39944, Mantovani, London 1328. OTHER RECORDS AVAILABLE: Boston Pops Ork, V 10-4166; B. De Franco, M-G-M 11491; S. Fisher, Okch 6963; J. Hutton, Cap 2429; J. Loro Quintet, Tico 10-170; N. Perito, Coral 60984; H. Rene, V 20-5264; M. Royal, Mercury 70140; V. Young, Dec 28675. | | |
| 2. April in Portugal | 2 | 10 |
| By Kennedy-Feprao—Published by Chappell (ASCAP)
BEST SELLING RECORD: L. Baxter, Cap 2374; R. Hayman, Mercury 70114; V. Damone, Mercury 70128. OTHER RECORDS AVAILABLE: L. Armstrong, Dec 28704; B. Barton, M-G-M 11312; G. Carr, Cap 2223; Y. Giraud, V 26-7107; F. Martin, V 20-5052; T. Martin, V 20-5279; R. Senter, V 20-4894; F. Zabach, Dec 28646.
TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus. | | |
| 3. I'm Walking Behind You | 3 | 5 |
| By Billy Reid—Published by Leeds (ASCAP)
BEST SELLING RECORDS: E. Fisher-H. Winterhalter, V 20-5293; F. Sinatra, Cap 2450. OTHER RECORDS AVAILABLE: C. Butler, Col 39993; V. Damone, Mercury 70128; D. O'Conner, Dec 28692; D. Squires, Coral 60985; J. Young, London 1314 | | |
| 4. Ruby | 4 | 8 |
| By Mitchell Paris—Published by Miller (ASCAP)
BEST SELLING RECORDS: R. Hayman, Mercury 70115; L. Baxter, Cap 2457. OTHER RECORDS: L. Brown, Coral 60959; L. Douglas, M-G-M 11472; Hot Lips Page, King 4594; H. James, Col 39994; V. Monroe, V 20-5286; N. Perito, Coral 60893; V. Young, Dec 28675.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus. | | |
| 5. I Believe | 5 | 15 |
| By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP)
BEST SELLING RECORDS: Frankie Laine, Col 39938; J. Froman, Cap 2332. OTHER RECORDS: E. James, Meteor 5000.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; R. Foley, Dec 28694; Henry Jerome ork. Lang-Worth. | | |
| 6. Say You're Mine Again | 7 | 7 |
| By Charles Nathan-Dave Heisler—Published by Meridian (BMI)
BEST SELLING RECORDS: P. Como, V 20-5277. OTHER RECORDS AVAILABLE: D. Gray, Dec 28676; E. Howard, Mercury 70134; J. Hutton, Cap 2429; Modernaires, Coral 60982; Three Don-Ginny Greer, Allied 50000. | | |
| 7. Pretend | 8 | 19 |
| By Lew Douglas, Parmar & Le Vere—Published by Brandom (ASCAP)
BEST SELLING RECORD: Nat (King) Cole, Cap 2346. OTHER RECORDS: E. Barton, Coral 60927; D. Belloe, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; S. Long, Dot 1154; R. Marterie, Mercury 70045; H. Rene, V 20-5119; C. Stone, Cap 2407.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; Henry Jerome ork. Lang-Worth. | | |
| 8. Doggie in the Window | 6 | 19 |
| By Bob Merrill—Published by Santly-Joy (ASCAP)
BEST SELLING RECORD: Patti Page, Mercury 70070. OTHER RECORDS: R. Kujawa, Dana 795 | | |
| 9. Seven Lonely Days | 9 | 13 |
| By Schuman, Schuman & Brown—Published by Jefferson (ASCAP)
BEST SELLING RECORD: G. Gibbs, Mercury 70095. OTHER RECORDS AVAILABLE: Crows, Roma 3; G. Lombardo, Dec 28655; B. Lou, King 1192; D. Meehan, V 20-5219; Pinetopper-Martin Sisters, Coral 60949.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus. | | |
| 10. Your Cheatin' Heart | 10 | 16 |
| By Hank Williams—Published by Acuff-Rose (BMI)
BEST SELLING RECORD: Joni James, M-G-M 11426. OTHER RECORDS: B. Brewer, V 20-5292; J. Garber, Cap 2377; F. Laine, Col 39938; B. London, Crystalette 652; H. Williams, M-G-M 11416.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus. | | |

Second Ten

- | | | |
|--|----|----|
| 11. ANNA | 11 | 8 |
| Published by Hollis (BMI) | | |
| 12. MY ONE AND ONLY HEART | 14 | 3 |
| Published by Roncom (ASCAP) | | |
| 13. HO HO SONG | 12 | 5 |
| Published by Arbee (ASCAP) | | |
| 14. CRAZY, MAN, CRAZY | 13 | 3 |
| Published by Eastwick (BMI) | | |
| 15. JUST ANOTHER POLKA | 19 | 3 |
| Published by Frank (ASCAP) | | |
| 15. LIMELIGHT (Terry's Theme) | 19 | 2 |
| Published by Bourne (ASCAP) | | |
| 17. SIDE BY SIDE | — | 18 |
| Published by Shapiro-Bernstein (ASCAP) | | |
| 18. ALMOST ALWAYS | 17 | 5 |
| Published by Robbins (ASCAP) | | |
| 18. BREEZE | — | 1 |
| Published by Leeds (ASCAP) | | |
| 20. BIG MAMOU | 16 | 4 |
| Published by Peer (BMI) | | |
| 20. SAY SI SI | — | 1 |
| Published by E. B. Marks (BMI) | | |

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Buyboard

TOP SELLERS— POPULAR

Based on Actual Capitol Sales Reports

1. HALF A PHOTOGRAPH
ALLEZ-VOUS-EN K. Starr 2464
2. APRIL IN PORTUGAL
SUDDENLY L. Baxter 2374
3. PRETEND
DON'T LET YOUR EYES GO SHOPPING N. Cole 2346
4. I AM IN LOVE
MY FLAMING HEART N. Cole 2459
5. RUBY
A LITTLE LOVE L. Baxter 2457
6. GIGI
I LOVE PARIS L. Baxter 2479
7. BLUE GARDENIA
CAN'T I N. Cole 2389
8. DON'T START COURTIN' IN A HOT ROD
WE'RE A-GROWIN' UP T. Ernie & M. Bee 2473
9. I BELIEVE
THE GHOST OF A ROSE J. Froman 2332
10. OH!
SAM P. Hunt 2442
11. LEAN BABY
I'M WALKING BEHIND YOU F. Sinatra 2450
12. FROM THE LAND OF THE SKY BLUE WATER
GOOD GRAVY B. May 2474
13. THE NEARNESS OF YOU
GYPSY GIRL B. Manning 2383
14. SAY YOU'RE MINE AGAIN
THE SONG FROM MOULIN ROUGE J. Hutton & A. Stordahl 2429
15. YAYA CON DIOS
JOHNNY (IS THE BOY FOR ME) L. Paul & M. Ford 2486
16. ANYBODY HURT?
HEY, BELLBOY! G. Wood 2471

LATEST RELEASE

No. 372

- IT'S A.L. RIGHT WITH ME
ALL I DESIRE Bob Manning 2493
- IF I LOVE YOU A MOUNTAIN
MY SHINING HOUR Jane Froman 2496
- THE BUNNY HOP
IN A SHANTY IN OLD SHANTY TOWN Cliffe Stone 2497
- RETURN TO PARADISE
ANGEL EYES Nat (King) Cole 2498
- OKEE-FI-NO-KEE
UNDECIDED HEART Lee Bonds 2499
- HALF A PHOTOGRAPH
RED Billy Strange 2500

A great country version of the hit tune

"HALF A PHOTOGRAPH"

sung by

BILLY STRANGE

b/w

"RED"

on Record
No. 2500

TOP SELLERS— COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. RUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
2. I CAN'T WAIT
WHAT'S THE USE TO LOVE YOU
F. Young 2461
3. THE MARSHAL'S DAUGHTER
THE SAN ANTOINE STORY
T. Ritter 2475
4. I'VE GOT TO WIN YOUR LOVE AGAIN
I CAN'T LAST LONG
S. McDonald 2434
5. IS IT LOVE OR IS IT LIES!
LONESOME JOE
R. Acuff 2460
6. HANK'S SONG
I'LL NEVER HAVE YOU
F. Huskey 2397
7. THIS ORCHID MEANS GOODBYE
OUT OF SIGHT, OUT OF MIND
J. Wakely 2484
8. MINNI-HA-CHA
I LOST MY HEART TODAY
F. Huskey 2495
9. I FEEL IT IN MY SOUL
ASK, YOU SHALL RECEIVE
M. Carson 2477
10. HIGH NOON
GO ON! GET OUT!
T. Ritter 2120

BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
2. SKETCHES ON STANDARDS
Stan Kenton 426
3. THE HIT MAKERS!
Les Paul & Mary Ford 416
4. LOVER'S RHAPSODY & SONGS
FROM LOVER'S RHAPSODY
Jackie Gleason 366
5. NEW CONCEPTS OF ARTISTRY IN
RHYTHM
Stan Kenton 383
6. BY THE LIGHT OF THE SILVERY MOON
Gordon MacRae & June Hutton 422
7. POPULAR FAVORITES BY STAN KENTON
Stan Kenton 421
8. THE KAY STARR STYLE
Kay Starr 363
9. THE BILLY MAY BAND
Billy May 412
10. RAY ANTHONY CONCERT
Ray Anthony 406
11. NAT (KING) COLE'S TOP POPS
Nat (King) Cole 9110
12. BYE BYE BLUES
Les Paul & Mary Ford 356
13. WITH A SONG IN MY HEART
Jane Froman 309

BEST SELLING— "1600 SERIES"

Based on Actual Capitol Sales Reports

1. TWELFTH STREET RAG
THE CHARLES'ON
P. Hunt 1638
2. TENNESSEE WALTZ
MOCKIN' BIRD HILL
L. Paul & M. Ford 1676
3. SEPTEMBER SONG
LAURA
S. Kenton 1680
4. SO TIRED
WABASH CANNON BALL
K. Starr 1660
5. WHEEL OF FORTUNE
ANGRY
K. Starr 1677
6. HOW HIGH THE MOON
JOSEPHINE
L. Paul & M. Ford 1675
7. RAMONA
SO IN LOVE
G. MacRae 1684
8. WHISPERING HOPE
I'LL STRING ALONG WITH YOU
J. Stafford & G. MacRae 1642
9. I'LL NEVER BE FREE
AIN'T NOBODY'S BUSINESS BUT
MY OWN
K. Starr & T. Ernie 1623
10. WUNDERBAR
BEYOND THE SUNSET
J. Stafford & G. MacRae 1659
11. NOLA
JEALOUS
L. Paul & M. Ford 1621
12. SHOT GUN BOOGIE
ANTICIPATION BLUES
T. Ernie 1626
13. SLIPPING AROUND
WEDDING BELLS
M. Whiting & J. Wakely 1634

It tops them all!
another sensational record by



"TERRY'S THEME from 'LIMELIGHT'"

coupled with

"PEG O' MY HEART"

on Capitol Record No. 2507

This is the
Record to
Watch



HELEN
O'CONNELL'S
greatest!

"No Other
Love"

the new Rodgers-Hammerstein hit
and

"NIGHT FOR LOVE"

with orchestra conducted by Harold Mooney

on Capitol Record No. 2487

The Nation's New Hit!

'GAMBLER'S GUITAR'

by

JIM

LOWE

**HE WROTE IT!
HE SINGS IT!**



MERCURY 70163 • 70163X45

B & F MUSIC • Bud Brandom

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending June 6

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers thruout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Week This		Last Week	Weeks on Chart
1.	SONG FROM MOULIN ROUGE (R) (F)—Broadcast....	1	9
2.	APRIL IN PORTUGAL (R)—Chappell.....	2	9
3.	I'M WALKING BEHIND YOU (R)—Leeds.....	4	5
4.	I BELIEVE (R)—Cromwell.....	3	4
5.	RUBY (R)—Miller.....	8	6
6.	PRETEND (R)—Brandom.....	5	19
7.	YOUR CHEATIN' HEART (R)—Acuff-Rose	7	15
8.	DOGGIE IN THE WINDOW (R)—Santly-Joy.....	6	17
9.	SAY YOU'RE MINE AGAIN (R)—Meridian.....	9	6
10.	SEVEN LONELY DAYS (R)—Jefferson.....	10	9
11.	ANNA (R)—Hollis.....	13	5
12.	MY ONE AND ONLY HEART (R)—Roncom.....	11	4
13.	SIDE BY SIDE (R)—Shapiro-Bernstein.....	12	13
14.	BUMMING AROUND (R)—Four Star Sales.....	—	1
15.	SOMEBODY STOLE MY GAL (R)—Robbins.....	—	1

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 30 in Radio

All By Myself (R)—Berlin—ASCAP	My One and Only Heart (R)—Roncom—ASCAP
Anna (R) (F)—Hollis—BMI	Nearness Of You (R)—Famous—ASCAP
April in Portugal (R)—Chappell—ASCAP	No Help Wanted—Acuff-Rose—BMI
Big Mamou (R)—Peer—BMI	No Other Love (R) (M)—Williamson—ASCAP
Blue Gardenia (R)—Harms—ASCAP	Pretend (R)—Brandom—ASCAP
Call Of the Faraway Hills (R) (F)—Famous—ASCAP	Return to Paradise (R) (F)—Remick—ASCAP
Caravan (R)—American Academy—ASCAP	Ruby (R) (F)—Miller—ASCAP
Downhearted (R)—Paxton—ASCAP	Say Si Si (R)—E. B. Marks—BMI
Haven't Got a Worry (R) (F)—Famous—ASCAP	Say Your Mine Again (R)—Blue River—BMI
Honey In the Horn (R)—Alamo—ASCAP	Seven Lonely Days (R)—Jefferson—ASCAP
How Do You Speak to An Angel? (R) (M)—Chappell—ASCAP	Side By Side (R)—Shapiro-Bernstein—ASCAP
I Believe (R)—Cromwell—ASCAP	Somebody Stole My Gal (R)—Robbins—ASCAP
I'm Sitting On Top Of the World (R)—Feist—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	Your Cheatin' Heart—Acuff-Rose—BMI
Just Another Polka (R)—Frank—ASCAP	
Keep It Gay (R) (M)—Williamson—ASCAP	

Top 11 in Television

April in Portugal (R)—Chappell—ASCAP	No Help Wanted (R)—Acuff-Rose—BMI
Ho Ho Song (R)—Arbee—ASCAP	Ruby (R)—Miller—ASCAP
I Believe (R)—Cromwell—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Let's Make Up Before We Say Goodnight (R)—Feist—ASCAP	Urška Dara (R)—Sheridan—BMI
Love Me, Love Me (R)—Brandom—ASCAP	You'll Never Get Away (R)—Bourne—ASCAP
Mr. Tap Toe (R)—Montclair—BMI	

England's Top Twenty

Based on cabled reports from England's top music jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates no American publisher.

1. In a Golden Coach—Box & Cox (Box & Cox)	11. Moulin Rouge Theme—Connelly (Broadcast)
2. I'm Walking Behind You—Peter Maurice (Leeds)	12. Theme From Limelight—Bourne (Bourne)
3. I Believe—Cinephonic (Cromwell)	13. Celebration Rag—Bradbury Wood (Chappell)
4. Pretend—Leeds (Brandom)	14. Wonderful Copenhagen—Morris (Frank)
5. The Windsor Waltz—Michael Reine (E. B. Marks)	15. Little Red Monkey—Robbins (Miller)
6. Downhearted—New World (Paxton)	16. I Talk to the Trees—Chappell (Chappell)
7. Pretty Little Black Eyed Susie—Cinephonic (Santly Joy)	17. Till I Waltz Again With You—Francis Day (Village)
8. Hold Me, Thrill Me, Kiss Me—Mills (Mills)	18. Coronation Rag—Francis Day (Jefferson)
9. Doggie In the Window—Connelly (Santly Joy)	19. Wild Horses—Morris (Simon)
10. Oh, Happy Day—Chappell (Bregman, Vocco & Conn)	20. Broken Wings—John Fields (Shapiro-Bernstein)

Movies Are Making The Song Hits!



Jane Froman

sings

with Orchestra Directed by SID FELLER

IF I LOVE YOU A MOUNTAIN

by MACK GORDON and JOSEF MYROW

from the 20th Century-Fox Technicolor film
"THE GIRL NEXT DOOR"

Capitol Record 2496



Jackie Gleason

and His Orchestra play

P the PRESIDENT'S LADY

by ALFRED NEWMAN

Theme from the 20th Century-Fox film
"THE PRESIDENT'S LADY"

Capitol Record 2515

Coming Up Fast!
PEE WEE HUNT'S "O" (OHI)

Capitol Record 2442

Nat "King" Cole

sings

MY

FLAMING HEART

by NICHOLAS BRODSZKY and LEO ROBIN

from the M-G-M Technicolor film
"SMALL TOWN GIRL"

Capitol Record 2459



Les Baxter

and His Orchestra play

Ruby

by HEINZ ROEMHELD and MITCHELL PARISH

Theme Melody from the motion picture
"RUBY GENTRY"

Capitol Record 2457



The Billboard Music Popularity Charts

... For Week Ending June 6

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

PAUL WESTON ORK
Shane (Call of the Faraway Hills) ... 82
COLUMBIA 40014—The Paul Weston ork does a fine job here with the intriguing theme music from the new flick "Shane." Tune has all the flavor of the Western plains...

Gigi ... 79
Here's another strong instrumental side by the Weston aggregation. Tune is a melodic, light-hearted effort...

RUSTY DRAPER
Gambler's Guitar ... 80
MERCURY 70167—This is a potent wax item. Draper pounds it out with lots of personality-on-wax tricks...

Free Home Demonstration ... 79
Already available on wax via a strong Eddy Arnold version, Draper figures to catch some of the action on the tune...

TONY BENNETT
Someone Turned the Moon Upside Down ... 80
COLUMBIA 40004—Bennett's vocal on this ballad carries true emotion. Ditty has quality and is sung with assurance...

I'll Go ... 76
The disappointed suitor knows that three is a crowd; he exits. Tony Bennett does nicely with the vocal. Tune is in the mood of "Congratulations to Someone." (Bourne, ASCAP)

ROSEMARY CLOONEY
When I See You ... 80
COLUMBIA 40003—Pretty ballad is given a warm and sensitive vocal by Clooney, with a tasteful backing by Percy Faith and ork. Will get good deejay exposure...

It Just Happened to Happen to Me ... 76
Rosemary Clooney does a pleasant job with this ditty, backed by Percy Faith's ork. (Ward & Sears, Inc., BMI)

GUY MITCHELL
Look at That Girl ... 80
COLUMBIA 40008—Good summertime fare here as Mitchell delivers a Bob Merrill opus with a strong shuffle beat and bubbly lyric. The French horns, hand-claps and general feeling make this attractive. (Oxford, ASCAP)

Hannah Lee ... 74
More Miller horns, vocal group and another verse-chorus ditty which sounds like many another Mitchell-Ailler effort. (Ranger, ASCAP)

JACKIE GLEASON ORK
Terry's Theme From Limelight ... 79
CAPITOL 2507—The multi-stringed Jackie Gleason ork hands the beautiful theme from the Chaplin flick a smooth and warm instrumental performance. There are so many good versions of the tune now available...

Peg O' My Heart ... 78
With the incomparable Bobby Hackett on trumpet, the comic's large ork returns to its usual style with a fine reading of the oldie. Should grab many, many jock spins, and has a chance to break out. Two strong sides.

THE FOUR LADS
Down by the River Side ... 79
COLUMBIA 40005—The rhythmic ditty is given a very creditable performance by The Four Lads, with Norman Leyden supplying tasteful backing. Side has power and could move up. (Larry Spier, ASCAP)

JOHNNIE RAY
With These Hands ... 78
COLUMBIA 40006—Ray packs a strong emotional wallop in his intimate and moving reading of a ditty pledging eternal love. Could be a big one for the chanter if given ample exposure. (Ben Bloom, ASCAP)

Satisfied ... 74
Ray has a way with a sacred song and here, too, he injects generous amounts of vibrant sincerity for an exciting waxing. Vocal and organ accompaniment awards the effort a jubilee flavor. (Acutt-Rose, BMI)

LOU MONTE
The Long Way ... 78
JUBILEE 9001—A very simple plaintive song, but the lyrics have a real wallop. Only two guitars are used to back Monte's heartfelt reading, but it serves to heighten the effect. This could happen. (Hill & Range, BMI)

Sacred

LEFTY FRIZZELL
When It Comes to Measuring Love ... 78
COLUMBIA 21118—Lefty Frizzell turns in a warm and sincere reading of a moving sacred tune, singing it with tenderness over quiet guitar backing. A good side for the family market. (Hill & Range, BMI)

We Crucified Our Jesus ... 77
The warbler talks and sings of the life he has led on this touching gospel side. It's a fine performance by Lefty, and should interest the Bible belt. (Hill & Range, BMI)

PEANUT FAIRCLOTH
If You Believe ... 76
BIBLETONE 1510—Faircloth makes his bow on the label with this one—an up-tempo sacred opus on which he gets strong backing from the Dixie Rhythm Quartet and organ. Guy sounds as if he could break thru.

Pass Me Not ... 73
The well-known hymn gets a good reading.

THE REVELAIRES QUARTET
I Love That Jesus Man ... 76
BIBLETONE 1012—The Revelaires do a good job with this happy sacred tune, singing it with life and spirit over bouncy backing. Good wax for the market, that should get exposure via sacred deejays.

Just a Little Talk With Jesus ... 67
A slow-tempo gospel ditty is sung with feeling by the group, with Big Jim Waits featured as bass lead.

THE LE FEVRE TRIO
Tell My Friends ... 75
BIBLETONE 7040—The top-flight sacred group delivers one of their semi-pop religious efforts to please their many fans.

I'll Have More Time ... 73
Same comment.

JAMES SWITTEL
Invisible Hands ... 65
DECCA 28667—A religious tune into which the singer injects considerable warmth. (Alamo, ASCAP)

A Song and a Prayer ... 60
This is sort of a hybrid tune. It's semi-religious lyrically; musically it's a pop. Singer's performance fails to stir. (Hill & Range, BMI)

Spiritual

DIXIE HUMMING BIRDS
Eternal Life ... 80
PEACOCK 1713—A great lead singer in Ira Tucker and some first-rate material make for a strong entry in the spiritual field. (Lion, BMI)

Lord, If I Go ... 78
More good material done in sparkling fashion. (Lion, BMI)

MARIE KNIGHT
On My Appointed Time ... 80
DECCA 48208—Miss Knight lifts her voice in glorious song in this powerful reading of the sacred opus. An inspirational effort that should bring pleasure to many. Guitar backing is beautifully paced. (Gospel Publishers)

I Just Keep From Crying Sometimes ... 77
Another outstanding waxing by Miss Knight. This one too has all the signs of a big one in the market. (Gospel Publishers)

THE TRAVELING FOUR
This Little Light of Mine ... 79
SCORE 5048—The group generates heat and excitement in this strong warble of a rhythmic opus. The reading gathers in intensity as it spins, and it should earn plenty of action. (Aladdin, BMI)

What He Done for Me ... 78
The group has another potent entry here in a rhythm side that matches the appeal of the flip. (Aladdin, BMI)

STARS OF HOPE
You Better Mind ... 75
PEACOCK 1712—A strong group delivers a spiritual rocker for first-rate results. Group phrases extremely well. (Lion, BMI)

Where Shall I Go? ... 75
More of the same. (Lion, BMI)

REV. WILLIAM MORRIS O'NEIL
Just Keep Still ... 66
HI-LO 1421—Okay material and performance by the Reverend as a solo chanter with organ and piano backing.

Beams of Heaven ... 65
Soprano Rose Hines solos on this side.

Number of Releases This Week

(Listed Alphabetically by Label)

Table with 4 columns: Label, Pop, C&W, R&B. Lists labels like A-BELL, ADAM, ALADDIN, BBS, etc.

Jazz

CHUCK WAYNE QUINTET
Butterfingers ... 75
PROGRESSIVE 108—This is a strong bop offering which should have wide appeal of the aficionados. Wayne on guitar and a combo of Zoot Sims on tenor, George Duvivier on bass, Harvey Leonard on piano and Ed Shaughnessy on drums make some fine music. (Triumph, BMI)

SHELLY MANNE ORK
You and the Night and the Music ... 68
CONTEMPORARY 353—Seems as tho every Stan Kenton expatriate fronts a combo of his own some time or other. This group sounds as if it could work ballrooms to good results. The tune, of course, is familiar. (Gazette, BMI)

This is a bopper all the way. The combo consists of such well-known musicians as Manne, Art Salt, Bon Cooper, Jimmy Giuffre, Bob Enevoldsen, Marty Paich and Curtis Counce.

International

EDDIE HABAT ORK
Ham-Bone Habat ... 77
DECCA 28717—Habat leads his men in a polka that bounces merrily thru-out. Should get a merry reception from polka enthusiasts. (Lake Erie, BMI)

Because ... 75
English lyrics of the peppy polka are handled easily by Ray Young and Frank Brigante. (Gala, BMI)

EDDIE JERIS ORK
Vienna Polka ... 74
DANA 3124—Tuneful polka is given a cheerful run-thru by the ork in authentic Continental manner. Good dance wax.

Independence Polka ... 74
More of the same.

Latin American

FERNANDO FERNANDEZ
Vendaval ... 75
V 23-6025—Fernandez warbles smoothly in this heartfelt reading of the ballad. An appealing side.

Bendita Bandera ... 73
Patriotic ditty to a bolero beat is chanted strongly by Fernandez. Another good side.

DON TOSTI ORK
Bailata Hasta Las Dos ... 72
V 23-6027—The ork shows its versatility in a robust reading of a bouncy mambo.

La Casita ... 69
Raul Diaz handles the lyrics capably as the ork projects the rhythm of the slow mambo.

Rhythm & Blues

EDDIE BOYD
Third Degree ... 83
CHESS 1541—Boyd has some first-rate material to offer here. Fine blues singing to a slick lyric and in a strong mood etching make for good wax. This one could be a real coin-grabber for the singer. (Burton, Ltd., BMI)

Back Beat ... 72
Straight instrumental etching in, as the title says, a back beat rhythm and including a wailing tenor solo. (Burton, Ltd., BMI)

DINAH WASHINGTON
My Lean Baby ... 82
MERCURY 70175—Dinah Washington, one of the queens of the r.&b. field, backed by a big chorus, comes thru with a solid performance on the rhythm ditty. Tune has been an instrumental hit in the pop and r.&b. fields and is getting real action now with a lyric. It's a good record for Dinah, and should be a coin-grabber.

Never, Never ... 79
A wonderful vocal by the thrush on a most listenable blues, helped by a driving beat from the ork. Here again the thrush has a side that should pull coins. Watch both sides of this one.

B. B. KING ORK
Please Love Me ... 82
RPM 386—A driving, relaxed blues, strong instrumentally and vocally. The r.&b. deejays will like. Should prove a nickel-catcher. B. B. King sings it with heartfelt feeling. (Modern, BMI)

Highway Bound ... 78
Slow-paced blues, like the flip, impressive both as to the vocal and instrumental delivery. Plenty of heart here, too. (Modern, BMI)

BUDDY JOHNSON ORK
That's How I Feel About You ... 79
MERCURY 70173—Thrush Ella Johnson, whose "Hittin' on Me" was a good one in the field, hands this rhythm opus a very effective rendition, while the Johnson ork lends solid support. Good side and a good one for the boxes. It could move out with exposure.

Jit Jit ... 74
Driving riff effort receives a pounding performance from the ork with the trumpet and brass featured. Nice wax.

T-BONE WALKER
Party Girl ... 78
IMPERIAL 5239—Ditty about a party gal whose appeal is fading is handed a strong reading by the chanter. Backing has a solid beat, adding to the side's excitement. Could turn over many copies. (Commodore, BMI)

Here in the Dark ... 74
Mournful blues is delivered effectively by Walker. (Commodore, BMI)

ELMORE JAMES-BROOM DUSTERS
Early in the Morning ... 78
FLAIR 1011—Deep South blues. Plenty of quality in the vocal, with typical guitar backing. Beat is strongly marked. Watch it. (Flair, BMI)

Hawaiian Boogie ... 74
Fast tempo item, interesting as a novelty and possessing lots of drive. (Flair, BMI)

DANY OVERBEA
40 Cans of Coffee ... 78
CHECKER 774—Rhythm blues is sold effectively. Beat is persuasive, and the side ought to attract some juke coin. (Burton, Ltd., BMI)

I'll Follow You ... 73
The slow ballad is sung sentimentally by Overbea for an attractive slicing. (Burton, Ltd., BMI)

THE SWALLOWS
Bicycle Title ... 77
KING 4632—Here's a strong side by the Swallows, with lyrics that are outspoken enough to get it some attention. It's a novelty effort with a good beat, and the boys make the most of the lyrics. It may not get many jock spins, but it should pull juke loot. (Jay & Cee, BMI)

Nobody's Lovin' Me ... 75
The boys sing this one with a lot of feeling as they tell why they are sad and blue. The lead sells it warmly. A nice side. (Jay & Cee, BMI)

CHARLES BROWN
I Lost Everything ... 77
ALADDIN 3191—Blues ballad is delivered warmly. The chanter's fine phrasing is supported ably by the ork which puts out with a shooov beat. Good after-hours wax. (Aladdin, BMI)

Lonesome Feeling ... 74
Brown moans a sad blues in his best manner. Fans of the chanter will like. (Aladdin, BMI)

(Continued on page 39)

Country & Western

WEBB PIERCE
It's Been So Long ... 83
DECCA 28725—Ditty is perfectly suited to the "high" singing style with which Pierce has done so well. This should continue his success, and should nail loot and spins. (Cedarwood, BMI)

Don't Throw Your Life Away ... 76
Another solid rendition by the warbler, on a sincere country tune. Also should cull loot. (Forrest, BMI)

RAY PRICE
You Weren't Ashamed to Kiss Me Last Night ... 79
COLUMBIA 21117—Watch this country weeper. Ray Price's vocal is packed with passion, and with the right exposure, the side could take off. (Tannen, BMI)

Cold Shoulder ... 76
This country weeper, sung by Ray Price, has a sound and a fetching lyric, backed by a bouncy piano arrangement. (Acutt-Rose, BMI)

T. TOMMY
Little Hoo-Wee ... 77
V 20-5327—New artist with the label does a fast cover effort on the new Abbott version by Mitch Torok, the writer. It's a good performance and should pull heavily in Louisiana where T. Tommy is a deejay. If it does kick off there, it could be the start needed elsewhere. (American, BMI)

Baby, You're the Only One ... 74
A fast side is rendered in very capable style. Bouncy rhythm should make it a good one for hillbilly as well as pop boxes. (American, BMI)

LOUIS INNIS
Whammy Bummy Buzzard Goozer ... 76
KING 1225—Thb lively novelty, which has both evocative and provocative flavor, is handed an exciting reading by the warbler over strong combo support. It's a good platter, and it could grab coins. It's one of Innis' best releases to date. (Mar-Kay, BMI)

What a Way to Die ... 69
This is about love, of course, and it features a dub-in vocal, so that Innis can duet with himself on the spirited weeper. (Mar-Kay, BMI)

DON MEEHAN
I Left My Heart at Home ... 75
V 20-5314—Touching performance by Meehan on a strong hunk of material which the warbler sings as tho he really means it. Side is a good one and could pull plays and spins in the field. (Adams-Vee and Abbott, BMI)

That Long, Long Road of Love ... 73
Meehan described the long, hard road to love graphically, but the singer gets snafued in too much echo chamber. Tune happens to be a good one, with a happy lilt, but it needs either a stronger singer or a stronger performance and recording. (Gallico, ASCAP)

CARL SMITH
Trademark ... 74
COLUMBIA 21119—Strong novelty ditty gets a fine rendition by Carl Smith. Side should catch plenty of juke box loot and merit much deejay exposure. It's a sock waxing by the country warbler. (Hill & Range, BMI)

Do I Like It? ... 76
Carl Smith gives the fetching lyric his distinctive style of delivery. Not a great side, but a good one. (Alamo, ASCAP)

VIN BRUCE
My Mama Said ... 74
COLUMBIA 21120—Cute novelty is sung lightly by Bruce. It's worth a good listen. (Acutt-Rose, BMI)

I'll Stay Single ... 72
Bruce takes a flat stand; it's the gal he wants or no one. (E. H. Morris, ASCAP)

CHARLINE ARTHUR
I Was Wrong ... 73
V 20-5313—Thrush Charline Arthur shows off a strong set of pipes and an individual vocal style on this weeper. Nice performance by the chanter, and one that should help the disk get spins. Gal has a voice and could make it with the right material. (Hill & Range, BMI)

I Heard About You ... 72
Jumping novelty effort, with occasionally bright lyrics, is sung agreeably by the thrush. (Hill & Range, BMI)

DON WINDLE
The Iron Curtain Has Parted ... 73
REPUBLIC 7045—Tune was inspired by the recent homecoming of prisoners of war. Topical weeper. (Babb Music, BMI)

I Want You, Too ... 70
Lively tempo country novelty ditty, adequately sung. (Babb Music, BMI)

ELTON BRITT-ROSALIE ALLEN
On and On With You ... 73
V 20-5322—The romantic ballad, in slow waltz tempo, is warbled in close harmony by the guy and gal. Makes mighty pleasant listening. (Regent, BMI)

Just for You ... 68
Cute item is sung by Britt with the help of a fem chorus. An okay entry that should do nicely as filler wax. (Tannen, BMI)

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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

(Continued on page 39)

(Continued on page 36)

2 of the Greatest sides ever Released

DON CORNELL

SINGS

**SHE
LOVES
ME**

**• WHEN THE
• HANDS OF
• THE CLOCK
• PRAY AT
• MIDNIGHT**



CORAL 61011 (78RPM) and
9-61011 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

The Billboard Music Popularity Charts

... For Week Ending June 6

NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

Popular

RUSTY DRAPER

Gambler's Guitar (Devere, BMI) — Mercury 70167—Draper works in the Frankie Laine tradition on this side and comes up with a fetching performance that should garner lots of spins and pull strong sales. Flip is "Free Home Demonstration" (Hawthorne, ASCAP).

ROSEMARY CLOONEY

When I See You (Shapiro - Bernstein, ASCAP)—Columbia 40003—A fetching performance by the songstress of a lovely ballad could make this her strongest disk in some time. Fine backing by Percy Faith adds to potential power. Flip is "It Just Happened to Happen to Me" (Ward and Sears, BMI).

GEORGIA GIBBS

For Me, for Me (Acuff-Rose, BMI)—Mercury 70172—Her Nibs pulls a change of pace on this slow ballad with potentially winning

results. Flip is a wild one, "Thunder and Lightning" (Folkways, BMI).

GUY MITCHELL

Look at That Girl (Oxford, ASCAP)—Columbia 40008—Back to his established pattern of gay rhythm tunes, Mitchell sparkles on this Bob Merrill tune. Should garner lots of spins. Flip is "Hannah Lee" (Ranger, ASCAP).

Country & Western

HAWKSHAW HAWKINS

The Long Way (Hill & Range, BMI)—RCA Victor 20-5333—Hawk kicks off his new Victor disk contract with a winning performance of a potentially winning tune. Jubilee has a good record in the pop field with Lou Monte. Flip of the Hawkins is "I'll Trade Your Name for Mine" (RFD, ASCAP).

CARLISLES

Is Zat You Myrtle?
Something Different — Mercury 70174 — Group looks to continue their past successes

on this new disk. Both are cut-up sides with "Myrtle" catching a lot of the "No Help Wanted" flavor.

LP Sets

ADLAI STEVENSON

Adlai Stevenson Speaks—Edited and Narrated by James Fleming—RCA Victor LM 1769—These are excerpts from campaign speeches made by the unsuccessful Democratic presidential candidate. They have been neatly edited so what remains is devoid of party politics and should be of timeless interest to the American citizenry. A good disk to push at both the consumer and school levels.

PATRICE MUNSEL

Melba—RCA Victor LM 7012—This is a sound track from the forthcoming film featuring a number of old classical and semi-classical favorites. They're all projected excellently by the lovely Metropolitan soprano.

THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

Popular

NO OTHER LOVE (Chappell, ASCAP)

KEEP IT GAY (Chappell, ASCAP) — Perry Como—RCA Victor 20-5315

Looks like Como is off to the races on his fourth hit in a row. Easily the best of this week's pop "Best Buys," a week that saw relatively slow activity on the newer records. Good reports thruout the Northeast and East Central zones. Reports show both sides are getting activity. A previous "New Record to Watch."

YOU, YOU, YOU (Mellin, BMI)—Ames Brothers—RCA Victor 20-5325

The reports were received from some areas that record was not yet received, this, their first effort on the Victor label, has already stirred good activity in New York, Buffalo, Cincinnati and Pittsburgh. One Chicago dealer also reported good action. Pittsburgh is the strongest with it showing on the chart already. Flip is "Once Upon a Tune" (Jefferson, ASCAP).

YOU'RE DRIVING ME CRAZY (Bregman, Vocco & Conn, ASCAP) — Buddy Greco—Coral 60979

Disk has been out for about a month now

and has been doing very well in Philadelphia and Cleveland. This week saw the first sign of a spread with upward movement in Detroit, Buffalo and Chicago. Shapes up as a profitable item, especially for operators.

Correction: Last week "Johnny" by Les Paul-Mary Ford was incorrectly credited to ASCAP. Tune is published by Iris (BMI).

Country & Western

IT'S BEEN SO LONG (Cedarwood, BMI)
DON'T THROW YOUR LIFE AWAY (Forrest, BMI)—Webb Pierce—Decca 28725

Buffalo, Pittsburgh, Chicago and Durham, N. C., all noted a good start for this disk, with both sides definitely in contention. A previous "New Record to Watch."

I PASSED BY YOUR WINDOW (Alamo, ASCAP)

HALF-HEARTED (Pine Ridge, BMI)—George Morgan—Columbia 21108

Good starting activity from Buffalo, Western Pennsylvania, Houston, Cleveland and L. A. A previous "New Record to Watch."

TRADEMARK (Hill & Range, BMI)

DO I LIKE IT? (Alamo, ASCAP)—Carl Smith—Columbia 21119

Good reports from Pittsburgh, L. A., Cincinnati, Cleveland, Buffalo and North Carolina. A previous "New Record to Watch."

Rhythm & Blues

I FOUND OUT (Park Ave., BMI)—Du-Droppers—RCA Victor 20-5321

This one really broke out this past week. It's already on a number of territorials. Flip is "Little Girl, Little Girl" (Park Ave., BMI). A previous "New Record to Watch."

PLEASE LOVE ME

HIGHWAY BOUND—B. B. King—RPM 386

On the St. Louis chart and good in the South, Pittsburgh and New York. Except for a Chicago report, all action appears to be on "Please Love Me."

THIRD DEGREE (Burton, BMI)—Eddie Boyd—Chess 1541

On Detroit chart and showing nice action in Chicago, Cleveland, Pittsburgh, and in sections of the South. A previous "New Record to Watch."

COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

Popular

APRIL IN PORTUGAL

Tony Martin—RCA Victor 20-5279

THE BREEZE

Trudy Richards—Derby 823

CANDY LIPS

LET'S WALK THAT-A-WAY
Doris Day—Johnnie Ray—Columbia 40001

CRAZY, MAN, CRAZY

Ralph Marterie Ork—Mercury 70153

DENNIS THE MENACE

LITTLE JOSEY
Rosemary Clooney—Jimmy Boyd—Columbia 39988

DON'T CALL MY NAME

THE BREEZE
Helene Dixon—Okeh 6964

GIGI

Les Baxter Ork—Capitol 2479

HEY, BELLBOY!

Gloria Wood—Capitol 2471

I AM IN LOVE

MY FLAMING HEART
Nat (King) Cole—Capitol 2459

JOHNNY

VAYA CON DIOS
Les Paul-Mary Ford—Capitol 2486

I'M WALKING BEHIND YOU

Frank Sinatra—Capitol 2450

LEARNING

EIGHT BEAT BOOGIE
Johnny Maddox—Dot 15090

OH!

Pee Wee Hunt—Capitol 2442

P. S.: I LOVE YOU

The Hilltoppers—Dot 15085

SAY SI SI

Mills Brothers—Decca 28670

SEND MY BABY BACK TO ME

Sunny Gale—RCA Victor 20-5306

SHEIK OF ARABY

The Super-Sonics—Rainbow 214

TELL US WHERE THE GOOD

TIMES ARE
Mindy Carson-Guy Mitchell—Columbia 39992

TOO MUCH MUSTARD

INTO EACH LIFE SOME RAIN
MUST FALL
Teresa Brewer—Coral 60994

USKA DARA

Eartha Kitt—RCA Victor 20-5284

Country & Western

BIG MAMOU

Link Davis—Okeh 18001

BROKEN WINGS

CANNONBALL YODEL
Elton Britt—RCA Victor 20-5251

BUTTERFLY LOVE

LET ME LOVE YOU JUST A
LITTLE
Jim Reeves—Abbott 137

CRAZY BLUES

RAINBOW IN THE VALLEY
Mac Wiseman—Dot 1168

CRYING IN THE CHAPEL

Darrell Glenn—Valley 105

DON'T CALL MY NAME

HEY, MR. COTTON PICKER
Roberta Lee-Tex Williams
Decca 28721

FREE HOME DEMONSTRATION

HOW'S THE WORLD
TREATING YOU?
Eddy Arnold—RCA Victor 20-5305

A HALF-WAY CHANCE WITH YOU

A CASTLE IN THE SKY
Marty Robbins—Columbia 21111

I CAN'T WAIT

Faron Young—Capitol 2461

I'M YVONNE

Goldie Hill—Decca 28685

RESTLESS HEART

Slim Whitman—Imperial 8199

SOUTH IN NEW ORLEANS

Johnnie & Jack—RCA Victor 20-5290

THAT'S ALL RIGHT

Autry Inman—Decca 28629

TOO YOUNG TO TANGO

Sunshine Ruby—RCA Victor 20-5250

TREASURE UNTOLD

Red Foley—Decca 28695

Rhythm & Blues

CHEROKEE

Earl Jostic—King 4623

HEAVY JUICE

Tiny Bradshaw—King 4621

HONEY JUMP

Oscar McLollie—Modern 902

I WANNA KNOW

Dolly Cooper—Savoy 891

LONG, LONG DAY

Amos Milburn—Aladdin 3168

LUCY MAE BLUES

Frankie Lee Sims—Specialty 459

PLAYGIRL

Smiley Lewis—Imperial 5232

SHE FELT TOO GOOD

Jimmy McCracklin—Peacock 1615

SHE'S GOT TO GO

The Ravens—Mercury 70119

TIN PAN ALLEY

Jimmie Wilson—Big Town 101

WHERE YOU AT?

BABY, DON'T TURN YOUR
BACK ON ME
Lloyd Price—Specialty 463

WILD, WILD YOUNG MEN

MEND YOUR WAYS
Ruth Brown—Atlantic 993

See page 26 for the current top pop records.

See page 36 for the current top c.&w. records.

See page 38 for the current top r.&b. records.

CURRENT TOP RECORDS



"Eyes of Blue" from
SHANE



"Terry's Theme" from
LIMELIGHT

MERCURY 70168 • 70168X45



GAMBLER'S GUITAR



FREE HOME DEMONSTRATION

MERCURY 70167 • 70167X45



THUNDER AND LIGHTNING



FOR ME, FOR ME

MERCURY 70172 • 70172X45

Current Best Sellers

*DENOTES AVAILABLE ON 45 RPM

- RUBY**
Dansero RICHARD HAYMAN..No. 70146*
- APRIL IN PORTUGAL**
Anna RICHARD HAYMAN..No. 70114*
- OO, WHAT YOU DO**
Now That I'm In Love..... PATTI PAGE..No. 70127*
- APRIL IN PORTUGAL**
I'm Walking Behind You.... VIC DAMONE..No. 70128*
- SHANE**
Limelight RICHARD HAYMAN..No. 70168*
- CRAZY, MAN, CRAZY**
Go Away RALPH MARGERIE..No. 70153*
- LOVE ME, LOVE ME**
More Than I..... BOBBY WAYNE..No. 70148*
- SEVEN LONELY DAYS**
If You Take My Heart Away
GEORGIA GIBBS..No. 70095*
- DOGGIE IN THE WINDOW**
My Jealous Eyes PATTI PAGE..No. 70070*
- CARAVAN**
While We Dream..... RALPH MARGERIE..No. 70097*
- USKA DARA**
Nowhere Guy BERNICE PARKS..No. 70160*
- JUST ANOTHER POLKA**
Trust Me RICHARD HAYES..No. 70147*
- RAMONA**
Spinning A Web..... THE GAYLORDS..No. 70112*

TOP COUNTRY HITS

- NO HELP WANTED**
This Heart Is Not For Sale.. THE CARLISLES..No. 70028*
- KNOTHOLE**
Leave That Liar Alone.... THE CARLISLES..No. 70109*
- S. S. LURLINE**
I Won't Get Dreamy Eyed.....
JOHNNY HORTON..No. 70156*
- I'M NOT THAT KIND OF GIRL**
I Long To Tell You..... SUE THOMPSON..No. 70152*
- BUCKSHOT**
Live While You're Young..... EDDIE HILL..No. 70142*
- ELMER'S TUNE**
Don't Sing Aloha..... JERRY BYRD..No. 70130*

TOP RHYTHM & BLUES

- HITTIN' ON ME**
Ecstasy BUDDY JOHNSON..No. 70116*
- SHE'S GOT TO GO**
Come A Little Bit Closer.... THE RAVENS..No. 70119*
- THE MESSAGE**
My Inspiration PLAID THROATS..No. 70143*



New 45 EP Releases



I Miss You So
It's Been So Long
Ding Dang Boogie
It All Depends
On You
EP-1-3060



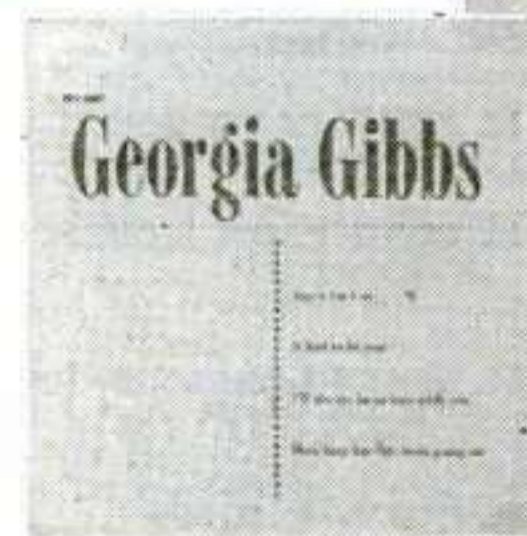
Downbeat
Pretend
Dark Eyes
La Rosita
EP-1-3070



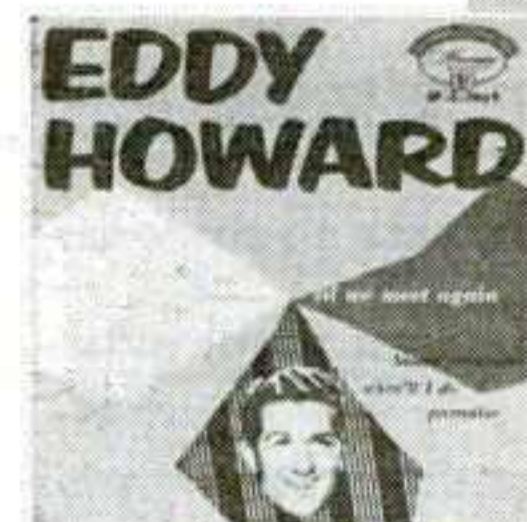
Amor
The Breeze And I
Sugar
Love Light
EP-1-3065



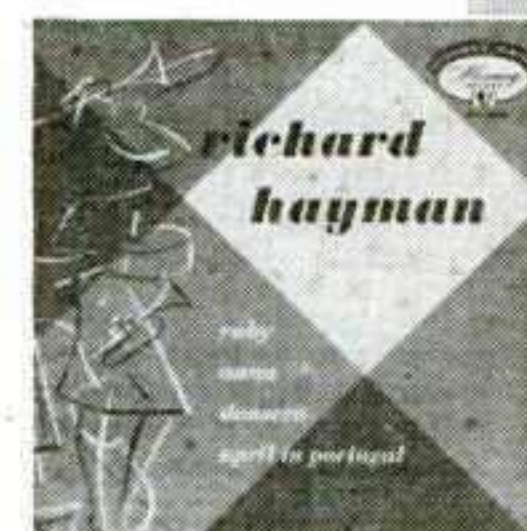
I Wanna Be A
Cowboy's Sweetheart
Down In The Valley
Prisoner's Song
San Antonio Rose
EP-1-3063



Say It Isn't So
It Had To Be You
I'll Always Be In
Love With You
How Long Has
This Been Going On
EP-1-3061



Till We Meet Again
Lassus Trombone
What'll I Do
Paradise
EP-1-3069



Ruby
Anna
Dansero
April In Portugal
EP-1-3075



Dark Eyes
Intermezzo
Zigeuner
Hungarian
Rhapsody
EP-1-3064

The Billboard Music Popularity Charts . . . For Week Ending June 6

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title
1		11	SONG FROM MOULIN ROUGE—P. Faith—Swedish Rhapsody—Col 39944—BMI
2		11	APRIL IN PORTUGAL—L. Baxter... Suddenly—Cap 2374—ASCAP
3		6	I'M WALKING BEHIND YOU—E. Fisher-H. Winterhalter... Just Another Polka—V 20-5293—ASCAP
4		10	RUBY—R. Hayman... Dansero—Mercury 70146—ASCAP
5		8	SAY YOU'RE MINE AGAIN—Perry Como... My One and Only Heart—V 20-5277—ASCAP
6		17	I BELIEVE—F. Laine... Your Cheatin' Heart—Col 39938—ASCAP
7		10	ANNA—S. Mangano... I Loved You—M-G-M 11457—BMI
8		20	DOGGIE IN THE WINDOW—P. Page... My Jealous Eyes—Mercury 70070—ASCAP
9		3	LIMELIGHT (Terry's Theme)—F. Chacksfield... Limelight (Ballet Music)—London 1342—ASCAP
10		18	PRETEND—Nat (King) Cole... Don't Let Your Eyes Go Shopping—Cap 2346—ASCAP
11		7	THE HO HO SONG—Red Buttons... Strange Things Are Happening—Col 39981—ASCAP
12		7	APRIL IN PORTUGAL—R. Hayman... Anna—Mercury 70114—ASCAP
13		4	SONG FROM MOULIN ROUGE—Mantovani... Vola Colomba—London 1328—BMI
14		14	SEVEN LONELY DAYS—G. Gibbs... If You Take My Heart Away—Mercury 70095—ASCAP
15		3	RUBY—L. Baxter... Little Love—Cap 2457—ASCAP
16		7	I BELIEVE—J. Froman... Ghost of a Rose—Cap 2332—ASCAP
17		4	CRAZY, MAN, CRAZY—B. Haley's Comets... What Cha Gonna Do—Essex 321—BMI
18		1	HALF A PHOTOGRAPH—K. Starr... Allez Vous En—Cap 2464—BMI
19		2	APRIL IN PORTUGAL—V. Damone... I'm Walking Behind You—Mercury 70128—ASCAP
20		2	I'D RATHER DIE YOUNG—Hilltoppers... P. S. I Love You—Dot 15085—ASCAP

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throught the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title
1		7	SONG FROM MOULIN ROUGE—P. Faith... Swedish Rhapsody—Col 39944—BMI
2		6	I'M WALKING BEHIND YOU—F. Fisher-H. Winterhalter... Just Another Polka—V 20-5293—ASCAP
3		8	APRIL IN PORTUGAL—L. Baxter... Suddenly—Cap 2374—ASCAP
4		7	SAY YOU'RE MINE AGAIN—P. Como... My One and Only Heart—V 20-5277—BMI
5		14	I BELIEVE—F. Laine... Your Cheatin' Heart—Col 39938—ASCAP
6		14	SEVEN LONELY DAYS—G. Gibbs... If You Take My Heart Away—Mercury 70095—ASCAP
7		17	PRETEND—Nat (King) Cole... Don't Let Your Eyes Go Shopping—Cap 2346—ASCAP
8		3	RUBY—R. Hayman... Dansero—Mercury 70146—ASCAP
9		7	ALMOST ALWAYS—J. James... Is It Any Wonder?—M-G-M 11470—ASCAP
9		4	HO HO SONG—R. Buttons... Strange Things Are Happening—Col 39981—ASCAP
11		5	ANNA—S. Mangano... I Loved You—M-G-M 11457—BMI
12		19	DOGGIE IN THE WINDOW—Patti Page... My Jealous Eyes—Mercury 70070—ASCAP
13		1	MY ONE AND ONLY HEART—Perry Como... Say You're Mine Again—V 20-5277—ASCAP
14		17	YOUR CHEATIN' HEART—Joni James... I'll Be Waiting for You—M-G-M 11426—BMI
15		4	RUBY—L. Baxter... Little Love—Cap 2457—ASCAP
16		4	CRAZY, MAN, CRAZY—B. Haley's Comets... What Cha Gonna Do—Essex 321—BMI
17		2	APRIL IN PORTUGAL—V. Damone... I'm Walking Behind You—Mercury 70128—ASCAP
18		2	HALF A PHOTOGRAPH—K. Starr... Allez Vous En—Cap 2464—BMI
19		2	THAT HOUND DOG IN THE WINDOW—Homer-Jethro... Pore Of Kee-Liget—V 20-5280—ASCAP
19		2	I'D RATHER DIE YOUNG—Hilltoppers... P. S. I Love You—Dot 15085—ASCAP

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title
1		8	SONG OF MOULIN ROUGE—P. Faith... Swedish Rhapsody—Col 39944—BMI
2		5	I'M WALKING BEHIND YOU—E. Fisher-H. Winterhalter... Just Another Polka—V 20-5293—ASCAP
3		10	APRIL IN PORTUGAL—L. Baxter... Suddenly—Cap 2374—ASCAP
4		7	SAY YOU'RE MINE AGAIN—Perry Como... My One and Only Heart—V 20-5277—ASCAP
5		9	RUBY—R. Hayman... Dansero—Mercury 70146—ASCAP
6		15	I BELIEVE—F. Laine... Your Cheatin' Heart—Col 39938—ASCAP
7		5	I'M WALKING BEHIND YOU—F. Sinatra... Lean Baby—Cap 2450—ASCAP
8		5	SONG FROM MOULIN ROUGE—Mantovani... Vola Colomba—London 1328—BMI
9		2	HO HO SONG—R. Buttons... Strange Things Are Happening—Col 39981—ASCAP
10		13	SEVEN LONELY DAYS—G. Gibbs... If You Take My Heart Away—Mercury 70095—ASCAP
10		4	RUBY—L. Baxter... Little Love—Cap 2457—ASCAP
12		2	SAY SI SI—Mills Brothers... I'm With You—Dec 28670—BMI
13		1	LIMELIGHT (Terry's Theme)—F. Chacksfield... Limelight (Ballet Music)—London 1342—ASCAP
14		16	YOUR CHEATIN' HEART—J. James... I'll Be Waiting for You—M-G-M 11426—BMI
15		6	APRIL IN PORTUGAL—V. Damone... I'm Walking Behind You—Mercury 70128—ASCAP
16		17	PRETEND—Nat (King) Cole... Don't Let Your Eyes Go Shopping—Cap 2346—ASCAP
16		1	P. S.: I LOVE YOU—Hilltoppers... I'd Rather Die Young—Dot 15085—ASCAP
16		1	I'D RATHER DIE YOUNG—Hilltoppers... P. S.: I Love You—Dot 15085—ASCAP
19		2	MY ONE AND ONLY HEART—P. Como... Say You're Mine Again—V 20-5277—ASCAP
19		2	BIG MAMOU—Pete Hanley... Should You Change Your Mind—Okeh 6956—BMI

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

This Week	Last Week	Weeks on Chart	Title
33 1/3 R.P.M.			
1		22	MUSIC FOR LOVERS ONLY—J. Gleason—Cap H-352
2		5	MUSIC OF VICTOR HERBERT—Mantovani—London LL-746
3		22	HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec DL-5433
4		4	ARTHUR GODFREY'S TV CALENDAR SHOW—A. Godfrey and His Friends—Col CL-521
5		7	BY THE LIGHT OF THE SILVERY MOON—Doris Day—Col CL-6248
6		63	CALL ME MADAM—E. Merman—Dec DL-5465, DL-8035
7		3	WONDERFUL TOWN—R. Russell—Dec A-937, DL-9010
8		40	LIBERACE AT THE PIANO—Liberace—Col CL-6217
9		22	STARS AND STRIPES FOREVER—A. Newman—M-G-M E-176
10		16	SWEETHEARTS—M. Marlowe and F. Parker—Col CL-6241
45 R.P.M.			
1		17	MUSIC FOR LOVERS ONLY—J. Gleason—Cap EBF-325
2		20	HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec 9-364
3		4	BY THE LIGHT OF THE SILVERY MOON—Doris Day—Col B-334
4		4	MUSIC OF VICTOR HERBERT—Mantovani—London BEP-6074, London BEP-6075
5		63	CALL ME MADAM—E. Merman—Dec ED-508
6		16	SWEETHEARTS—M. Marlowe and Frank Parker—Col B-331
7		12	LIBERACE AT THE PIANO—Liberace—Col B-308
8		4	STAN KENTON CONCEPTS—S. Kenton—Cap EBF-383
9		16	KAY STARR STYLE—Kay Starr—Cap EBF-363
10		7	BACCHANALIA—B. May—Cap EBF-374

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throught the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

This Week	Last Week	Weeks on Chart	Title
1		16	PETER PAN (2)—B. Driscoll—Original Cast—V VY-4001
2		8	DOGGIE IN THE WINDOW (1)—Patti Page—Mercury 70070
3		16	HANS CHRISTIAN ANDERSEN (4)—D. Kaye—Decca A-919
4		4	LITTLE RED MONKEY (1)—R. Clooney—Col MJV-164
4		40	TRAIN TO THE ZOO (1)—N. Rose—Children's Guild 1001
6		5	TELL ME A STORY (1)—J. Boyd-F. Laine—Col MJV-161
7		40	ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Cap DBX-3138
8		20	TWEETY PIE (1)—M. Blanc-B. May—Cap CAS-3074
8		13	BOZO ON THE FARM (2)—P. Colvig-B. May—Cap DBX-3076
8		3	NEVER SMILE AT A CROCODILE (1)—Cap CAS-3163
11		170	CINDERELLA (2)—I. Woods and Others—V Y-399
11		70	SNOW WHITE AND DOPEY (1)—Dennis Day—V Y-488
13		12	HOWDY DOODY AND THE AIR-O-DOODLE (2)—Bob Smith-H. Rene—V Y-397
13		29	LONE RANGER VOL. I (He Becomes the Lone Ranger) (1)—G. Trendle—Dec K-29
13		15	IT'S HOWDY DOODY TIME (1)—Howdy Doody and B. Smith—V Y-446

From RODGERS and HAMMERSTEINS Smash New Musical Me AND Juliet...



**PERRY
COMO**
Sings

**NO OTHER LOVE
and... KEEP IT GAY**

20/47-5317

NEW RELEASES

RCA VICTOR—
Release #53-24

BEST SELLERS

This Week's
RCA Victor
Best Sellers

POPULAR

78 | 45

THE TERRY THEME (from "Limelight")
SYMPHONY OF A STARRY NIGHT
Hugo Winterhalter and his Orch.
20-5326 (47-5326)*

Listen to Lisa
on her newest hit



KING SIZE KISSES
DO ME A FAVOR
Lisa Kirk
20-5334 (47-5334)*

A Big New Ballad Like
"Bluebird of Happiness"



I'LL KNOW MY LOVE
JUST FOR A WHILE
Jan Peerce with
orchestra conduct-
ed by Henri Rene
and Hugo Winter-
halter
20-5338 (47-5338)*

CHANT OF LOVE
WEDDING DANCE

The Marlin Choraleers
Featuring The Marlin Sisters
20-5332 (47-5332)*

COUNTRY-WESTERN

TRADEMARK
A BEGGAR FOR YOUR LOVE

Porter Wagoner
20-5330 (47-5330)*

THE LONG WAY
I'LL TRADE YOURS FOR MINE

Hawkshaw Hawkins
20-5333 (47-5333)*

DON'T YOU CARE
MY EMPTY ARMS

Ken Marvin
20-5339 (47-5339)*

HONEY IN THE HORN
A-L-B-U-Q-U-E-R-Q-U-E

Johnnie Lee Wills and His Boys
20-5336 (47-5336)*

RHYTHM-BLUES

Two Real Gone R/B Numbers!



YOUR MOUTH'S GOT A HOLE IN IT
DECATUR STREET BOOGIE
Piano Red
20-5337 (47-5337)*

*45 rpm cat. nos.

POPULAR

78 | 45

NO OTHER LOVE/KEEP IT GAY
Perry Como20-5317 (47-5317)

I'M WALKING BEHIND YOU/JUST ANOTHER POLKA
Eddie Fisher20-5293 (47-5293)

MY ONE AND ONLY HEART/SAY YOUR MINE AGAIN
Perry Como20-5277 (47-5277)

YOU, YOU, YOU/ONCE UPON A TUNE
Ames Brothers20-5325 (47-5325)

USKA DARA/TWO LOVERS
Eartha Kitt20-5284 (47-5284)

THAT HOUND DOG IN THE WINDOW/PORC OL' KOO-
LIGER
Homer & Jethro20-5280 (47-5280)

NOW HEAR THIS/APRIL IN PORTUGAL
Tony Martin20-5279 (47-5279)

DON'T YOU CARE/MY GOOD GIRL
Vaughn Monroe20-5329 (47-5329)

SEND MY BABY BACK TO ME/MEANWHILE
Sunny Gale20-5306 (47-5306)

APRIL IN PORTUGAL/PENNY WHISTLE BLUES
Freddie Martin20-5052 (47-5052)

THE HONEY JUMP/TIME TO DREAM
Sauter-Finegan20-5307 (47-5307)

RETURN TO PARADISE/THE MOON IS BLUE
Silver Strings20-5318 (47-5318)

THE TERRY THEME/SYMPHONY OF A STARRY NIGHT
Hugo Winterhalter20-5326 (47-5326)

THE CARLEBOOGIE/THE RHYTHM OF THE RAIN DROPS
Frankie Carle20-5319 (47-5319)

MATILDA, MATILDA/SUZANNE
Harry Belafonte20-5311 (47-5311)

COUNTRY-WESTERN

HOW'S THE WORLD TREATING YOU/FREE HOME DEMON-
STRATION
Eddy Arnold20-5305 (47-5305)

SPANISH FIRE BALL/BETWEEN FIRE AND WATER
Hank Snow20-5296 (47-5296)

TOO YOUNG TO TANGO/HEARTS WEREN'T MEANT TO BE
BROKEN
Sunshine Ruby20-5250 (47-5250)

BROKEN WINGS/CANNONBALL YODEL
Elton Britt20-5251 (47-5251)

SOUTH IN NEW ORLEANS/WINNER OF YOUR HEART
Johnnie & Jack20-5290 (47-5290)

RHYTHM-BLUES

I FOUND OUT/LITTLE GIRL, LITTLE GIRL
The Du Droppers20-5321 (47-5321)

DON'T YOU CARE/DO ME A FAVOR
Damita Jo20-5328 (47-5328)

I WANNA KNOW/LAUGHING BLUES
The Du Droppers20-5229 (47-5229)

Listen to Lisa
on her **NEW** hit



**LISA
KIRK**

sings

**DO ME A FAVOR
and
KING SIZE KISSES**

29-5334 (47-5334)*

RIGHT WITH COMO AND
FISHER AT THE TOP OF
THE BEST SELLER LIST!

**THE AMES
BROTHERS
ONCE UPON A
TUNE**



**YOU
YOU
YOU**

20/47-5325



SALES GROW
WHEN YOU GO "45"

RCA VICTOR
FIRST IN RECORDED MUSIC



CLIP—FILL IN—ORDER TODAY!



The Billboard's Music Popularity Charts

... For Week Ending June 6

Territorial Best Sellers (Popular)

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Atlanta... RUBY H. James, Columbia 39994
- Washington, D. C.-Baltimore, Md. H. James, Columbia 39994
- Cincinnati... CRAZY, MAN, CRAZY R. Marterie, Mercury 70153
- Pittsburgh... YOU, YOU, YOU Ames Brothers, Victor 20-5325
- St. Louis... VAYA CON DIOS L. Paul & M. Ford, Capitol 2486
- Los Angeles... HEY, BELL BOY G. Wood, Capitol 2471

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

New York

1. Song From Moulin Rouge P. Faith, Columbia
2. Limelight (Terry's Theme) F. Chacksfield, London
3. April in Portugal L. Baxter, Capitol
4. Anna S. Mangano, M-G-M
5. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
6. Ruby R. Hayman, Mercury
7. Pretend Nat (King) Cole, Capitol
8. I Believe F. Laine, Columbia
9. Say You're Mine Again P. Como, Victor
10. Doggie in the Window P. Page, Mercury

Cincinnati

1. Song From Moulin Rouge P. Faith, Columbia
2. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
3. April in Portugal R. Hayman, Mercury
4. Say You're Mine Again P. Como, Victor
5. Crazy, Man, Crazy R. Marterie, Mercury
6. I Believe F. Laine, Columbia
7. Ruby R. Hayman, Mercury
8. I'd Rather Die Young Hilltoppers, Dot
9. April in Portugal L. Baxter, Capitol
10. I Believe J. Froman, Capitol

Pittsburgh

1. Song From Moulin Rouge P. Faith, Columbia
2. Say You're Mine Again P. Como, Victor
3. April in Portugal V. Damone, Mercury
4. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
5. I Believe F. Laine, Columbia
6. P. S.: I Love You Hilltoppers, Dot
7. April in Portugal L. Baxter, Capitol
8. Oh P. W. Hunt, Capitol
9. Almost Always J. James, M-G-M
10. You, You, You Ames Brothers, Victor

Chicago

1. Song From Moulin Rouge P. Faith, Columbia
2. Ruby R. Hayman, Mercury
3. Limelight (Terry's Theme) F. Chacksfield, London
4. Anna S. Mangano, M-G-M
5. April in Portugal L. Baxter, Capitol
6. Say You're Mine Again P. Como, Victor
7. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
8. Ho Ho Song R. Buttons, Columbia

9. Ruby L. Baxter, Capitol
10. I Believe J. Froman, Capitol

Denver

1. April in Portugal L. Baxter, Capitol
2. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
3. Doggie in the Window P. Page, Mercury
4. Song From Moulin Rouge P. Faith, Columbia
5. Song From Moulin Rouge Mantovani, London
6. I Believe F. Laine, Columbia
7. Ruby R. Hayman, Mercury
8. Pretend Nat (King) Cole, Capitol

Boston

1. Ruby R. Hayman, Mercury
2. Say You're Mine Again P. Como, Victor
3. Song From Moulin Rouge Mantovani, London
4. Song From Moulin Rouge P. Faith, Columbia
5. Limelight (Terry's Theme) F. Chacksfield, London
6. I'd Rather Die Young Hilltoppers, Dot
7. Anna S. Mangano, M-G-M
8. Half a Photograph K. Starr, Capitol
9. Allez Vous En K. Starr, Capitol
10. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor

Atlanta

1. Song From Moulin Rouge P. Faith, Columbia
2. April in Portugal L. Baxter, Capitol
3. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
4. Half a Photograph K. Starr, Capitol
5. Song From Moulin Rouge Mantovani, London
6. I Believe F. Laine, Columbia

7. Say You're Mine Again P. Como, Victor
8. Pretend Nat (King) Cole, Capitol
9. I Believe J. Froman, Capitol
10. Ruby H. James, Columbia

Dallas-Ft. Worth

1. I Believe F. Laine, Columbia
2. April in Portugal L. Baxter, Capitol
3. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
4. Ruby R. Hayman, Mercury
5. Song From Moulin Rouge P. Faith, Columbia
6. Say You're Mine Again P. Como, Victor
7. Anna S. Mangano, M-G-M
8. Ruby V. Young, Decca
9. Breeze T. Richards, Derby
10. Half a Photograph K. Starr, Capitol

Philadelphia

1. Song From Moulin Rouge P. Faith, Columbia
2. Ruby R. Hayman, Mercury
3. April in Portugal L. Baxter, Capitol
4. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
5. I Believe F. Laine, Columbia
6. Say You're Mine Again P. Como, Victor
7. Ho Ho Song R. Buttons, Columbia
8. Limelight (Terry's Theme) F. Chacksfield, London
9. Pretend Nat (King) Cole, Capitol
10. Doggie in the Window P. Page, Mercury

Detroit

1. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
2. Song From Moulin Rouge P. Faith, Columbia
3. Say You're Mine Again P. Como, Victor
4. April in Portugal L. Baxter, Capitol
5. April in Portugal R. Hayman, Mercury
6. Organ Grinder's Swing Four Aces, Decca
7. Uska Dara E. Kitt, Victor

St. Louis

1. Crazy Man Crazy B. Haley, Essex
2. April in Portugal L. Baxter, Capitol
3. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
4. Song From Moulin Rouge P. Faith, Columbia
5. Limelight (Terry's Theme) F. Chacksfield, London
6. P. S.: I Love You Hilltoppers, Dot

7. Breeze T. Richards, Derby
8. Anna S. Mangano, M-G-M
9. Ruby R. Hayman, Mercury
10. Vaya Con Dios L. Paul & M. Ford, Capitol

Los Angeles

1. Song From Moulin Rouge P. Faith, Columbia
2. April in Portugal L. Baxter, Capitol
3. Ruby R. Hayman, Mercury
4. Anna S. Mangano, M-G-M
5. Pretend Nat (King) Cole, Capitol
6. Doggie in the Window P. Page, Mercury
7. Say You're Mine Again P. Como, Victor
8. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
9. Hey, Bell Boy G. Wood, Capitol
10. I Believe J. Froman, Capitol

Washington-Baltimore

1. Song From Moulin Rouge P. Faith, Columbia
2. April in Portugal L. Baxter, Capitol
3. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
4. Ruby R. Hayman, Mercury
5. I Believe F. Laine, Columbia
6. Say You're Mine Again P. Como, Victor
7. Limelight (Terry's Theme) F. Chacksfield, London
8. Caravan R. Marterie, Mercury
9. Crazy, Man, Crazy R. Marterie, Mercury

Seattle

1. Song From Moulin Rouge P. Faith, Columbia
2. April in Portugal L. Baxter, Capitol
3. I Believe F. Laine, Columbia
4. Ruby L. Baxter, Capitol
5. I'm Walking Behind You E. Fisher-H. Winterhalter, Victor
6. Anna S. Mangano, M-G-M
7. Pretend Nat (King) Cole, Capitol
8. Seven Lonely Days G. Gibbs, Mercury
9. Doggie in the Window P. Page, Mercury
10. Ruby R. Hayman, Mercury

New Orleans

1. Song From Moulin Rouge P. Faith, Columbia
2. I Believe F. Laine, Columbia
3. April in Portugal L. Baxter, Capitol
4. I'm Walking Behind You F. Sinatra, Capitol
5. Anna S. Mangano, M-G-M
6. Doggie in the Window P. Page, Mercury

LADDER OF
Best Sellers
FROM
King
AND
Federal
RECORDS
Popular

STEVE LAWRENCE
TO THE BIRDS
WITH EVERY BREATH I
TAKE
1223 and 45-1223

BONNIE LOU
HAND-ME-DOWN HEART
TENNESSEE WIG WALK
1237 and 45-1237

Folk/Western

MOON MULLICAN
HEY! MISTER COTTON-
PICKER
LEAVING YOU WITH A
WORRIED MIND
1221 and 45-1221

BONNIE LOU
SEVEN LONELY DAYS
JUST OUT OF REACH
1192 and 45-1192

YORK BROTHERS
THE ROCKY, BUMPY
ROAD TO LOVE
EVER SINCE WE MET
1206 and 45-1206

CHARLIE GORE
THIS ORCHID MEANS
GOODBYE
WHO'S BEEN DRAGGIN'
YOUR LITTLE RED
WAGON?
1227 and 45-1227

Rhythm/Blues

INY BRADSHAW
HEAVY JUICE
THE BLUES CAME POUR-
ING DOWN
4621 and 45-4621

SOFT
STRANGE
4577 and 45-4577

EARL BOSTIC
CHEROKEE
THE SONG IS ENDED
4623 and 45-4623

LULA REED
I'M LOSING YOU
MY POOR HEART
4630 and 45-4630

ROY BROWN
GAMBLIN' MAN
MR. HOUND DOG'S IN
TOWN
4627 and 45-4627

Federal

SILLY WARD
AND HIS DOMINOES
THESE FOOLISH THINGS
REMINDE ME OF YOU
DON'T LEAVE ME THIS
WAY
12129 and 45-12129

LITTLE ESTHER
STREET LIGHTS
YOU TOOK MY LOVE TOO
FAST
12122 and 45-12122

JIMMY WITHERSPOON
ONE FINE GAL
SACK HOME
12128 and 45-12128

DISTRIBUTED BY

King
RECORDS
INC.
1540
Brewster Ave.
Cincinnati 14,
Ohio

A N N O U N C E M E N T

The Billboard

NAMM CONVENTION NUMBER

NAMM CONVENTION
(National Association of Music Merchants)
PALMER HOUSE, CHICAGO
JULY 13 THRU 16

—will be dated July 18
—distributed nationally, and at
the NAMM Convention, July 13
—advertising deadline, July 9

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending June 6

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
TELL US WHERE THE GOOD TIMES ARE THERE'S NOTHING AS SWEET AS MY BABY	Guy Mitchell and Mindy Carson	39992 • 4-39992
LET'S WALK THAT-A-WAY CANDY LIPS	Doris Day and Johnnie Ray	40001 • 4-40001
LITTLE JOSEY DENNIS THE MENACE	Rosemary Clooney and Jimmy Boyd	39988 • 4-39988
THE THEME FROM LIMELIGHT INCIDENTAL MUSIC FROM LIMELIGHT	Wally Stott	40013 • 4-40013
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 • 4-39945
GIGI SHANE	Paul Weston	40014 • 4-40014
NO ONE WILL EVER KNOW I'M THE KING OF BROKEN HEARTS	Tony Bennett	39964 • 4-39964
TATTLE-TALE DUCK ORANGE BLOSSOM SERENADE	Sammy Kaye	39999 • 4-39999
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994
WITHOUT A MEMORY SEND MY BABY BACK TO ME	Judy Garland	40010 • 4-40010
RETURN TO PARADISE—Part 1 RETURN TO PARADISE—Part 2	Percy Faith	39998 • 4-39998

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending June 6

A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
I PASSED BY YOUR WINDOW HALF-HEARTED	George Morgan	21108 • 4-21108
THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE	Carl Smith	21087 • 4-21087
CALIFORNIA BLUES I'M LONELY AND BLUE	Lefty Frizzell	21102 • 4-21102
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
NEVER NO MO' BLUES SLEEP, BABY SLEEP	Lefty Frizzell	21101 • 4-21101
THE HIDDEN YOU DADDY'S CUTIE PIE	Stuart Hamblen	21116 • 4-21116
THE NAIL-SCARRED HAND WE SHALL MEET SOME DAY	Carl Smith with the Carter Sisters and Mother Maybelle	21110-s • 4-21110-s
WE CRUCIFIED OUR JESUS WHEN IT COMES TO MEASURING LOVE	Lefty Frizzell	21110-s • 4-21110-s
YOU'RE STEPPING OUT DON'T GIVE ME KISSES	Neal Burris	21114 • 4-21114

BEST SELLING ALBUMS

BY THE LIGHT OF THE SILVERY MOON —DORIS DAY "Lp" CL 6248 • 45 Set B-334 78 Set C-334	RHAPSODIES FOR PIANO AND ORCHESTRA —Morton Gould "Lp" ML 4657
ARTHUR GODFREY'S TV CALENDAR SHOW "Lp" GL 521 • 45 Set G 4-18 78 Set G-18	HONEGGER: JEANNE D'ARC AU BUCHER Vera Zorina with Raymond Gerome and Eugene Ormandy conducting the Phila- delphia Orchestra with assisting artists. "Lp" Set SL-178
SWEETHEARTS—MARION MARLOWE and FRANK PARKER "Lp" CL 6241 • 45 Set B-331 78 Set C-331	PUCCINI: LA BOHEME for Orchestra Andre Kostelanetz "Lp" ML 4655
LIBERACE AT THE PIANO "Lp" CL 6217 • 45 Set B-308 78 Set C-308	VICTOR HERBERT: SELECTIONS FROM "NAUGHTY MARIETTA" and "THE FORTUNE TELLER" The Philadelphia Orchestra, Eugene Or- mandy, Conductor. "Lp" AAL 29
ONE NIGHT STAND—HARRY JAMES "Lp" GL 522	

NEW FOLK MUSIC RELEASES

- June Carter
YOU FLOPPED WHEN YOU GOT ME ALONE
WE'VE GOT THINGS TO DO
21128 • 4-21128
- Billy Walker
TIME WILL TELL ALL
I DIDN'T HAVE THE NERVE IT TOOK TO GO
21122 • 4-21122
- Johnny Ragsdale
CALAMITY JANE
ENGINEER'S SONG
21123 • 4-21123
- The Chuck Wagon Gang
PERFECT JOY
MY SOUL SHALL LIVE ON
4-20656-s
- ON AND ON WE WALK TOGETHER
NO TEARS IN HEAVEN
4-20689-s

New Popular Albums

- REQUESTED BY YOU
based on Billboard's report of all-time popular standard favorites!
- Stardust — Paul Weston • Tenderly — Rosemary Clooney • April in Paris—Doris Day • September Song—Harry James • Deep Purple—Harry James • Body and Soul—Frank Sinatra • Begin the Beguine—Xavier Cugat • Laura—Woody Herman "Lp" CL 6254 • 45 Set B-337
- BOLEROS SELECTOS POR TRIO LOS PANCHOS
Favorite Boleros by Trio Los Panchos
Rayito De Luna • No Me Quieras Tanto • Sin Un Amor • Un Siglo De Ausencia • Amor De La Calle • Sin Ti • Maldito Corazon • Sin Remedio "Lp" CL 6253

NEW POPULAR RELEASES

- LOUIS PRIMA
PAUL REVERE
IT'S AS GOOD AS NEW
40015 • 4-40015

MOVING ALONG
TOWARD THE TOP

DORIS DAY
AND
JOHNNIE RAY

TOP SIDE
LET'S WALK THAT-A-WAY
BOTTOM SIDE
CANDY LIPS
40001 • 4-40001

COLUMBIA
RECORDS

Trade Marks "Columbia", "Masterworks" Reg. U. S. Pat. Off. Marcos Registrados

Heading for the TOP of the Ladder!!

Record #9001
Lou Monte sings "THE LONG WAY"

Record #6041
Marian Caruso sings "WISH ME GOOD LUCK"
 b/w "Lilacs"

Record #6040
Tommy Mara sings "I'LL TRY"
 b/w "Bella Mia"

Record #6042
The Four Chicks and Chuck sing "HOCK MIR NISHT KEIN CHEINIK"
 (Please Don't Bend My Ear)

Record #9000
Dick Thomas sings "MY LITTLE RED WAGON"
 b/w "Anytime Is Lovin' Time"

Rhythm and Blues
 Record #5120
The Oriole's Greatest! Just Released! "I COVER THE WATERFRONT"
 b/w "One More Time"

Record #5118
Sunny Pil Singing "(DANGER) SOFT SHOULDERS"
 b/w "Congratulations to Someone"

Record #5117
Twelve-Year-Old Andrew Wideman singing "MAMA'S LITTLE BOY GOT THE BLUES"

JUBILEE RECORD CO., Inc.
 315 W. 47th St., N. Y., N. Y.

VOX JOX

By GENE PLOTNIK

Bob Clayton, WHDH, Boston, got a spin himself last week. A horse he was riding stumbled, and Clayton whirled over the neck of the beast. He was treated for a fractured shoulder at Milton Hospital. . . . Niki, 14-year-old deejay at KCID, Caldwell, Idaho, is holding a competition to find a "fellow" for her new Saturday afternoon "Fellow and a Girl," three-hour show. . . . Lou Dennis, afternoon jock at WCOU, Lewiston, Me., uses "Dennis, the Menace" as part of the theme of his two-hour show. . . . Bob "The Robin" Martin, WKBR, Manchester, N. H., has been promoting jazz concerts and dances, which he says have long been absent from that area. Martin has lined up the Sauter-Finegan and Kenton bands for July. . . . Don McLeod, WJBK, Detroit, is starting a TV disk jockey show next Saturday (13) from noon to 1:30 p.m. Among the guest stars he expects on his first few shows are Johnny Desmond, Don Cornell and Do-

cil award for his "Cartunes," in which he's been providing drivers with safety news as well as music. . . . On a recent visit to New York, Joe Deane, WHEC, Rochester, N. Y., had two of his own songs (co-authored with Danny Davis and Herb Weiner) placed with Southern Music, Inc. . . . Jack Dugan, WPTR, Albany, N. Y., has switched his daily slottings to 6-9 a.m. and 3-5:15 p.m. . . . Danny Stiles, WCTC, New Brunswick, N. J., is moving his disk show to WVNJ, Newark, N. J., next Saturday (13). . . . Sid Nadler, former film director of WXEL, Cleveland, has joined WSR, Cleveland, with a daily disk show 4-6 a.m. . . . Norm Geordan is now in a permanent stint, 9:30 p.m., Fridays, via WFMI, Youngstown, O. . . . Dave Miller, who had been spinning them in Pottstown, Pa., is moving to WMIE, Miami. . . . Bob Armstrong has spruced up his Tuesday thru Friday 8 p.m. show via WCNT-FM, Centralia, Ill., with a new title, "A Night at the Turntables." Armstrong is now using Woody Herman's "Celestial Blues" as an opener and Charley Barnet's "Lonely Street" to close. . . . Ed Bonner's daily "St. Louis Ballroom" on KXOK, St. Louis, now goes on an hour earlier, running from 2:30 to 6 p.m. . . . Joe Ryan, WALL, Middletown, N. Y., is starting a new one-hour-weekly show based on the Italian style. It's called "Belpa Musica," and will have that tune as its opener and Vic Damone's "Areviderci" as the closer. Stuff like "There's No Tomorrow," "Come Back to Sorrento" and "Oh, Marie" will make up the show. . . . Art Laboe, Hollywood free-lancer, has added another daily show, third currently, to his schedule. This one is on KHJ, Los Angeles, and originates from the Colonial Ballroom. . . . Clarence Hamann, WJMR, and Larry Regan, WTPS, New Orleans, are looking forward to their trip to New York at the end of June. . . . Don Ross, WSPD, Toledo, O., says they celebrated "Big Mamou" week there beginning May 25, with free road maps distributed to all listeners tracing the highways to Big Mamou, La. It all wound up "Mamou-rial Day," May 30.

YESTERYEAR'S TOPS—
 The nation's top tunes on records as reported in The Billboard

- JUNE 12, 1943
1. Taking a Chance on Love
 2. Velvet Moon
 3. Don't Get Around Much Anymore
 4. As Time Goes By
 5. I've Heard That Song Before
 6. That Old Black Magic
 7. Let's Get Lost
 8. You'll Never Know

- JUNE 12, 1948
1. Nature Boy
 2. You Can't Be True, Dear
 3. Little White Lies
 4. Tootie Oolie Doolie (The Yodel Polka)
 5. Now Is the Hour
 6. My Happiness
 7. Baby Face
 8. The Dickey-Bird Song
 9. Woody Woodpecker
 10. Tell Me a Story

lores Gray. . . . Mal MacIntyre, KCRA, Sacramento, Calif., became the father of a seven-pound boy last week. . . . Sy Levy, KVER, Albuquerque, N. M., writes in that his station has just changed its call letters to KABQ. . . . Bert Winn, KYA, San Francisco, received a National Safety Coun-

DEALER DOINGS

By JOE MARTIN

News and Chatter

The winner of the fourth prize in the recent Coral Records' Don Cornell window display contest was Manny's Music Mart, Brockton, Mass. Unusual aspect is that owner Manuel J. Rubin is blind. He and assistant Ruthe Sorgman designed the winning window. . . . Herman Morris Chapin, who operate the Campus Record Shop, Detroit, moves on June 15 to an enlarged store four doors west of their present location and are planning to open a branch in the city's Hudson Northland shipping center. . . . The Berry and George Record Mart, owned by George Gordy and Berry Gordy Jr., has been opened in a community shopping area on the east side of Detroit. . . . Atherton Music Company, Sherman, Tex., reports good results with promoting parakeet records via a display of live birds borrowed from local aviary. Ads on National Music Week also paid off. Nat Kulkin, Ohio Record Distributors, takes over the northern Ohio territory for Mercury Records. Line was formerly handled there by Malverne.

Brief Beefs

"Tho the 45 r.p.m. set is going well, customers resist RCA Victor's "Peter Pan" album on 78 because the sides can't be

played in sequence on an automatic record player. We still sell the 78 sets, but the customer good will is missing in these sales." — Aaron Appelbaum, Bergenfield Music, Bergenfield, N. J. . . . "We certainly should get better service from the distributors here. One, for example, went two years without a hit. Now that they have a couple of hits they're always out of stock." — F. Buatta Music Shop, Stapleton, Staten Island, N. Y.

Happy Thoughts

"It gives me great pleasure to start corresponding with you again. I was taken ill on March 30 and have been in the hospital. I'm back at work now. It's good to be back, and please keep sending me "Today's Top Tunes'." — Al Albanese, Record Department, Sears Roebuck, Greensboro, N. C. . . . "It seems to us that the 45 EP will put the classical record within reach of the average person again. A man on a small salary just could not afford to buy a \$5.95 record too often." — A. M. Samet, Coconut Grove, Fla. . . . "The Billboard is such a wonderful help to me—I thank you." — Lucille Johnston, record department, Lincoln Tire and Appliance Company, Lincoln, Ill. . . . Victor's distributor in this area is doing a great job filling orders consistently to almost 100 per cent—keep it up." — Adrian's Record Shop, Hutchinson, Kan.

The Billboard's Music Popularity Charts

Classical Records

. . . For Week Ending June 6

Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

Week This	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-	1	35
	man, J. Pearce, N. Scott, R. Shaw, Chorale; NBC Sym-		
	phony Ork, A. Toscanini, conductor. . . . V(33)LM-6009		
2.	MUSIC OF VICTOR HERBERT—Mantovani Ork	2	5
	London(33)LL-746		
3.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork,	3	20
	A. Fiedler, conductor. . . . V(33)LM-1001		
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis	4	11
	Symphony Ork, Dorati, conductor. Mercury(33)MG-50009		
5.	RACHMANINOFF CONCERTO NO. 2—A. Rubinstein,	5	18
	piano, NBC Symphony Ork, Golschman, conductor. . . .		
 V(33)LM-1005		
45 R.P.M.			
1.	ROSSINI: WILLIAM TELL OVERTURE—NBC Symphony	1	38
	Ork, A. Toscanini, conductor. . . . V(45)WDM-605		
2.	GERSHWIN: RHAPSODY IN BLUE—O. Levant, Phila-	4	6
	delphia Symphony Ork, E. Ormandy, conductor. . . .		
 Col(45)A-251, Col(45)A-1643		
3.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy,	2	18
	conductor, Philadelphia Ork. . . . V(45)WDM-1020		
4.	MUSIC OF JOHANN STRAUSS—Minneapolis Symphony	2	43
	Ork, E. Ormandy, conductor. . . . V(45)WDM-262		
5.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-	5	16
	man, J. Pearce, N. Scott, R. Shaw, Chorale; NBC Sym-		
	phony Ork, A. Toscanini, conductor. . . . V(45)WDM-6009		

Reviews of the Current Classical Releases

BEETHOVEN: QUARTET IN C-SHARP MINOR, NO. 14, OP. 131
 —The Paganini Quartet (1-12") 72
 V (33) LM 1736
 This is another in the series of Beethoven Quartets that RCA Victor is issuing with the Paganini Quartet. It is, like the other releases by the same group, beautifully performed, and the recording is excellent. The disk should be attractive to those who are collecting the series of Beethoven works by the Quartet as well as those who have yet to add this Beethoven work to their collection. It is available on LP by the Budapest Quartet as well as the Pascal and Barylli foursomes.

BEETHOVEN: SONATAS NO. 29, (HAMMERKLAUIER); NO. 26, (LES ADIEUX); Solomon, Pianist (1-12") 72
 V (33) LM 1733
 The "Hammerklavier," longest and most complex of the Beethoven sonatas, is an interpretive puzzle many pianists have wrestled with. Their efforts are well-represented on vinyl and each version has its champions. Yet, there should be a good relative demand for this Solomon interpretation; the British pianist has a growing band of followers here. The new entry also has a solid competitive edge over previous efforts. It is only one which also contains another complete sonata and both are performed searchingly. It's therefore a bargain buy for those still shopping for either the "Hammerklavier" or "Les Adieux."

MICHAEL RABIN PLAYS—Michael Rabin, Violin, with Artur Balsam, Piano (1-10") 70
 Columbia (33) AAL 30
 The 16-year-old violinist, well out of the prodigy class, will now be competing for recognition on merit alone. The youngster has prodigious facility on his instrument and the short display pieces on this disk show his talent to good advantage. Selections are by Dvorak, Wieniawski, Bizet, Kreisler, Engel and Kroll. A welcome addition to the lists of fiddle programs on records. Many who've heard Rabin on radio will want this low-cost Columbia (AAL) platter.

SCHUMANN: CARNAVAL BALLETT SUITE; DELIBES: BALLETT MUSIC FROM "SYLVIA" — Philharmonia Orchestra; Paris Opera Orchestra; Robert Irving, Louis Fourestier, Conductors (1-12") 69
 V (33) LBC 1025
 Price is the main consideration here since both works are already available on LP in other—and superior—versions. Neither the orchestras nor conductors figure to attract much of an audience, tho the widest appeal of these fluffy-sounding pieces may be to those who are not overly concerned with names. Transfer from the shellac has been effective, if not sparkling in sound.

ROSSINI: SAINT-SAENS: SPONTINI ORCHESTRAL MUSIC FROM GRAND OPERA (1-12") 66
 V (33) LBC 1039
 Contained on this disk are the overtures from "Barber of Seville," "La Vestale" and "Italians in Algiers," the ballet music "Bachanale" from "Samson and Delilah," and the "Little March of the Shepherds" and "Dance Passo A Sei" from "William Tell." Most of the items have already been well-covered on LP and at varying prices. However, "La Vestale" and "Little March of the Shepherds" are not readily available at the attractive Bluebird price. Performances here are good, tho the recording quality is not as high as one expects these days. Yet the transfer from shellac has been well handled.

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 Poor.
HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

HERE IT IS-

THE SMASH RHYTHM NOVELTY OF 1953!

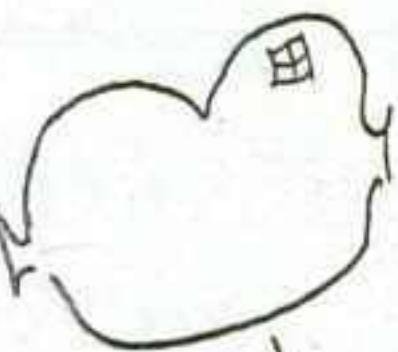


DORIS

DAY

JOHNNIE

RAY



WALK THAT-A-WAY

COLUMBIA
40001



This One



340R-JS2-6R4J

b/w

"LET'S WALK
THAT-A-WAY"

FIRST 3-DIMENSION!

SOUND BEAT ON RECORDS

GUITAR BOOGIE

featuring the

SUPER-SONICS

RAINBOW 214

backed with

THIS WEEK'S BEST BUYS JUNE 6.

SHEIK OF ARABY — Super-Sonics-ASCAP
—Rainbow 214

Recommended primarily to juke box operators. Record has been getting good activity in New York, Boston, Philadelphia, Buffalo and Pittsburgh. Flip is "New Guitar Boogie Shuffle."

RAINBOW RECORDING CORP.

767 TENTH AVENUE NEW YORK 19, N. Y.

Music as Written

SILBERT SKEDS FAN CLUB OUTING ...

Deejay Billy Silbert, of WABD-TV and WMGM, will hold an all-day outing at Palisades Amusement Park (N. J.) for his Saints and Spinners fan club today (6). Outing will consist of free rides for S.&S. on the various amusement devices. In addition there will be record stars at the clambake, including Vic Damone, Julius La Rosa and others. A number of diskeries will have exhibits at the park. The jock will make his usual broadcast from the Palisades funspot in the evening.

DERBY PACTS JAYE MORGAN ...

Derby Records created a little action this week with the pacting of thrush **Jaye P. Morgan** on the West Coast and the signing of arranger-conductor **Frank De Vol** to handle a number of Coast recording dates for the firm, on a non-exclusive basis. In addition, **Stanley Stone** was hired by the firm as national sales manager.

COLUMBIA SIGNS MERV GRIFFIN ...

Singer **Merv Griffin** was pacted by Columbia Records this week. Warbler was formerly with the **Freddie Martin** ork, and waxed with the ork and singly for RCA Victor. He will soon be seen in his first Warner Brothers flick. His first waxing from the diskery will feature a tune from the movie and one original.

HILLBILLY JEWELS MAKE DISK ...

The Hillbilly Jewels are making their initial appearance on a new record label, Arrow, with "Big Mamou" and "What a Waste of Good Corn Licker." The group did a couple for Decca, "I Love My Rooster" and "I Told My Pillow."

They are presently making personal appearances and shortly will be touring Eastern Canada. They began in radio over radio station VPCM, St. John's, Newfoundland.

LIFE TO RUN HI-FI ARTICLE ...

The issue of Life magazine which hits the stands Thursday (11) will contain an exhaustive article on high-fidelity equipment and records written by Life staffer **Herb Bream**. The article has been in preparation for several months.

'WALKING' COPYRIGHT GOES TO REGENT ...

Stenton Music, Gotham Record subsidiary, has turned over the copyright of "Walking With a Dream" to Regent Music. The tune was originally released two and a half years ago on Gotham with Jack Hunter.

'I BELIEVE' CHOICE OF 3 WINNERS ...

Cromwell Music is currently claiming the distinction of publishing a song which has been used by three "amateur" show winners to cop the top prize—all in a 10-day period. The last two consecutive winners on the Arthur Godfrey "Talent Scouts" show and the last winner on the "Chance of a Lifetime" show all won by singing "I Believe."

New York

Don Cornell and the **DeMarco Sisters** go into the Paramount June 24. ... **Paul Siegel**, whose Symphony House publishing firm has just been elected to membership in the American Society of Composers, Authors and Publishers, is on the road working on the **Vera Lynn** London waxing of his ditty, "No More." ... **Jacques Choron**, managing director of Concert Hall Records, sailed for Europe Wednesday (3) to test a new method for distributing records abroad. ... **Doc Berger**, well-known music man, recuperating from a stomach ailment at Veterans' Hospital, Brooklyn.

Trudy Richards, Derby Records thrush, was pacted by General Artists Corporation this week. ... Columbia execs **Paul Wexler**, **Stan Caven**, **Terry Southard** and **Merle Weis**, the firm's Midwest

division sales manager will man the Columbia suite at the Palmer House, Chicago, for the National Association of Music Merchants convention in July. ... **Deejay Tom Finn**, WSPD, Toledo, is in town for a few days vacationing. ... Rainbow Records has taken over a master cut by deejay **Bill Rase**, KCRA, in Sacramento. The waxing spotlights the jocks warbling "If I Could Sing Like Bing." ... Rainbow Records has taken thrush, is here this week to cut sides for Dana Records. ... **Frank Loesser** will return to Gotham this week after a trip to London to help along the British version of "Guys and Dolls."

Disk promoter **Paul Brown** will enter the Kingsbridge Veteran's Hospital Wednesday (10) to have shrapnel removed from his legs. ... The **Ralph Flanagan** ork acquires a new male vocalist when **Buddy Victor** joins the band to replace **Harry Prime**, who wants to quit road work in favor of doing a single. ... The **Sauter-Finnegan** band will open at the Meadowbrook, Cedar Grove, N.J., on June 12. **Joe Mooney** will work with the band for the engagement. ... The **Henry Jerome** ork will leave the Edison Hotel here, after a lengthy stay, for a road tour, opening at the Steel Pier, Atlantic City, June 26. ... **Joni James** will play one-nighters on June 12 and 13 at Playland Park, Modesto, Calif., and the Rainbow Ballroom, Fresno, Calif. ... Comment noted in the recent record review of "One More Kiss" was incorrect. Ditty is not based on a public domain melody but on "Tango of Roses" by Schreier-Bottero and published by E. B. Marks.

Capitol sales manager **Hal Cook** departs on a three-week cross country tour to visit the company's branches. He'll wind up in California for a sales execs meeting. ... M-G-M Records' advertising and promotion chief, **Sol Handwerker**, on a week's vacation in New Hampshire. ... Latest **Henry Jerome** platter, "Pie Wock" (Continued on page 41)

*Sweeping the Country —
the Newest Hit!*

JENNY BARRETT

SINGING THE FIRST RECORDING OF THE SONG SHE WROTE

"HE LOVES ME"

backed by "DO ME A FAVOR"

45-1024

Vogue 1024



NORTON AND
CONDON, INC.
Press
Representatives

Personal Management: VAUGHN WRIGHT

1608 Aegyle Avenue
Hollywood, Calif.

FASHIONS
IN MUSIC



HOLLYWOOD 28, CALIF.

Right on the Heels of "BIG MAMOU"

Another Smash for...



**PETE
HANLEY**

**HELP ME
MEND A
BROKEN HEART**

Orchestra and Chorus under the direction
of The Leyden Brothers

b/w "COME BACK TO ME"

78 rpm 6980 • 45 rpm 4-6980



The Hawk of the West Virginia Hills—



... IS NOW.
ON THE
RCA
Victor
LABEL!



HAWKSHAW HAWKINS

THE BOY WITH 11½ YARDS OF PERSONALITY
sings

THE LONG WAY *and* I'LL TRADE YOURS FOR MINE

RCA-20/47 5333



The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending June 6

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist
1		10	MEXICAN JOE	J. Reeves
			I Could Cry	Abbott 116—BMI
2		5	TAKE THESE CHAINS FROM MY HEART	H. Williams
			Ramblin' Man	M-G-M 11479—BMI
3		4	THAT HOUND DOG IN THE WINDOW	Homer & Jethro
			Pore O' Koo-Liger	V 20-5280—ASCAP
4		17	YOUR CHEATIN' HEART	H. Williams
			Kaw-Liga	M-G-M 11416—BMI
5		17	KAW-LIGA	Hank Williams
			Your Cheatin' Heart	M-G-M 11416—ASCAP
6		8	BUMMING AROUND	T. T. Tyler
			Jealous Love	Dec 28579—BMI
7		4	THIS ORCHID MEANS GOOD-BYE	Carl Smith
			Just Wait Till I Get You Alone	Col 21087—BMI
8		12	LAST WALTZ	W. Pierce
			I Haven't Got the Heart	Dec 28594—BMI
9		2	SPANISH FIRE BALL	H. Snow
			Between Fire and Water	V 20-5296—BMI
10		4	RUB-A-DUB-DUB	H. Thompson
			I'll Sign My Heart Away	Cap 2445—BMI

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart	Title	Artist
1		11	MEXICAN JOE	J. Reeves
			Abbott 116—BMI	
2		14	YOUR CHEATIN' HEART	H. Williams
			M-G-M 11416—BMI	
3		23	NO HELP WANTED	Carlisles
			Mercury 70028—BMI	
3		10	KNOTHOLE	Carlisles
			Mercury 70109—BMI	
5		3	TAKE THESE CHAINS FROM MY HEART	H. Williams
			M-G-M 11479—BMI	
6		9	LAST WALTZ	W. Pierce
			Dec 28594—BMI	
7		3	RUB-A-DUB-DUB	H. Thompson
			Cap 2445—BMI	
7		7	I COULDN'T KEEP FROM CRYING	Marty Robbins
			Col 21075—BMI	
9		3	JUST WAIT TILL I GET YOU ALONE	Carl Smith
			Col 21087—BMI	
10		1	THAT HOUND DOG IN THE WINDOW	Homer & Jethro
			V 20-5280—ASCAP	

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart	Title	Artist
1		11	MEXICAN JOE	J. Reeves
			Abbott 116—BMI	
2		16	YOUR CHEATIN' HEART	H. Williams
			M-G-M 11416—ASCAP	
3		18	NO HELP WANTED	Carlisles
			Mercury 70028—BMI	
4		5	TAKE THESE CHAINS FROM MY HEART	H. Williams
			M-G-M 11479—BMI	
5		5	BUMMING AROUND	T. T. Tyler
			Dec 28579—BMI	
6		2	THAT HOUND DOG IN THE WINDOW	Homer & Jethro
			V 20-5280—ASCAP	
7		1	LAST WALTZ	Webb Pierce
			Dec 28594—BMI	
8		17	KAW-LIGA	Hank Williams
			M-G-M 11416—ASCAP	
8		2	RUB-A-DUB-DUB	H. Thompson
			Cap 2445—BMI	
10		1	SPANISH FIRE BALL	H. Snow
			V 20-5296—BMI	

Stop Copyright Infringement

Continued from page 14

from payment of performance royalties. At the forthcoming hearings, he will represent MPA in plugging for an amendment to the act, while also speaking for the Music Publishers' Protective Association (pop publishers). Altho standard publishers have little to gain directly by the proposed amendment, they are committed to favoring a general overhaul of the Copyright Act and view any modernization as a constructive step.

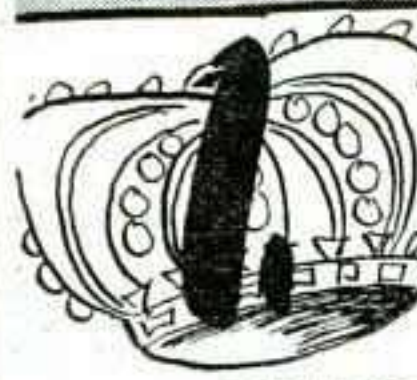
Arthur Hauser, of Ricordi, reported that there had been a 14 per cent mortality rate among first-class music dealers over the past 15 years. Rising costs of operation had forced many out of business, he asserted. He highlighted the problem by comparing the cost-profit picture 10 years ago as against today.

In the 1940's a dealer who sold \$100,000 worth of music would stand to net a gross profit of \$10,000, after paying \$50,000 for the merchandise and laying out \$40,000 for overhead. Today, the same amount of music sold would realize \$135,000, said Hauser, but increased costs of operation would cause a loss of \$2,700, unless normal operating costs were cut drastically.

Reduce Size

The publishers were told that if they would reduce the size of octavos to 6 by 9 inches they would be able to realize production savings of 20 to 30 per cent. Boosey & Hawkes spokesman also said that his firm had been able to save a third of its printing bill on material duplicated in its own plant, rather than jobbing it out.

4 C & W WINNERS



Ray PRICE



"YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT"

Columbia 21117



ELTON BRITT

AND THE BEAVER VALLEY SWEETHEARTS



"JUST FOR YOU"

RCA 20-5322



Sue THOMPSON



"I'M NOT THAT KIND OF A GIRL"

Mercury 7152



Hardrock GUNTHER

"NAPTOWN, IND."

Pub. by R. F. D. Music, Inc.

MGM 11520

TANNEN MUSIC INC.

146 W. 54th St.

New York 19, N. Y.

The Billboard Music Popularity Charts

... For Week Ending June 6

TOP COUNTRY & WESTERN RECORDS

Folk Talent and Tunes

This Week's Territorial Best Sellers to Watch

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed

- Houston... LET ME LOVE YOU JUST A LITTLE J. Reeves, Abbott 137
HALF-HEARTED G. Morgan, Columbia 21108
Cincinnati... CRAZY BLUES M. Wiseman, Dot
Memphis Nashville... FREE HOME DEMONSTRATION E. Arnold, Victor 20-5305
Nashville... HALF WAY CHANCE WITH YOU M. Robbins, Columbia 21111
WHAT'S THE USE TO LOVE YOU F. Young, Capitol 2461
BURNED FINGERS W. Ray, Victor 20-5302

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed

Dallas-Ft. Worth

- 1. J. Reeves, Abbott
2. Take These Chains From My Heart H. Williams, M-G-M
3. Bumping Around T. T. Tyler, Decca
4. That Hound Dog in the Window Homer & Jethro, Victor
5. Spanish Fire Ball Hank Snow, Victor
6. Rub-A-Dub-Dub H. Thompson, Capitol
7. Crying in the Chapel D. Glenn, Valley
8. Last Waltz W. Pierce, Decca
9. South in New Orleans Johnnie & Jack, Victor
10. This Orchid Means Goodbye Carl Smith, Columbia

Houston

- 1. Mexican Joe J. Reeves, Abbott
2. Your Cheatin' Heart H. Williams, M-G-M
3. Big Mamou L. Davis, Okeh
4. Take These Chains From My Heart H. Williams, M-G-M
5. Let Me Love You Just a Little J. Reeves, Abbott
6. Butterfly Love J. Reeves, Abbott
7. Too Young to Tango S. Ruby, Victor
8. Last Waltz W. Pierce, Decca
9. I'm Yvonne G. Hill, Decca
10. Half-Hearted G. Morgan, Columbia

Cincinnati

- 1. This Orchid Means Goodbye Carl Smith, Columbia
2. Seven Lonely Days B. Lou, King
3. Crazy Blues M. Wiseman, Dot
4. Mexican Joe J. Reeves, Abbott
5. No Help Wanted Carlises, Mercury
6. Take These Chains From My Heart H. Williams, M-G-M
7. That's All Right A. Inman, Decca
8. That Hound Dog in the Window Homer & Jethro, Victor
9. Spanish Fire Ball Hank Snow, Victor
10. Rub-A-Dub-Dub H. Thompson, Capitol

Memphis

- 1. Seven Lonely Days B. Lou, King
2. That Hound Dog in the Window Homer & Jethro, Victor
3. Bumping Around T. T. Tyler, Decca
4. Spanish Fire Ball Hank Snow, Victor
5. Too Young to Tango S. Ruby, Victor

PORTER WAGONER
A BEGGAR FOR YOUR LOVE
Victor 20-5330
RIDGEWAY MUSIC, INC.
Sole Selling Agent, KEYS MUSIC, INC.
146 W. 34th St., New York, N. Y.

Nashville

Eddy Arnold starts his replacement job for the Dinah Shore Show from Chicago, July 7. Last year found Eddy doing a top job of taking Perry Como's place on his great TV'er from New York.

Smiley Burnette's fan club, with Clifford Barnhart, 39 Allen Street, Deposit, N.Y., as president boosting its star. While Smiley is touring Canada, the Burnette household has been increased by one, a registered beagle pup, a gift from his ardent fan family, the L. B. Andrews, Neodesha, Kan. ... Carolina Cotton is flying back from a week in New York and Washington to reign as queen of the Long Beach Horse Show.

Hinton Bradbury's Hollywood office is in new quarters at 5205 Hollywood Boulevard.

Ron Richards replaced Arthur Weber as librarian at KGVO, Missoula, Mont., recently. ... Red Jones, KVET in Austin, Tex., moves soon to KTAE, Taylor, Tex. ... William Mangum is doing an artist biographical show from WTCJ, Tell City, Ind., and seeks that type of material on artists.

Carl Story moves from Mercury to Columbia Records with a session set for early June. Carl also has taken on deejay work at his WAYS watter in Charlotte, N. C. ... Nick Lauri is handling a two-hour daily country record ainer at WNOP, Newport, Ky. ... Billy Blake is the country man at WRON, Roncevert, W. Va. ... Campbellsville, Ky., features Frank Hayden in its country deejay spots.

Jim Reeves took the guest honors on WSM's Prince Albert "Grand Ole Opry" last week over NBC with his "Mexican Joe" bringing down the house. Jim was accompanied on his trip by Faber Robison, prexy of Abbot Records, with whom he records.

Tennessee Ernie is handling the NBC'er from Nashville today, with Jimmy Dickens in the guest spot. ... Last week's "Grand Ole Opry" backstage was crowded with artists and jockeys en route to Meridian, Miss., for the Jimmie Rodgers Memorial Day. ... Cliff Rodgers, WHHK, Akron, was on hand for the "Mr. Deejay, U.S.A." show from WSM Friday night, May 29, with Bob McKinnon of WRFS, Alexander City, Ala., set for the June 5 show.

Eddy Arnold starts his replacement job for the Dinah Shore show from Chicago July 7. This is Arnold's second big-time summer job, having taken Perry Como's TV'er from New York last year. NBC recently signed "The Tennessee Plowboy" to a five-year TV paper that will keep him before viewers coast-to-coast the year around.

Skeets McDonald headlined 10 Purple Heart Chapter shows at the Portland, Ore., Woodcraft Auditorium last week. Proceeds

bought 40 TV sets for veterans' hospitals, with balance being held for future use. ... Red Harper back with Canadian tour after returning to Coast for flu recuperation. ... Johnny Bond and Gene Autry headed several benefit shows in Texas cities for victims of the Waco tornado during recent weeks. ... Carolina Cotton reigned as queen of the Long Beach horse show last week-end upon return from New York where she made series of TV commercials and entertained patients at Washington's Walter Reed Hospital and New York's St. Albans Hospital.

WSM's artist bureau, under Jim Denny, setting nightly shows at Gatlinburg, Tenn.'s Quonset Auditorium with George Morgan, The Carter Family and Duke of Paducah opening June 7 for first week. Plan is to feature "Grand Ole Opry" talent in the resort location with bill changing each week. Knoxville booker Charlie Lamb is handling promotion and advertising program for the venture.

Nashville visitors last week-end included Carl Fitzgerald, Meridian, Miss., WMOX spinner, and Mrs. WHKK, Akron, O., Cliff Rodgers and Mrs. (Cliff) was guest on "Mr. Deejay U.S.A." from WSM May 29; Curly Wiggins and manager, Axel Johnson, in from Hollywood for WSM audition; Art Young and better-half, Donna Lee, at "Grand Ole Opry" on return to Buffalo, N. Y., from California vacation; Fred Pelger of KYUM-Yuma, Ariz., on station business.

Hill & Range's Ben Sabia in Nashville for firm until July 1 contrary to prior report in this column. Sabia's replacement has not as yet been named with Sabia's new post also untold. ... Nashville booker A. V. (Bam) Bamford in New York and St. Louis on business during past week-ends. ... Herb Liebeck, of Decca's Cincinnati office, doing three days Nashville work last week.

Week of June 7-13 finds "Opry" talent mostly touring. Johnnie & Jack in Pennsylvania and Virginia; Lonzo & Oscar dates in New Jersey, Pennsylvania and North Carolina. Hank Snow in Canadian tour; George Morgan in Boston 12th and Providence 13th; Webb Pierce thru Maryland, Pennsylvania and Washington, D. C. Jimmy Dickens playing South Carolina and Georgia dates with Cowboy Copas in Missouri and Iowa. ... June 14 will have Nashville singers solid in parks - Carl Smith at Sunset Park, West Grove, Pa.; Autry Inman at Chain of Rocks Park, St. Louis; Grandpa Jones at Riverview Ranch, Jersey Shore, Pa.; Ernest Tubb at New River Ranch, Rising Sun, Md.; George Morgan in Bangor, Me.; Ray Price at Buck Lake Ranch, Angola, Ind.; Jimmy Dickens at Roy Acuff's Dunbar Cave near Nashville.

WLS Chicago's Phyllis Brown now heard on Amijo wax. ... Cliff Rodgers, of WHKK, in Akron set for King sides in near future. ... Don Law in Nashville past week with new Columbia sides done by Helen Carter, Jimmy Dickens, and Carl Story, who just went Columbia from Mercury. Law left Nashville June 2 for Dallas where sessions were planned with Marty Robbins, Lefty Frizzel, Lou Miller, Jack Youngblood and Maddox Bros. & Rose. He'll be in Houston with Floyd Tillman before returning to Nashville for more cutting. ... Rex Allen did more new Decca sides while in Nashville to feature on NBC's Prince Albert "Grand Ole Opry" June 6. Session was handled by Owen Bradley. Allen begins new Republic flicker 15th.

Red Jones now at KTAE, Taylor, Tex., from KVET in Austin. ... Ron Richards replaces Art Weber as KGVO librarian in Missoula, Mont. ... Carl Story sharing spinning chores with Ray Adkins at WAYS in Charlotte, N. C. ... Nick Lauri doing records two hours daily at WNOP, Newport, (Continued on page 39)

C & W Record Reviews

Continued from page 22

JIMMY JAMES ORK
Pins and Needles
(In My Heart) 72
BBS 5000 - Good reading of a pleasant country weeper by warbler Jimmy James. This is the first c.w. release issued by the new label, (Acuff-Rose, BMI)

SLIM WILLIAMS
Once Before 71
IMPERIAL 8194 - The country chanter gets off a neat reading on an attractive ballad, (Commodore, BMI)
Have Mercy on Me 69
Williams is okay on this side, too, tho the weeper material is fairly routine. He sells what he has to sell, (Ernest Tubb Music, BMI)

JERRY GLENN
One Room Apartment 71
V 20-5323 - There are some chuckles in this ditty about a large family in crowded quarters and the complications that develop. A listenable stinging. (Hill & Range, BMI)
Sixteen Chickens and a Tambourine 68
High piping of Glenn is appropriate to the sometimes cute novelty. Jocks should spin some. (Acuff-Rose, BMI)

LEE BONDS-SONNY SIMS
Give My Broken Heart a Break 70
REPUBLIC 7041 - Lee Bonds asks his girl to return on this doleful dinking. Warbler is backed by a hillbilly ork, with a muted trumpet featured. (Babb Music, BMI)
I'm Glad That I Love You 65
Lee Bonds and Sonny Sims team up for an okay reading of an up-tempo oatune. (Babb Music, BMI)

TALKIN' CHARLIE ALDRICE
Pick-a-Polka 68
INTRO 6074 - Okay instrumental here should appeal to ops in c.w. areas and even in some international locations. Guitar-led combo is a smooth one. (Intro, BMI)
A Dear John Letter 63
Miss Honey Williams sounds like an okay country thrush via her short effort on this side. Charlie does the talk-sing routine about a Korean soldier. This kind of material hasn't made it yet out of the Korean War.

DUSTY WALKER
I'm So Glad 67
IMPERIAL 8193 - In every way this is a good, but routine, side. (Commodore, BMI)
Our Vow 67
Nothing special happens here either. (Commodore, BMI)

TEXAS WRANGLERS
Wedding Bells and a Broken Heart 64
DOME 1060 - Chanter Bobby Swinson, who wrote the ditty, sings it with the Murl Alexander group. It's good material in weeper style, but the singing is only fair. (Country Music, BMI)
Little Bundle of Sunshine 62
Vocal here is by Fred Noland. Material is only fair. (Country Music, BMI)

WOODY WOODDELL-BAILEY SISTERS
Slow Train Thru Arkansas 63
DOME 1063 - Okay idea fails to come off in this effort to make like a train. (Country Music, BMI)
Press Your Lips to Mine 63
Cliche-laden material is fairly well handled. (Country Music, BMI)

WHY? OVER 100 INDIE LABELS DO BIZ WITH RCA VICTOR! Flip to "Market Place" PAGE 41

WEBB PIERCE



DON'T
THROW
YOUR
LIFE
AWAY

IT'S BEEN
SO LONG

BOTH SIDES
PICKED IN
"NEW RECORDS
TO WATCH"
THE BILLBOARD,
JUNE 6, 1953

DECCA 28725 (78 RPM) and
9-28725



America's Fastest Selling Records

TOP RHYTHM & BLUES RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Record
1.	3	5	HELP ME, SOMEBODY—Five Royales
2.	2	8	GOIN' TO THE RIVER—Fats Domino
3.	4	9	I WANNA KNOW—Du Droppers
4.	1	7	I'M MAD—W. Mabon
5.	8	2	THESE FOOLISH THINGS—Dominoes
6.	5	12	HOUND DOG—W. M. Thornton
7.	6	11	RED TOP—King Pleasure
8.	7	4	CRAZY, CRAZY, CRAZY—Five Royales
9.	9	3	IS IT A DREAM?—Vocaleers
10.	10	2	WAY BACK HOME—Big Maybelle

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

City	Record
Atlanta	Washington, D. C.—Baltimore New York St. Louis... I FOUND OUT
Los Angeles	Cincinnati... TIN PAN ALLEY
St. Louis	PLEASE LOVE ME
Detroit	New Orleans... THIRD DEGREE

3. Help Me, Somebody Five Royales, Apollo
4. These Foolish Things Dominoes, Federal
5. Red Top King Pleasure, Prestige
6. Please Love Me B. B. King, RPM
7. Crazy, Crazy, Crazy Five Royales, Apollo
8. Goin' to the River Fats Domino, Federal
9. I'm Mad M. Mabon, Chess
10. I Found Out Du Droppers, Victor

Detroit

1. Help Me, Somebody Five Royales, Apollo
2. These Foolish Things Dominoes, Federal
3. Way Back Home Big Maybelle, Okeh
4. Crazy, Crazy, Crazy Five Royales, Apollo
5. I'm Mad W. Mabon, Chess
6. Goin' to the River C. Willis, Okeh
7. Hound Dog W. M. Thornton, Peacock
8. Third Degree E. Boyd, Chess
9. Red Top King Pleasure, Prestige
10. Off the Wall Little Walter, Checker

New Orleans

1. Help Me, Somebody Five Royales, Apollo
2. Please Love Me B. B. King, RPM
3. One Room Country Shack Mercy Dee, Specialty
4. Goin' to the River Fats Domino, Federal
5. Third Degree E. Boyd, Chess
6. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
7. Red Top King Pleasure, Prestige
8. Way Back Home Big Maybelle, Okeh
9. Crawlin' Clovers, Atlantic
10. Lucy Mae Blues F. L. Sims, Specialty

Cincinnati

1. Help Me Somebody Five Royales, Apollo
2. Way Back Home Big Maybelle, Okeh
3. Heavy Juice T. Bradshaw, King
4. These Foolish Things Dominoes, Federal
5. I Wanna Know Du Droppers, Victor
6. Hittin' on Me B. Johnson, Mercury
7. Tin Pan Alley J. Wilson, Big Town
8. Goin' to the River Fats Domino, Imperial
9. Wild, Wild, Young Men R. Brown, Atlantic
10. I'm Mad W. Mabon, Chess

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart	Record
1.	2	4	HELP ME, SOMEBODY—Five Royales
2.	1	11	HOUND DOG—W. M. Thornton
3.	4	3	GOIN' TO THE RIVER—Fats Domino
4.	3	8	I'M MAD—W. Mabon
5.	—	1	CRAZY, CRAZY, CRAZY—Five Royales
6.	9	6	RED TOP—King Pleasure
7.	6	5	HITTIN' ON ME—B. Johnson
8.	1	1	I WANNA KNOW—Du-Droppers
9.	9	2	I'M GLAD—M. Mars
10.	—	1	WAY BACK HOME—Big Maybelle

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Washington—Baltimore

1. These Foolish Things Dominoes, Federal
2. I'm Mad W. Mabon, Chess
3. Goin' to the River Fats Domino, Imperial
4. Heavy Juice T. Bradshaw, King
5. I Found Out Du Droppers, Victor
6. Hound Dog W. M. Thornton
7. Is It a Dream Vocaleers, Robin
8. I Wanna Know Du Droppers, Victor
9. Red Top King Pleasure, Prestige
10. Crazy, Crazy, Crazy Five Royales, Apollo

New York

1. I Wanna Know Du Droppers, Victor
2. Help Me, Somebody Five Royales, Apollo
3. Red Top King Pleasure, Prestige
4. Goin' to the River Fats Domino, Imperial
5. Pretend Nat (King) Cole, Capitol
6. Soft T. Bradshaw, King
7. Crazy, Crazy, Crazy Five Royales, Apollo
8. These Foolish Things Dominoes, Federal
9. I Found Out Du Droppers, Victor
10. Can't I? Nat (King) Cole, Capitol

Chicago

1. Hound Dog W. M. Thornton, Peacock
2. Help Me, Somebody Five Royales, Apollo
3. Red Top King Pleasure, Prestige
4. Crazy, Crazy, Crazy Five Royales, Apollo
5. I'm Mad W. Mabon, Chess
6. Hittin' on Me B. Johnson, Mercury
7. Let Me Go Home Whiskey A. Milburn, Aladdin
8. Is It a Dream? Vocaleers, Robin
9. I'm Glad M. Mars, Checker
10. Wild, Wild, Young Man Ruth Brown, Atlantic

Charlotte

1. Cherokee E. Bostic, King
2. So Long L. Price, Specialty
3. Help Me, Somebody Five Royales, Apollo
4. Let Me Go Home Whiskey A. Milburn, Aladdin
5. Goin' to the River Fats Domino, Imperial
6. I Wanna Know Du Droppers, Victor
7. Don't Leave Me This Way Dominoes, Federal
8. Crawlin' Clovers, Atlantic
9. Baby, Don't Do It Five Royales, Apollo
10. Nobody Loves Me Fats Domino, Imperial

Philadelphia

1. Goin' to the River Fats Domino, Imperial
2. Hound Dog W. M. Thornton, Peacock
3. These Foolish Things Dominoes, Federal
4. I Wanna Know D. Cooper, Savoy
5. Is It a Dream? Vocaleers, Robin
6. I'm Mad W. Mabon, Chess
7. Goin' to the River C. Willis, Okeh
8. Mend Your Ways Ruth Brown, Atlantic
9. Honey Jump O. McLollie, Modern
10. She's Got to Go Ravens, Mercury

Atlanta

1. Help Me, Somebody Five Royales, Apollo
2. I Wanna Know Du Droppers, Victor
3. Goin' to the River Fats Domino, Federal
4. Please Love Me B. B. King, RPM
5. Woke Up This Morning B. B. King, RPM
6. Nine Below Zero S. Williamson, Trumpet
7. I Found Out Du Droppers, Victor
8. Hound Dog W. M. Thornton, Peacock
9. Wild, Wild, Young Men Ruth Brown, Atlantic
10. I'm Mad W. Mabon, Chess

St. Louis

1. Is It a Dream? Vocaleers, Robin
2. I Wanna Know Du Droppers, Victor

Los Angeles

1. Is It a Dream? Vocaleers, Robin
2. These Foolish Things Dominoes, Federal
3. Red Top King Pleasure, Prestige
4. Goin' to the River Fats Domino, Imperial
5. I'm Mad W. Mabon, Chess
6. Tin Pan Alley J. Wilson, Big Town
7. I Wanna Know D. Cooper, Savoy
8. Hound Dog W. M. Thornton, Peacock
9. Crawlin' Clovers, Atlantic
10. Let Me Go Home Whiskey A. Milburn, Aladdin

We're Breaking Out All Over!
From The BILLBOARD Charts JUNE 6, 1953

NEW RECORDS TO WATCH

EDDIE BOYD
Third Degree—Chess 1541
A strong blues effort by Boyd that could kick up a lot of action. Flip is "Back Beat."

THIS WEEK'S BEST BUYS

"I'M GLAD"—"ROLL 'EM"
Mitzi Mars—Checker 773
On juke box chart with good reports from a number of Southern and Mid-western points.

NATIONAL BEST SELLERS

1. I'M MAD W. Mabon—Chess 1538
2. MOST PLAYED ON JUKE BOXES
3. I'M MAD W. Mabon—Chess 1538
9. I'M GLAD M. Mars—Checker 773

THIS WEEK'S TERRITORIAL BEST SELLERS TO WATCH

St. Louis—"I'M GLAD"—Checker 773

AND TOP

RHYTHM AND BLUES BEST SELLERS ALL OVER THE COUNTRY!

AND NOW!

ANOTHER SMASH HIT

"TURN THE LAMP DOWN LOW"
"MUDDY WATERS"

Chess 1542

CHESS RECORD CORP. 750 E. 49th Street Chicago 15, Illinois

TERRIFIC!
DEEP FEELING KIND OF LOVE
by JOE LIGGINS
#465 #465-45
Specialty records
8508 Sunset Blvd. Hollywood 46, Calif.

A DOUBLE HIT! BOTH SIDES!
PICKED BY BILLBOARD AND CASHBOX
Savoy #897 VARETTA DILLARD 45 & 78 r.p.m.
"MERCY MR. PERCY" b/w "You Ain't No Good, No How"
Watch "50 Million Women"
SAVOY RECORD CO., INC. 58 Market St., Newark, N.J.

Of all the trade publications covering all of showbusiness... THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.



RHYTHM & BLUES NOTES

By BOB ROLONTZ

The slackness that usually sets in from May to about the end of June has slowed down sales in the r.&b. field as well as the pop and c.&w. markets. There hasn't been a really smash waxing in the field since "Hound Dog," which is still on The Billboard charts after nearly three months. But with the dull season almost near its close, the diskeries are getting their big guns ready in search of that big summer hit. Next week Atlantic will bring out a new Clowers, and Peacock is due to issue another Willie Mae Thornton shortly. There is a new Ruth Brown waxing that is starting to grab some action, the Du Droppers "I Found Out" is strong, and B.B. King's latest on RPM is also starting to ride. At the moment, the Five Royales on Apollo have the hottest waxing on the market with "Crazy, Crazy, Crazy" and "Help Me Somebody." Both sides of this disking are on the charts, making it the first double-sided r.&b. platter in a long, long time.

Fats Domino will be at the Celebrity Club, Providence, from July 6 to 12. . . . The Crickets, M-G-M artists who were pacted by Shaw Artists this week, will be featured at the Apollo, New York, July 3, with Ruth Brown and the Sonny Stitt crew. Ruth, incidentally, will play the Hi-Hat in Boston from June 15 to 21.

Amos Milburn opens at Sportree's in Youngstown, O., July 27. . . . Allen Records, a new label in the field, has issued its first r.&b. release with The Willows, a new vocal group. . . . Flair Records, one

of the Bihari Brothers labels, which now include Modern, RPM, Rhythm and Blues and Meteor, is now releasing r.&b. platters as well as c.&w. disks. . . . Imperial Records has started a new subsidiary — Bayou. . . . Apollo Records also has a new label—Lloyds.

Jimmy Tyler will be back on the bandstand at the Club Harlem, Atlantic City, this season, along with the Wild Bill Davis Trio, including Floyd Smith and Chris Columbus. Johnny Sparrow and his Bows and Arrows are booked at Grace's Belmont Inn at the resort. Also in Atlantic City, the Torch Club introduces Paula Watson and Roy Branker, piano single formerly with the three Peppers. . . . Sam Steifel, introducing stagewalks at his Uptown Theater in Philadelphia, has the Joe Louis unit following Lionel Hampton's opening June 15 week. Billy Eckstine is booked in for the July 29 week. . . . In Philadelphia, Myrtle Young returns her all-gal unit to the Powelton Cafe, with Club Bill and Lou bringing in Al Hibbler plus the Lindy Ewell unit. . . . Wynonie Harris and Larry Darnell provided "Battle of the Blues" to usher in the new season at the Rosedale Beach Ballroom, Millsboro, Del., with Eddie Durham for the dancing.

Al Jenkins, operating Philadelphia's Showboat, has signed Lynn Hope exclusively for the year 1954. . . . Elijah Sims is renovating his Sims Paradise, once one of the most lavish cabaret spots in Philadelphia, to join the after-dark scene again next fall.

FOLK TALENT AND TUNES

Continued from page 36

Ky. . . . Bill Blake is the country man at WRON, Roncevert, W. Va. . . . Frank Hayden does country wax at WTCO, Campbellsville, Ky. . . . Hy Davis, of WJXN, Jackson, Miss., to vacation last two June weeks. . . . Glen Rich takes top spinning honors in Fort Worth area from KXOI. . . . Pat Chambers, of WFLA, Tampa, Fla., doing record column for Tampa Morning Tribune. . . . Nashville's Hugh Cherry (WMAK) just awarded an Oscar for Best Supporting Actor during '52-'53 season of Nashville Community Playhouse. Cherry currently doing lead role in "Harvey" for the group. . . . Lee Forster moved from WHLD, Niagara Falls to WXRA in Kenmore, N. Y., with his record airer. . . . Eddie Hill set to line his July 2 night two hours of records to WSM from "Hillbilly Homecoming" week in Maryville, Tenn. . . . Cousin Johnny Small set for opening spot on WNLC-TV from New London, Conn., in August.

Cincinnati's Thurston Moore featuring Jimmie Rodgers Memorial Day write-up and pictures in first issue of his C & W mag. . . . Nashville's Pickin' & Singin' News bidding for readers with deejay and mail promotions. Mag uses up-to-date country music news with Charlie Neese editing. . . . KTAL's Gabe Tucker in Houston had unusual request by phone last week to play "Ramona" for lady by same name who was dying. Altho scratchy, the record was promptly played with a later "thank you" call from relative saying that death came during the airing. Story hit front page of Houston Press. . . . Arkie, the Arkansas Woodchopper, doing Red Blanchard's 7 a.m. record show while Red vacations near Pittsville, Wis.

The Georgia Gobel who with Hoagy Carmichael replaces the Sid Caesar-Imogene Coca NBC TV'er for summer had his start with outtakes on WLS' "National Barn Dance" from Chicago during the '30's. . . . Ricky Riddle, now playing Chicago's Swingtown Club doing several WLS guest spots.

Jewel House's "Texarkana Hayloft Jamboree" starring Ernest Tubb at Spring Lake Park June 5 with Moon Mullican coming in June 19, Tommy Sosebee July 3, and Hank Snow July 17. Benny Woods does local emcee honors on the Friday nighters. . . . Martha Carson with Mattie & Sally Holmes doing full houses in North Carolina this week with Louisville, Franklin and Waynesville, Tenn.; Galax, Va., and Golds-

(Continued on page 40)

Popular Record Reviews

Continued from page 22

LAWRENCE WELK ORK
The La-De-Da Song . . . 77
CORAL 60998 — Anyone who has seen the Welk band perform undoubtedly remembers this comical parody of the German drinking song. There are enough who have seen the band to parlay the disk into a fairly sizable one. It's a gay side which jockeys should get a boot out of. Also good for many box locations. (Criterion, ASCAP)

Bubbling Over . . . 73
A pleasant instrumental performed in the champagne styling whh which Welk is identified. (Valley Hill, BMI)

RON GOODWIN
Terry's Theme From Limelight . . . 77
CORAL 61006—Waxing is an English import. The Goodwin ork, heavy on the string side, plays the beautiful theme with loving attention. A mighty pretty side that should still exact its share of loot, despite heavy competition. (Bourne, ASCAP)

When I Fall in Love . . . 73
Another fine side, featuring the ork in a melodious opus, excellently played. (Victor Young, ASCAP)

BONNIE LOU
Hand-Me-Down Heart . . . 77
KING 1237—Sentimental weeper is projected with a good deal of warmth and sweetness by Bonnie Lou, who duets with herself prettily in this listenable multi-dub waxing. (Fairway, BMI)

Tennessee Wig Walk . . . 72
Cute, hand-clap novelty is sung happily by the thrush. Lyrics describe a dance that might intrigue the kids. (Village, BMI)

DICK HAYMES-GORDON JENKINS ORK
Gone With the Wind . . . 76
DECCA 28636—Haymes sings of a lost love with warmth and sincerity. A fine performance backed glowingly by the Jenkins ork. Could build with exposure. (Bourne, ASCAP)

Your Home Is in My Arms . . . 73
Another fine performance of a big, romantic ballad. Material seems somewhat too sophisticated, at least as show-cased here, for wide appeal. (Leeds, ASCAP)

FELICIA SANDERS
I Never Saw the Show . . . 76
COLUMBIA 40011—New tune with a slick lyric idea, tho not a brilliant one, is sexily handled by the thrush for a strong effort. She should be familiar to the people as the gal on the "Moulin Rouge" disk. (ABC Music, ASCAP)

How Did He Look? . . . 73
Miss Sanders is mighty appealing in this reading of the lovely ditty which has been around before but never really broke for a big hit. Percy Faith ork supplies smooth backing. (Lincoln, ASCAP)

THE GLOBE TROTTERS
At Sundown . . . 75
KING 1210—A happy, lively instrumental performance of the oldie by the Globe Trotters, new ork on the label. Side could catch some box loot, as it features rag-time piano and a sound and a beat by the ork. Ork is a good one and should gain some attention in the field. (Felt, ASCAP)

My Gal Sal . . . 74
Same comment. (Paul, Pioneer, ASCAP)

DICK TODD
The Last Waltz . . . 75
DECCA 28734—Todd continues to hew to the path recently set—following-up in the pop field with hillbilly successes. This was a good one for Webb Pierce. Todd's performance is also a good one, and he should be able to milk quite a bit out of the pop field. (Hill & Range, BMI)

Blue Letter . . . 74
Same comment, except this was a tune introduced by Red Foley. (Music City Songs, Inc., BMI)

MARGARET WHITING
Where Did He Go? . . . 75
CAPITOL 2489—This is a switch in material for the thrush and could get some action for her. She belts out a European folk-like item for a strong reading. (George Lee, BMI)

Something Wonderful Happens . . . 73
Ditty currently making the rounds on wax is smartly done by Miss Whiting. She'll get a healthy share of the action if the ballad breaks thru. (Johnstone-Montei, BMI)

SIDNEY TORCH ORK
Theme From the Last Rhapsody . . . 75
CORAL 61009—Almost symphonic in character, this English import serves up a pleasant instrumental that features Edward Rubach on the piano. In this day of instrumentals, it should garner a lot of spins. It bears watching. (Chappell, ASCAP)

Without My Lover . . . 68
This failed to make it on two separate Columbia versions, the Mitch Miller and Jo Stafford. Here it's beautifully performed but again that may not be enough. (Bourne, ASCAP)

STEVE LAWRENCE
To the Birds . . . 73
KING 1223—Novelty ditty has plenty of beat and a fresh arrangement by Dewey Bergman. Lawrence belts out a good vocal. Should get juke box play. (World Wide, BMI)

With Every Breath I Take . . . 72
The oldie receives a heartfelt, melodic vocal rendition by Steve Lawrence, with an interesting backing by the Dewey Bergman ork. (Famous, ASCAP)

CHAMP BUTLER
Gypsy Lou . . . 71
COLUMBIA 40009—This is a moving side in which Butler and a vocal group team on a country and western gypsy-like item. (Acuff-Rose, BMI)

Till Now . . . 68
A big ballad chanting effort by Butler isn't the kind of stuff with which he's been most successful in the past, tho he does it well. (Johnston-Montei, BMI)

FRANKIE YANKOVIC
Alpine Climber's Ball . . . 70
COLUMBIA 40012—Male duet vocal, yodeling bits and European waltz tempo add up to an okay English language side. (E. Kassner, ASCAP)

Skylark Polka . . . 68
Good instrumental polka by the well-known ork. (Edwards, ASCAP)

VINCE MASSEY
Did I Remember? . . . 70
HERALD 414—The romantic oldie is chanted strongly by Massey to tasteful backing by chorus and ork. A good side; worth spins. (Feist, ASCAP)

Smile
Happy ditty is warbled easily. (Delta, ASCAP)

JIMMIE LEYDEN
Do-Like-I-Do . . . 64
DERBY 824—Romantic novelty is cut amiably by the ork and chorus. A light etching with a measure of charm. (Feist, ASCAP)

Under the Sweetheart Moon . . . 63
Old-fashioned chanting by chorus, matched by the playing of the ork, is pleasant to listen to. Acceptable summer wax. (Miller, ASCAP)

LEE SULLIVAN
If You Should Stop Caring . . . 65
ADAM 1053—Pretty ballad is projected tenderly by Sullivan's high tenor voice. (Orlob, ASCAP)

Remember Me Home . . . 61
Nostalgic ditty is cut smoothly. (Orlob-Wirges, ASCAP)

FRANK ASSUNTO AND THE DUKES OF DIXIELAND
April in Portugal . . . 64
OKEH 6978—The Dixieland combo awards the pretty ballad a slick instrumental reading. Okay program wax for specialized deejay segs. (Chappell, ASCAP)

Darkness on the Delta . . . 61
The evergreen is given a perfunctory reading by the group. Betty Owens does nicely as warbler. (Santly-Joy, ASCAP)

GEORGE STALTER TRIO
Tell You What I'm Gonna Do . . . 58
REGENT 7015—Routine ditty gets that type of rendition by Stalter Trio.

If I Could Know . . . 55
Ballad gets an indifferent delivery by the trio.

EBENEZER PROUT
Ten for Two . . . 58
A-BELL 830—Good performance by pianist Ebenezer Prout (which probably is not his real name) on the fine Youman oldie. Disk is fine, until the ork comes in to vie for attention with the piano work. Prout's piano style has touches of Vincent Lopez, as well as some of our modern jazz pianists.

Ooh You Made a Boo Boo! . . . 40
A weak hunk of material is sung weakly by thrush Tutti Belle (!) and the sidemen. Hard to figure out who this material is aimed at.

Rhythm & Blues Record Reviews

Continued from page 22

LITTLE JOHNNY JONES
I May Be Wrong . . . 76
FLAIR 1010—Fast, lively blues, with Little Johnny Jones chanting the vocal. Will get juke box play. A nice, relaxed side. (Flair, BMI)

Dirty By the Dozen . . . 75
Bluesy ditty, but delivered with a bouncy arrangement. Plenty of novelty value in the lyric. (Flair, BMI)

BULL MOOSE JACKSON
Meet Me With Your Black Dress On . . . 76
KING 4634—Good vocal by the ork leader on the new blues which has been recorded before. Jackson sings it well, and the ork plays it with almost all of the stops out, while the sidemen add a gang vocal. Good wax, especially for the boxes. (Modern, BMI)

Try to Forget Him, Baby . . . 68
Listenable vocal by Jackson on a slow ballad item. Side is smooth for dancing. (Regent, BMI)

JIMMY COE
After-Hour Joint . . . 75
STATES 118—Title sets the mood for

the piano work on this disk which includes some strong chatter bits and tinkling glasses. Coe and the boys yak it up over combo backing. Watch this, it has a chance. (Pamlee, BMI)

Baby, I'm Back . . . 75
An unnamed chirp opens the disk leading into a hand-clapping, gang-sing performance. More interesting listening here. (Pamlee, BMI)

LITTLE BUBBER
Never Trust a Woman . . . 75
IMPERIAL 5238 — Little Bubber warns against placing too much faith in a woman. It has authentic r.&b. feeling. A good blues side. (Commodore, BMI)

Runnin' Round . . . 73
Bubber tries a fast-tempo blues here. A change of pace from the flip. Side picks up excitement as it goes along. (Commodore, BMI)

THE DU-DROPPERS
Come On and Love Me, Baby . . . 73
RED ROBIN 116—Combo which hit on the Victor label should get extra action because of its current strength. Up-tempo chant is good enough to stand on its own, however. (Bob-Dan, BMI)

Go Back . . . 73
Another good effort on a riff-built item. (Bob-Dan, BMI)

LULA REED
My Poor Heart . . . 73
KING 4630 — An after-hours type blues is sung with feeling by the thrush, while the ork hands her a lot of listenable support. Piano work in the ork backing is outstanding. Nice platter. (Jay & Cee, BMI)

I'm Losing You . . . 72
Another listenable effort receives a strong vocal by the canary. In fact, her vocal is much more potent than the material. Piano work with the combo is striking on this side too. (Jay & Cee, BMI)

LYNN HOPE ORK
Tenderly . . . 73
ALADDIN 3185—The familiar ballad is stretched a little out of shape but still comes out appealingly as gently swung by the ork under Hope. Good dance wax. (E. H. Morris, ASCAP)

Jest the Way You Look Tonight . . . 71
Skilled blending of the two evergreens in another listenable instrumental. (Laurel Music, ASCAP; Chappell, ASCAP)

DUDES OF RHYTHM-TEMPO TOPPERS
Ain't That Good News? . . . 73
PEACOCK 1616—Interesting arrangement lifts this blues out of the routine category. Little Rochard, as lead singer, shouts his part convincingly. (Lion, BMI)

Foot at the Wheel . . . 70
Ditty about a drunk at the wheel of a new car is chanted happily by the group. Should attract some spins. (Lion, BMI)

PRESTON LOVE ORK
You Got Me Drinking . . . 73
FEDERAL 12132 Chanter Frank Evans comes thru in effective style on this fly little ditty with a semi-rumba beat, helped by a good ork arrangement. Side isn't powerful, but it should get spins. (Valjo, BMI)

Stay By My Side . . . 68
The warbler asks his baby to stay with him, and the ork lends him a hefty beat. Okay wax tho hardly exciting. (Valjo, BMI)

Billboard says,
"CHRISTINE KITTRELL
Turns in a very good vocal on this doleful blues melody, selling it with a lot of feeling."
"I'LL HELP YOU BABY"
#7044
REPUBLIC 535 4th Ave., So. Nashville, Tenn.

A PICKED HIT!!!
FATS MATTHEWS
"Down the Line"
b/w
"You Know It"
Imperial 5235
45x5235
Imperial Records
6425 Hollywood Blvd., Hollywood 28, Calif.

Another Smash Hit!
RUTH BROWN singing
"WILD, WILD, YOUNG MEN"
b/w
"MEND YOUR WAYS"
Atlantic #993
Atlantic RECORDING CORP.
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FOLK TALENT AND TUNES

Continued from page 39

boro and Mount Airy, N. C., next week. . . Jimmy Davis had big day in Winona, Miss., May 27 when he emceed "Appreciation Day," did the entertaining and found all the theaters playing Jimmie Davis pictures.

WSM's "Mr. Deejay U.S.A." featuring Bob McKinnon, of WFRS—Alexander City, Ala., June 5, with Clair Meekins, of WFIN—Findlay, O., and J. C. Johnson, of WGAV, Valdosta, Ga., taking the following weeks. . . Kitty Wells takes guest honors on June 6 Prince Albert "Opry" NBC'er with Rex Allen emceeding. Ernie Lee takes the top spot June 13 with M-G-M's Rita Faye as guest.

Hollywood

Elaine Arnold, secretary to Alladin Records chief Eddie Messner, has returned to her home in Minneapolis. Her spot has been filled by Shirley Hochberg. . . Slim Whitman has returned to the road after a two-day visit here with Lou Chudd, Imperial Records head. . . Smiley Burnette lets us know that he now has one of the "fastest growing fan clubs in the country." Club's prexy is Clifford Barnhart, 39 Allen Street, Deposit, N. Y. . . Negotiations lasting more than a year between Eddie Arnold's manager, Thomas A. Parker, of Madison, Tenn., and NBC-TV assure the artist at least five years' work on the net if all options are exercised. . . Vogue Records prexy, Frank Harper, says thrush Jenny Barrett's "He Loves Me" is diskery's best seller to date.

Dub Dickerson and his manager Charles Wright this week started

a tour of the South and Southwest to visit with deejays, plugging Dickerson's first Capitol release, "Bells of Monterey" and "Sweet Bunch of Bitterweeds." They've taken along 300 disks of the tune, set for national release June 15. Dickerson will be available for p.a.'s about July 1. . . Two audition shows have been cut by Tennessee Ernie for Toni Permanent Wave for airing over CBS radio network. First show was a 30-minute one, the second, 15 minutes. Both formats are the same. Audition featured Cliffie Stone and his ork, along with vocalist Joan O'Brien. . . Smiley Burnette has an addition to his family that he's tabbed "Solo" Burnette. "Solo" is a registered Beagle pup. . . Stu Carnell, back on the Coast after being on the road promoting dates for Bob Wills and His Texas Playboys, is packing a show starring Skeets McDonald for an extended tour of the Northwest and Canada. . . The "Eddy Arnold Show," NBC-TV summer replacement for "The Dinah Shore Show," airs for the first time July 7 from Chicago. . . Capitol has signed Bill Lowery, of WGST, Atlanta, and the Smith Brothers of WAGA-TV. . . Pee Wee King's fan club, with headquarters in Louisville, Ky., has issued a large issue of its publication, "King of the Golden West," in observance of the group's fifth anniversary. . . A new Columbia Records release by the Colwell Brothers trio features the music written by Jimmie Logsdon and Paul Colwell. Disks are "It's All Over Now But the Shoutin'" (by Logsdon) and "A Spankin' New Day" (by Colwell). The tunes are published by Ridgeway Music.

MUSICAL PEN

Inmates Ask Aid to Keep Up on Tunes

NEW YORK, June 6. — Redd Evans, head of the Jefferson Music Company, received a letter this week from an inmate of the Oklahoma State Penitentiary. It read as follows:

"This liberty is being exercised for the purpose of making known our musical 'set-up' here at the above institution, and which is to say that we have two radio programs covering a fairly large section in this part of the country. One program features a Western combo known as The Outlaws, while the other features a modern ork. . . Now the reason for my writing you is to say that we have great trouble in keeping abreast of the late musical times, that is the new and coming up numbers. . . When we are able to pay for arrangements, we have great trouble in obtaining a copy before the public has lost interest in the particular tune. Therefore if you have some sort of a plug or complimentary mailing list that you could place our organization on, I am sure that our rendition of any of your material . . . would do great credit . . . by popularizing of such tunes in this territory. We are greatly interested at this particular time in your 'Seven Lonely Days.'"

(P. S. Evans is sending The Outlaws orchestrations of "Seven Lonely Days," tho he is considering changing the title to "Seven Lonely Years.")

London Issues 1st 9 Coronation LP's

NEW YORK, June 6.—London Records this week issued the first nine LP's of its bumper Coronation release, comprising diskings of works by English composers or selections otherwise associated with things British.

Among the composers featured in the first batch of records are Elgar, Delius and Handel. Another nine LP's in the series will be released in about a month.

Album and LP Reviews

Jazz

BIG BAND JAZZ 76

Yank Lawson Ork; Will Bradley Ork (1-10") Brunswick (33) BL 58050 Brunswick Records, the Coral subsidiary which has become very active in the jazz field lately, has a good set here, and one that should interest a good segment of the jazz field. It features two big jazz orks—the Yank Lawson ork, which plays in a Dixieland style, and the Will Bradley crew, which performs in what could be called swing style, with a touch of the old-fashioned barrelhouse thrown in. Lawson's ork does a fine job with the oldie "Sensation Rag" and the well-known "Sugarfoot Stomp." However, it's the Bradley ork that really steals the show on this platter. Playing with a lot of drive and a solid, swinging beat, the band goes to town on "Celery Stalks at Midnight No. 2" and three other bright tunes on this set. Good LP for jazz fans.

MUSIC AFTER MIDNIGHT 75

Tony Scott Quartet (1-10") Brunswick (33) BL 58040 With proper exposure this jazz package could rack up some healthy sales with both the hop fans and the Jollifard-type buyers. Scott and his combo handle the originals and standards with aplomb, inventiveness and truly fine musicianship. Recorded early this year at the famous Minton's Playhouse in Harlem, the set features Scott on clarinet, Dick Katz on piano, Hinton on bass and Philly Joe Jones on drums. The four selections are "Katz Meow," "After After Hours," "I Never Knew" and "Away We Go." The "Hours" item also boasts a strong pop melody, while "Away" is a furious item loaded with great solo work. Scott, of course, is superb. There is good dance material here.

Popular

LIBERACE BY CANDLELIGHT 79

(1-10") Columbia (33) CL 6251 This is the third album by the talented entertainer, and prospects for easy sale are good indeed. The Liberace piano technique is amply displayed in lush excerpt-versions of the Tchaikovsky (No. 1) and Liszt (No. 2) concertos, and the artist is heard in pleasing warbles of several pleasant ditties, among them "September Song" and one from his own pen, "I Don't Care."

FIDDLESTICKS 74

Music by Camarata (Recorded in England) (1-10") Decca (33) DL 5461 Camarata here is truly in his element—a lush string ork, semi-classical works and working with English musicians. The material is actually pseudo-classical written in part by pop writer Bernie Wayne, Camarata and Dick Frietas. All the items feature a retentive melody line and at least one, "Veradero," is currently familiar. Some of the stuff could be

well used as single material, considering the current trend toward lush instrumentals. Well-recorded and well-packaged, the set should get jockey attention and make for healthy, if not standard, sales.

GOLDEN MINUTES OF FOLK MUSIC. 69

Terry Gilkyson; Mello Men and Orchestra; Franklyn Marks, Cond. (1-10") Decca (33) DL 5457 Gilkyson is one of those rare individuals who has found a way of knocking out ditties with a true "old folk music" flavor. He's hit the jackpot with such items as "Cry of the Wild Goose," "Rock of Gibraltar" and "Mr. Tap Toe." Here he sings a batch of tunes of his own composition which range from hordowns to sea chanteys and on to Western cowboy ballads. A couple, particularly "Sparrow Grass and Brown Bread" and "Man About Town" are outstanding and possible pop disk material. The Marks backing and delightful musical bridges by Perry Botkin are plusses. Good for the art-loving buyers.

MEMORY LANE 65

Roy Smeck and His Paradise Islanders (1-10") Decca (33) DL 5458 Roy Smeck, who has been a favorite on records for over 20 years and who helped popularize the electric Hawaiian steel guitar as well as other stringed instruments, has a fine collection of nostalgic melodies on this new release. The set is aptly named, for every tune has the word "memory" in it, including "Memory Lane," "Thanks for the Memory," "Memories," "Memories of You" and many more. Each tune is played smoothly and listenably by the "wizard of the strings." The set should appeal to many older folks and to anyone looking for relaxing, background music.

Documentary

ADLAI STEVENSON SPEAKS 80

Edited and Narrated by James Fleming (1-12") V (33) LM 1769 More than 27,000,000 Americans voted for Stevenson last November. Many of these own phonographs. But this is a disk which should have a broad appeal beyond the Democratic Party. Devoid of partisan politics, this is a great American speaking about things that matter, government, morals, human dignity and responsibility. The many campaign speeches that Stevenson made have been neatly edited by James Fleming, so that what is on this disk is timeless and worth every American's time to hear again. It's also neatly flavored with remarks by Stevenson the humorist. The disk is certainly worth a hefty push. There should be a very healthy consumer potential, and every alert dealer will make sure that every school in his community knows about it.



- "SLEEPER OF THE WEEK"** ▲ **HALF A PHOTOGRAPH** (Vesta) (non-exclusive BMI) — Kay Starr (Cap.) rates a *Variety* "BEST BET" for this sentimental ballad that is "headed for lots of spinning action." *Cash Box* grades it "top drawer song material . . . SLEEPER OF THE WEEK." ★★★★★
- "CAN MOVE UP"** ▲ **MORE THAN I** (Sheldon) — Bobby Wayne (Mer.) can move to the top of the ladder with this release, reports *Cash Box*. All the ingredients are there . . . SLEEPER OF THE WEEK. ★★★★★
- "BEST BUY"** ▲ **THERE'S NOTHING AS SWEET AS MY BABY** (Acuff-Rose) — One of "THIS WEEK'S BEST BUYS," says *Billboard* reporting on the new Mindy Carson-Guy Mitchell (Col.) disk. *Cash Box* terms the Hank Williams ditty a "SLEEPER OF THE WEEK." ★★★★★
- "BEST, BEST BET, BET"** ▲ **MATILDA, MATILDA** (Duchess) — *Variety* rates this Calypso-type platter by Harry Belafonte (Vic.) a "BEST BET" while *Billboard* picks it a "NEW RECORD TO WATCH." Disk will have competition from the Richard Hayes (Mer.) version, done in more conventional style. ★★★★★
- BEST SELLER** ▲ **MEXICAN JOE** (American) — Jim Reeves' (Abbott) disk is already No. 1 on *Billboard*'s "Folk Best Sellers." Ditty is moving into the pop bracket with The Fontane Sisters' (Vic.) version and six other covers. ★★★★★
- CASH BOX PICK** ▲ **NO MORE** (Rex) (non-exclusive BMI) — Vera Lynn (Lon.) appears to have another stellar hit as *Cash Box* names it a "BEST BET." *Variety* reports: "stimulating wax . . . buoyant biscuit." ★★★★★
- "POTENT NOVELTY"** ▲ **I'M A-LIKA-YOU** (Pizze Pie) (Duchess) — "Potent novelty," says *Cash Box* of The Holidays' (King) disk. "Catchy, lively and humorous delivery," make it a B+ platter. ★★★★★
- UNUSUAL "SLEEPER"** ▲ **ROSEBUD** (Sunbeam) — Karen Chandler' (Coral) waxes "a most unusual tune that has possibilities," reports *Billboard*. The Latin-styled "vivid interpretation" earns "SLEEPER OF THE WEEK" honors from *Cash Box*. ★★★★★
- SUREFIRE "BEST BET"** ▲ **LAUGH TO KEEP FROM CRYING** (Kahl) (non-exclusive BMI) — Billy Eckstine (MGM) takes top "BEST BET" laurels from *Variety* for "projecting warm emotion of the ballad with impact . . . surefire fodder for all levels." ★★★★★
- "BULLSEYE"** ▲ **HOW'S THE WORLD TREATING YOU** (Tannen) — Eddy Arnold (Vic.) — *Cash Box* "BULLSEYE" and *Billboard* "C & W BEST BUY." ★★★★★
- R & B** ▲ **MEND YOUR WAYS** (Raleigh)
- "BEST BUY"** ▲ **WILD, WILD YOUNG MEN** (Progressive) — Ruth Brown (Atlantic) — R & B "AWARD O' THE WEEK" from *Cash Box* and "BEST BUY" in *Billboard*

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Other Records Released This Week

- ### Rhythm & Blues
- Blues Got Me Rockin'—The Jack Dupree (Tongue-Tied Blues) King 4633
 - Gonna Hop On Down the Line — Ralph Willis (Door Bell Blues) King 4631
 - Door Bell Blues—Ralph Willis (Gonna Hop On Down the Line) King 4631
 - Eye to Eye—Mr. Blues Carson (Sittin' by the Window) Hi-Lo 1420
 - La Cucaracha—Morris Lane (My Buddy) Scooter 305
 - My Buddy—Morris Lane (La Cucaracha) Scooter 305
 - Sittin' by the Window—Mr. Blues Carson (Eye to Eye) Hi-Lo 1420
 - Tongue-Tied Blues—Jack Dupree (Blues Got Me Rockin') King 4633
- ### Latin American
- Bendicion Celestial—Los Tres (No Puedo Enganar) V 23-6026
 - Delirio De Amor—Tily Lopez su Orquesta (Graciela) V 23-6028
 - Graciela—Tily Lopez su Orquesta (Delirio De Amor) V 23-6028
 - No Puedo Enganar—Los Tres (Bendicion Celestial) V 23-6026
- ### Sacred
- Ezekiel Saw the Wheel—The Imperial Quartet (He's So Wonderful) Bibletone 3016
 - Happiness—The Singing Star Trio (Never to Say Goodbye) Bibletone 3510
 - Heaven's Jubilee—The Carolinians Quartet (I Bowed on My Knees) Bibletone 5017
 - He's So Wonderful—The Imperial Quartet (Ezekiel Saw the Wheel) Bibletone 3016
 - I Bowed on My Knees—The Carolinians Quartet (Heaven's Jubilee) Bibletone 5017
 - I Know That God Is Real—The Stamps Quartet (Round-Up in the Sky, A) Columbia 21121
 - Never to Say Goodbye—The Singing Star Trio (Happiness) Bibletone 3510
 - Round-Up in the Sky, A — The Stamps Quartet (I Know That God Is Real) Columbia 21121
 - When the Sun Goes Down—The Harmoners Quartet (You Better Stop! Look! and Listen!) Bibletone 8014
 - You Better Stop! Look! and Listen!—The Harmoners Quartet (When the Sun Goes Down) Bibletone 8014
- ### Country & Western
- Bumble Bee Stomp — Arne Barnett Trio (Cumana) King 1226

- Catfish Wiggle—Lanky Hank Dawson (If 4'd Lose You) Intro 6075
 - Cumana—Arne Barnett Trio (Bumble Bee Stomp) King 1226
 - Don't Trade the Old for a New—Lattie Moore (I'm Not Broke, But I'm Badly Bent) King 1228
 - If I'd Lose You—Lanky Hank Dawson (Catfish Wiggle) Intro 6075
 - I'm Not Broke, But I'm Badly Bent—Lattie Moore (Don't Trade the Old for a New) King 1228
 - You Bet Your Bottom Dollar That She's Mine—Ed Camp (You've Gotta Cry) Imperial 8195
 - You've Gotta Cry—Ed Camp (You Bet Your Bottom Dollar That She's Mine) Imperial 8195
- ### Popular
- Be My Little Baby Bumble Bee—Jimmy Blue (Old Shoe Cobbler, The) King 1230
 - Old Shoe Cobbler, The—Jimmy Blue (Be My Little Baby Bumble Bee) King 1230
 - What Am I Gonna Do—Swanee River Boys (Wherever I Go) King 1220
 - Wherever I Go—Swanee River Boys (What Am I Gonna Do) King 1220

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Music as Written

Continued from page 32

A-Jilly Wock," features the orkster's son and 100 kids from the local Police Athletic League. Half of the Jerome royalties will go to PAL. . . . Poet Edna Walker-Malcoskey will read some of her "love songs and lyrics" from her recently published tome, "The Eternal Variant" on stations WEVD and WMGM here. . . . Ken Remo plays the Glen Island Casino June 12 and 13. . . . Murray Deutsch has returned to the music business after several years' absence. He's joined Southern Music where his twin brother, Irv, is general professional manager. . . . Jo Ann Tolley has been set for two weeks at Cafe Society here beginning June 22. . . . Ginger Lamare, daughter of Jimmy Lamare, G.A.C. band booker, has become vocalist for the Bernie Cummins ork.

Chicago

Ted Weems opens at the Baker Hotel, Dallas, June 11 for a six-day run. . . . Harry James has been booked for a one-nighter, June 23, on the fairgrounds of the Great Eastern Exhibition, Sherbrooke, Que. . . . The entire Fred Waring ork and stage show will provide entertainment for members of the Radio-Television Manufacturers' Association at their annual dinner June 18 in Chicago's Palmer House.

Peral Eddy, currently at the Cameo Room, going into a recording session soon, cutting four sides. . . . Bill Evans, deejay, added a one half hour to his morning show. . . . Stan Kenton, in town last week to cut a session at Universal. Sides cut were, "I Get a Kick out of You" and "All About Ronnie." . . . Billy May in town last week for a rest between dates.

Wendy Waye and her managers, George Wess and Benny Benjamin, in town last week plugging her Judson waxing of "I'm Not Free" and "Don't Call My Name." Weiss and Benjamin penned the tunes. . . . The Mary Kaye Trio will appear on the "Saturday Night Revue" (summer replacement for the "All Star Revue") on June 13 and 20. The Trio opened last Thursday (28) at the Park Lane in Denver. . . . Red Norvo currently at the Preview.

Herb Jeffries now appearing at the Black Orchid, will leave for Europe around July 1. He will make a movie in Italy and is also skedded to do some recording. . . . Johnny Ray and Georgia Gibbs closed Thursday at the Chicago Theater, and Billy Eckstine moved in for a one-week stand. . . . Vic Damone goes on the stage of the Chicago Theater for two weeks beginning June 26. . . . Alan Jeffery, local TV announcer, just sold four masters to Crystalette Records featuring himself on the spoons.

Gene Pringle and his orchestra with Lillie Malloy, cut four sides for a new BMI affiliate diskery, J. B. Records. Two sides released this week are "Daisy" (penned by the brother team of Nick and Charles Kenny) backed with "Blue Kalua Moon" penned by Jacobson and Tanski. Jack Barthel is the prexy of J. B. . . . Johnny Desmond closed last night at the Chez Paree, followed by Jimmy Durante.

Liberace currently appearing at the Marine Dining Room of the Edgewater Beach Hotel to a sold-out house. . . . Max Marek, wrestler and former heavyweight contender, now manages jumping Red Cassidy. Cassidy's natural voice is a la Jolson and is currently featured on the Rain label with "Back of the Yards" and "My Grey Mare Polka." . . . Gene Ramsey, composer and author of "I'll Try," which was recorded by Sue Ramsey, composer and author of "I'll Try," which was recorded by Sue Evans on the Cadillac label, in town plugging the tune. Gene is a pilot for Eastern Airlines.

Pancho Medell and his orchestra are cutting four sides with the vocal duo, Gloria Brooks and Tony Leonard. This is to be a la Eberle and O'Connell and will be Pancho's first venture outside the realm of Latin American music. . . . Eddy Arnold and his group, including the Dickens Sisters, will return to Chicago where they will do the summer replacement show of the Dinah Shore time slot. It will kick off July 7 over WNBQ-TV and probably to a live audience. Show will run twice weekly till October.

Bea Gardy, new Decca artist, is currently appearing at the Glass Hat in the Congress Hotel. . . . The Four Aces open on the stage of the Chicago Theater July 10. . . . Sonny Howard in town recently, plugging his waxing "Jigsaw Puzzle Heart," with his promotion man Barney Fields. . . . Johnny Ray goes to Hollywood at the end of July to do the romantic lead opposite Ethel Merman in a pic titled "No Business Like Show Business." . . . Georgia Gibbs, whose latest is "Thunder and Lightning," goes on a month's vacation to Europe about July 15.

Jack Fulton's voice is paired with that of a parakeet on a new disk by Decca, "Pete the Parakeet." The bird is owned by Saxie Dowell, local deejay. The bird really talks and has given station breaks over Saxie's show. . . . George Shearing headlining at the Blue Note. . . . Dorothy Shay now at the Empire Room in the Palmer House. . . . Jeri Southern and the South Trio at The Driftwood. . . . Al Morgan just cut four sides for Chance Records. The first release will be "Little Black Buggy" backed with "Disappointed in You." Al now has his own radio and TV show in Cincinnati.

Hartford

Lake Compounce, Bristol amusement area, started Sunday night name dance band policy (31), with Ralph Flanagan and his orchestra initial attraction. . . . Bruno Dubaldo's instrumental trio is providing Saturday night dance music at the New Empire Restaurant.

Irv Kramer orchestra moved to Ye Castle Inn, Saybrook, for week-end dance music. . . . Dawn dance last Friday night (29) opened season at Crystal Lake Ballroom, Rockville. Location is running Polish-American dancing on Friday and Sunday nights, and modern dancing on Saturdays.

Roseland Ballroom, Holyoke, Mass., closed down for summer season. . . . Tiny Quinn's orchestra opened the dance season at Doyle's Sound-View, Conn., with dancing on Friday and Saturday nights and Sunday afternoons.

Philadelphia

Art Wendel enjoying what is probably the longest run in the history of the Palladium Ballroom in chalking up his ninth anniversary after starting in 1943 at what was then known as Oakes Dancing Academy. . . . Local Maestro Clarence Fuhrman was sole bidder for the summer dance and concert music sessions at Convention Hall, Cape May, N. J., with \$8,450 agreed upon for the season, June 27 thru September 12. Fuhrman also provides the summer music at the Music Hall, Ocean City, N. J., and for the ballroom at Willow Grov Amusement Park here. . . . Trumpeter Johnny Dee and 88-er Dave Sills, formerly with Ray Anthony, teamed for a music-and-song act at the Brighton Hotel, Atlantic City. . . . Jerry Williams, who is also the WIP disk jockey, playing his first local date with his musical unit at Lou's Moravian. . . . Major hassle brewing at Local 77, AFM, as a result of administration's move to change the bylaws that would eliminate the office of Harry Kammerer, assistant secretary, who has held the post for 15 years.

Ludy Van Love, violinist and songwriter, has been set to appear with the Clarence Freshman orchestra at Cape May (N. J.) Convention Hall this summer. Van Love has penned "Hot Cakes and Sausage," featured by Ernie Kovacs, CBS comic, and "Kiss Me Now," recorded on the Top Tune label by Edith Adams, of "Wonderful Town."

Hollywood

Deejays seems to be in the news this week. Former platter spinner George Jay reports that Nashville's Hugh Cherry of WMAK received an award as the year's best supporting actor in a Circle Theater play, "Happy Times." Cherry's now playing the lead in the community theater's presentation of "Harvey." . . . D. J. Larry Wilson, WNOE, New Orleans, came to filmland on vacation. . . . Bob McLaughlin, KLAC, Los Angeles, is engaged to Vogue Records thrush Jenny Barrett. . . . Irv Shorten, Allied Music Sales Com-

pany prexy, enplanes today for a three-week trip to New York. It's a combination of business and pleasure. . . . Judy Garland's songs she'll sing in the Warner Bros. "A Star Is Born" will be arranged by Hugh Martin, who was her accompanist during her London Palladium stint. Movie's music was written by Harold Arlen and Ira Gershwin. . . . Co-starring on the Ciro's bill which opened last night (5) are the Ray Anthony ork and the Boliano Ivanko Troupe, adagio acro-dancers. . . . Lawrence Welk and his company have set Sunday, June 28, for a teen-age matinee dance at the Aragon in Ocean Park. First 50 paid admissions will get an autographed Welk record album.

Vocalist Paul Harvey makes his disk debut on Allied label with release skedded for June 15. . . . Ned Washington, writer of many romantic songs, apparently believes them. He and Hollywood starlet Patricia Page will be married in the Church of the Good Shephard, Beverly Hills, Thursday (11). . . . Barclay Allen, paralyzed pianist, has recorded four sides for Imperial Records, due for release this week. Disks are "Aviva," backed by "Dreamy Serenade" and "Comprende," with flip being "Lazy Holiday." . . . Comic Paul Gilbert, currently playing Larry Potter's Supper Club, has been inked to a long-term contract by NBC-TV. He's been set for appearances on the summer replacement of "Your Show of Shows" July 25, August 1 and August 8. . . . Thrush Ellen Sutton, Kem recording artist, entertained servicemen Saturday (6) at Travis Air Force Base and at Mather AFB Sunday (7). Her accompanist was Phil Schwartz. Appearance was set by the Hollywood Co-Ordinating Committee.

Band leader-composer Aaron Gonzales, in returning to the Beverly Wilshire's Brazilian Room, has revamped his musical offerings by featuring his society trio and emphasizing current hit tunes from musicals and less Latin-American melodies. . . . First musical featurette of its kind for M-G-M Studios stars musical director Johnny Green. Film will be shown as an overture before each showing of "Julius Caesar" and features an augmented ork of 76 pieces. . . . UCLA is offering a beginning and advanced summer course in popular lyric writing. Instructor is Hal Levy and is offered thru university's extension division. . . . Egyptian dancer Najla Ates filled in the balance of Lili St. Cyr's engagement at Larry Potter's Club when strip artist required hospitalization. . . . Xavier Cugat's ork and variety show open in the Statler Hotel's Terrace Room Tuesday night (2), taking over from Frankie Carle and band. . . . Les Brown pulls in for an engagement at the Palladium on Tuesday (2) after Hal McIntyre's stint.

Leonard Smith to Direct Detroit Band

DETROIT, June 6. — Leonard Smith, concert band conductor and cornet soloist, has been named to direct the Belle Isle Concert Band in a series of 45 concerts starting June 14. The outdoor music shell at Bell Isle, Detroit city-owned park, will be used for the concerts nightly except Mondays, running thru August 6. Smith has directed the Detroit Federation of Musicians marching band and "official," city bands, as well as his own concert and touring organization, for several years.

TAX FREE TERP BILL INTRODUCED

WASHINGTON, June 6.—A bill to make tax-free admissions to dances held in community halls or centers if the proceeds are used exclusively for the maintenance and operation of the buildings was introduced this week by Sen. William Langer (R., N. D.) and referred to the finance committee. Under present law, there is a 20 per cent federal excise tax on general admissions.

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Hocus-Pocus

By BILL SACHS

THE 25th Annual Conference of the Society of American Magicians, held at the Netherland Plaza Hotel, Cincinnati, May 27-30, attracted just slightly over 300 registrations, under expectations but still sufficient to permit the sponsoring organization, the Queen City Mystics, Assembly No. 11, SAM, Cincinnati, to break even on the event. Site of the 1954 convention remains indefinite for the time being, as no bids for the next year's conclave were submitted at the Friday (29) business session. A time and place for the 1954 conclave will be fixed at a later date. The conference just concluded followed the standard pattern, with the usual dealers' displays, contests, women's activity, close-up magic sessions, educational lectures and the various social gatherings, winding up with the banquet and show on Saturday night. Lester Lake, of Cincinnati, served as ring master for the get-together party and carnival Wednesday night. Shows were held on Thursday, Friday and Saturday nights, with none of them open to the general public. The acts participating in the various shows included Max Terhune, the Randolphs, Al Saal, Ray Muse, Bob Haskell, Al Sharpe, Arie Chesney, Lady Frances, the Dodsons, Tommy Windsor, Karrell Fox, Tenkai, Milbourne Christopher, Leslie P. Guest, Willard Smith and Ace Gorham. New officers elected at the convention were William R. Greenough, Wethersfield, Conn., president; Gerald Kosky, Los Angeles, vice-president; Jerome Lukins, New

York; Norman J. Howe, Boston; Charles Schoke, Chicago, and Boswell King, San Francisco, regional vice-presidents. Dealers who had exhibits at the convention were Haines House of Cards, Norwood, O.; Gemagic, Dayton, O.; Satan, Philadelphia; Al Sharpe, Chicago; Fleimng Book Company, York, Pa.; Yogi Magic Mart, Baltimore; Jack Chanin, Philadelphia; Jim Killip, Philadelphia; Jimmy Sanders, Nashville; Joe Berg, Los Angeles; Don Redmon, Louisville; E. J. Moore, Columbus, O.; Chick Kueser, St. Louis; Merv Taylor, North Hollywood, Calif.; Arlane Manufacturing Company, Philadelphia; Regow's, Pittsburgh; Chet Roth, Waynesburg, O.; U. F. Grant, Columbus, O.; Martin's Magic Shop, Peoria, Ill., and H. Marshall & Company, Akron. Awards were given as follows: Best original trick, Bob Haskell; best card trick, Milbourne Christopher; best presentation, Dick Mossey; best manipulation, Gene Tycher; junior award, Elaine Transky; best female assistant, Mrs. Randolph. The editor of this pillar, Bill Sachs, also was awarded a plaque for his contribution to magic over the last 25 years, during which he has conducted this column.

Performers Harvest Big Profits

Continued from page 10

close to \$1,000,000, according to real estate sources. A 1 per cent interest in a spot like the Sands or the Desert Inn costs about \$100,000, and there are no sellers.

That Las Vegas will continue to be a bonanza is the belief not only of locals but also cafe ops from other portions of the country. At least two successful cafe men are now pulling strings either to get in on the ground floor of projected hotels or buy into old ones.

Jack Schatz, one of the owners of the Chicago Chez Paree, has made a firm offer of over \$6,000,000 for the Last Frontier owned by Jake Kozloff and a syndicate. Schatz is in the deal with Dave Halper, Isaac Epstein, Milt Jaffe and others. It is understood that Kozloff and his group (all have other Vegas interests) are willing to sell. However, Beldon Kattelman, owner of El Rancho Vegas, who also owns 21 per cent of the Last Frontier, said he wasn't interested.

Jack Goldman, operator of the Clover Club, Miami, is also trying to buy in. His deal is with the owners of the Casablanca Hotel, Miami Beach, who have elaborate blueprints and a site on the strip where they plan to build a hotel. There's some confusion between Davidson's plans for the Kismet and the Casablanca. Both seem to occupy the same site. Davidson, however denied any connection or knowledge of the Miami groups plans.

Biz Variable

Business in the seven strip hotels ranges from sensational to plain miserable. The hot spots now are the Sands, closely followed by the Desert Inn and the Sahara. All three are buying top names and paying top dough.

The Sahara, which started off badly, is now making the grade and, what is more important to a local operation, keeps its gambling tables well filled.

The Sands, with Jack Entratter running it, is easily the number one spot. The Desert Inn with Allard Roen got a big boost with its new golf course, which is already making more than \$6,000 a month profit. The figure may sound like peanuts in a multi-million dollar operation. But when it figured to run at a loss, the profit makes partners smile easier.

The Flamingo used to be a top spot. It is that no longer. A recent bill of John Payne and Lou Holtz not only didn't draw; it kept them away. The hotel is now spending \$750,000 in improvements to get back into the race.

The Last Frontier, more of a local watering spot than an out

Extra Added

New York

Dominique is set for the Copa, June 25... Jim Wittreid writes from Paris that he is now getting his line girls abroad. He says he couldn't find any American kids who can dance well enough to warrant the expense of importing them... Maxie Rosenbloom is now a combo greeter and hotel manager. He took a season job at the Maplewood Hotel in New Hampshire. Now all he has to do is fill it with guys not on the cuff. Barbara Belle became a mother again. Her latest addition is a girl, Sari Riva Newman (pop is Lee Newman) born May 12... Sam Bramson, just back from New Orleans, set a big deal for Sophie Tucker... Tony Curtis and wife, Janet Leigh, want to do an act if their respective studios will give them time off... Jerry Lewis' gag present for Dean Martin's birthday aboard the Queen Elizabeth heading for England will be an inflatable rowboat with oars.

Nat Abramson is in a hospital with an eye condition... Louis Jordan has a new personal manager, Maceo Birch... Sugar Ray Robinson will do a week, June 15, at the Celebrity Club, Providence, heading a package show of sup-

Continued on page 44

Burlesque Bits

By UNO

Loney Lewis, burly and legit comic and writer of lyrics for the songs strippers use in the beginning of their routines, opens with the Washington Festival, a musical group that will play all summer starting with "Show Boat" June 15, at the Carter Barron Amphitheater, Washington... Mervin Harmon, straight man who was just on the eve of starting on a commercial venture, was stricken with a heart attack and is laid up at Levy's (The Rabbi's) rooming house in Union City, N. J., with his wife, Melaine LaBeau, in attendance as a nurse... Mel Bishop and his wife,

Shiela (the Peeler) Ryan, celebrated the birth of a baby girl, Shaun Valerie, May 23. Grandfather is Russell LaVelle, producer at the Palace, Buffalo... Producer Paul Morokoff permeates his ensembles at the Hudson, Union City, N. J., every week with choreographic ideas he has obtained from deep studies on the subject, a fact always appreciated by customers with heavy applause... Booked thru the Gus August Agency of Miami to open June 26 at the Riptide nitery, Calumet City, Ill., with feature billing, is Shirley Hayes. The Pussy Cat Girl, who recently completed a successful engagement in Los Angeles where she had parts in two pix, "Paris After Midnight" and "Flame of

Continued on page 44

Murray, Cooley In L.A. Showing

HOLLYWOOD, June 6.—Ken Murray teamed with Spade Cooley for a seven-day run of "Western Blackouts" in the downtown Paramount Theater here, starting Thursday (25). The show will be the first theater date in the Los Angeles area for Cooley and the initial downtown stage one for Murray since his original vehicle closed in New York. Murray's independently produced motion picture, "The Marshall's Daughter," will be the film offering.

The show will follow the Murray "Blackouts" formula. Cooley and Murray will share the headline spot. In featured slots will be Cooley's 18-piece band, Phil Gray, pop vocalist Freddie ("Careless") Love, and violinist Anita Aros, all regulars with Cooley.

Murray's contributions include Laurie Anders, the Musical Minors, a Dixieland group of five; the Crazy Magician, Ballantine, and other acts not yet selected.

Four performances are slated daily, with additional ones on the week-end. Deal, however, allows Cooley and his gang to duck away long enough on Saturday (27) to do their regular hour-long TV show over KTLA. It also permits the Cooley performers to fill a previously set appearance in Bakersfield.

MARTIN, LEWIS FIND VISHINKSY

NEW YORK, June 6. — Martin and Lewis were being posed on the top deck of the Queen Elizabeth en route to their first London Palladium date. Just as the picture guys were getting ready to shoot, Andrei Vishinsky, Soviet official, boarded the ship. The photogs were caught between the comics and Vishinsky and some started for the Russian official.

"Gee if that guy has such a rating," said Lewis, "that he can stop on our lines, maybe we ought to use him on our next TV show."

Packed Houses

The Desert Inn just closing with Jane Powell and Darvas and Julia and coming in next with a water show, did turnaway business. The Sahara with Jan Murray and Toni Arden (now with Jack Carter) was great. Murray and Miss Arden were never better. The Thunderbird had some bad luck with James Melton. He lost his voice (the desert air is treacherous), but he worked with the acts, coaching the house singer. It came off a lot better than it sounded. Melton projected on talk if not on voice.

The El Rancho with Katherine Dunham did only so-so. The Dunham group is fine. But Miss Dunham has taken on too much weight. The Flamingo has a new show headed by Dave Rose and his band, plus Andy and Della Russell. Rose, a shy, unassuming guy, did very well with his soft stringed arrangements. Andy Russell's singing was n.s.g. The act got its lift from Della Russell's histrionics.

All on Boom

But shows or no shows, salaries big or small, the performers who've played this desert town more than once have got the land-buying bug. It may be the Miami boom and bust all over again. But so far everybody is trying to jump on the real estate band wagon.

For a tag line it might be mentioned that a small dance team made \$1,800 at the crap tables three years ago. Instead of blowing it, they bought some land with it the next day. Last week they turned down \$55,000 for the same land.

Steinman Gets Unfair Listing

HOLLYWOOD, June 6.—The American Guild of Variety Artists this week indicated it would place nitery operator Harry Steinman on its national unfair list for his failure to meet salary obligations of two Guild members.

Action stems from Steinman's failure to make good salary payments to singers Champ Butler and Ella Mae Morse for their 1952 appearances in the Crescendo, then operated by Steinman for the Savoy Restaurant, Inc. Steinman reportedly still owes Butler approximately \$600 and Miss Morse \$558.

After the engagements of the singers, the operator went into involuntary bankruptcy. As it now stands, tax claims against the Savoy Restaurant amount to \$21,000, with only \$9,500 listed as assets. The current Crescendo Club, owned by Bill Door, is not involved in the bankruptcy proceedings.

On Wednesday Referee Brink acknowledged that Butler and Miss Morse are to be considered as employees and not independent contractors. Because of their higher salary bracket, however, he held that the artists' claims could only be general and not preferred.

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Imperial Girds For Northwest RSROA Regional

PORTLAND, Ore., June 6.—Officials of Imperial Roller Rink here this week were making final preparations to welcome some 170 contestants for the Northwest Pacific regional RSROA championships, June 15-17.

William T. (Pop) Brown, rink owner, announced a practice schedule has been set for Sunday (14) and that registration would be conducted all that day and Monday (15) morning. Contestants will represent rinks in British Columbia, Montana, Idaho, Washington and Oregon, and winners will represent the region at the national tournament at Cleveland, July-August 1.

An innovation this year will be a "diaper division," open to skaters under six years of age. Tournament judges will be Eugene Forcucci, Milwaukee; Paul Poeltgen, St. Louis, and Alice Sorenson, San Francisco.

Opening event will be selection of a queen to represent the region at the nationals. Each rink is allowed one entrant in the regional queen contest.

The tournament schedule was prepared by Roy Brown, rink manager, and Al Schafer, professional. Pop Brown handled applications, prepared the informative letter to member rinks, published the program and handled housing accommodations for visiting contestants. Special arrangements have been made with city authorities to provide additional parking facilities.

Kingsbridge OK'd by Gov. For Expos

NEW YORK, June 6.—The New York City Convention Bureau received permission this week from Governor Dewey to use the Kingsbridge Armory in the Bronx and other smaller armories for public expositions.

The governor instructed his chief of staff, Maj. Gen. K. F. Hausauer, to co-operate with the bureau. He said use of the armories would help the city retain many of the events that could not be held in Grand Central Palace after October. The U. S. Internal Revenue office has concluded negotiations for the lease of the Palace beginning then.

Under State law, armory facilities may be used for non-military purposes when they are not needed for military or official use.

It was recently announced that the National Motor Boat Show would be held January 15-23 at Kingsbridge Armory, which offers some 180,000 square feet of floor space and has a 100-foot-high ceiling.

AOW Racers Hit Hot Pace

ELIZABETH, N. J., June 6.—America on Wheels racers practically swept the field in the recent New Jersey speed championships of the United States Amateur Roller Skating Association, winning all but two places which went to contestants from Florham Park Rink. About 125 contestants were entered.

Results: Juvenile boys, Bogart and Monroe, Paterson Arena; novice boys, Watts, Capitol Arena, Trenton; Moody, Boulevard Arena, Bayonne. Intermediate boys, Musser and Monroe, Paterson; Chaldnicki, Florham Park. Junior boys, Reese and Kuntz, Boulevard; Smeraldi, Paterson. Senior men, De Roo, Paterson, and E. Horan, Twin City Arena, Elizabeth, first; Sleeman and Angelo, Boulevard.

Juvenile girls, Bandstra, Paterson; Zabriski, Florham Park. Novice girls, Betzler, Twin City; VanDenhenden, Paterson. Intermediate girls, Vallee, Rafac and Post, Paterson; junior girls, Urban, Paterson; Malloy, Twin City, and Pollara, Paterson. Senior ladies, McKeon, Paterson; Stefanowitz, Boulevard.

Daughter to Landsmans

SAN ANTONIO, June 6.—A daughter, Molly Ellen, was born recently to Mr. and Mrs. Richard Landsman, operators of Midtown Rollerdom here. Landsman recently bought the rink from C. H. Treadwell.

HUNTINGTON, W. Va., June 6.—Robert Black, operator of Black roller rinks here and in Ashland, Ky., recently took over operation of another rink in West Virginia. He reported business good at the three skateries.

Injuries Curtail Tansor Rodeo At Canton Aud

Makes Akron Move Early; Business Off at 1st Stand

CANTON, O., June 6.—The Al Tansor Rodeo, with recording artist Jimmy Boyd, closed its run at Canton Memorial Auditorium early and moved out for its four performances at Akron Saturday and Sunday (6-7).

The stand here, first of its current series, was marred by several injuries, mediocre business and a runaway bull. Engagement opened Friday (29) and closed after the matinee Saturday (30). Three of the five scheduled performances were canceled.

Show gave a Western street parade Friday. After it returned to the Auditorium, a team of horses hitched to a stagecoach bolted in the parking lot and bruised Bob Hold, bucking Ford performer.

Brahma Runs Loose

At the Saturday matinee, a Brahma bull startled the 1,000 spectators and injured a cowboy and two rodeo clowns when it clomped over a five-foot barrier. The animal ran thru Auditorium corridors, into the seating area and down to dressing rooms before it was recaptured. Another performer, Mickey Smith, received a fractured shoulder in a bull-riding contest. Tansor said other hands also were bruised and that this situation forced the cancellation. The Friday matinee was delayed while Tansor negotiated with the AFM local.

Young Jimmy Boyd's part in the program included his singing "I Am Little But I Am Loud," "Mocking Bird Hill," "Sleepin' at the Foot of the Bed," "Your Cheatin' Heart" and his identifying "I Saw Mommy Kissin' Santa Claus."

Performance included bronk riding, bull riding, calf roping, bulldogging, trick and fancy roping, three clowns, mounted square dance with strobelight effect and a finale. The show was one of the final events scheduled in the building for the summer season.

Sports Outfit Plans Cagers Tour in Fall

BELOIT, Wis., June 6.—World Wide Sports, Inc., is setting up a fall and winter tour for its Texas Cow Girls basketball team. Unit will play auditoriums, with a Middle Western, Western and Canadian route likely. Dempsey Hovland said the show would make ready in September and tour from October thru April.

He said this year's edition would be larger than last season's, which drew large turnouts in 26 States and Canada. More acts and two more teams, the Harlem Clowns and the House of David, are to be included this year, he said.

The six-foot girl basketball players perform cage tricks before their games and are outfitted in Western wardrobe with guns and holsters.

Dramatic & Musical Rouses

Carnival in Flanders: (Forrest) Philadelphia.
Guys and Dolls: (Geary) San Francisco.
Maid of the Ozarks: (Selwyn) Chicago.
New Faces: (Great Northern) Chicago.
Pal Joey: (Shubert) Chicago.
South Pacific: (Boston O.H.) Boston.
South Pacific: (Shubert) Detroit.
Top Banana: (Biltmore) Los Angeles.

Miscellaneous

Hugo Players: Ravenna, Neb., 8-18.

Skating Shows

Ice Follies of 1953: (Ice Arena) Portland, Ore., 8-14.

Amphitheater Books 2 More Retail Sales

Chicago Building Continues 1952 Idea With 1 Repeat, 1 New Event

CHICAGO, June 6.—The International Amphitheater opened the second annual retail furniture sale by the Spiegel Furniture Company here Friday (5) and on the same day completed arrangements for a second similar sale later this month.

The Spiegel sale, running thru Sunday (7), is a duplicate of the first one, held a year ago and believed to be the first of its kind in an auditorium or arena. The first floor of the Amphitheater's north hall, a 57,000 square foot area, is being used as if it were a retail store. Special advertising budget was reported to be \$25,000, with page spreads in newspapers included.

Tentatively scheduled for June 18-20 is a similar retail sale by

the Royalton Carpet Company, also of Chicago. This event will use about 50,000 square feet for sale of floor coverings and accessories. Newspaper, radio and TV promotion will be used.

M. E. Thayer, manager of the Amphitheater, and representatives of the carpet company said arrangements were completed Friday for this sale.

Auditorium-arena managers thruout the country have expressed interest in the Amphitheater's success in booking retail sales. Widespread belief in the business is that this field might develop into an important building-user in larger-sized cities. Last year's furniture sale was termed highly successful by the company.

URO Adds Nine Member Spots

LANSING, Mich., June 6.—Latest press release by Robert L. Baker, secretary of the United Rink Operators and operator of Palomar Roller Gardens here, shows that nine rinks have been taken in as members of the URO during the association's membership drive that has been under way in recent weeks.

The new member rinks are: Swank Rink, Chicago, Elmer Byrnes operator; Bowen's Roll-Arena, Grand Rapids, Mich., Sye Bowen Jr.; Crystal Roller Rink, Knox, Ind., Charles E. Lucas; Rainbow Gardens, Crystal, Mich., C. S. Shoen; Swartout's Rink, Valparaiso, Ind., Tracy L. Swartout; Happy Valley Rink, Columbia City, Ind., Orval R. Fisher; Avalon Rink, Greenville, Mich., Harold Kienke; Midway Rink, Battle Creek, Mich., Verl Banks, and Rollaway Rink, Davison, Mich., Al Webb and Harry Green.

Gosh Office Sets Mrs. Hank Williams Radio Show Tour

KNOXVILLE, June 6.—Byron Gosh, operator of the Auditorium and Fair Booking Company here, said this week he was booking a route of appearances for Mrs. Hank Williams, widow of the country music singer, and her radio show.

The package will play stadiums and ball parks under local auspices, Gosh said.

L. A. Coliseum Sets Rodeo for August

LOS ANGELES, June 6.—The Coliseum here will be the scene August 23 of the rodeo to be sponsored by the Sheriff's Relief Association. John R. Moss is general director of the event. Sheriff Eugene Biscailuz said high ranking cowhands were signing for the show and that 1,500 riders together with film, radio and TV personalities would be featured in the grand parade.

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AD DEADLINE
JUNE 24th

The Final Curtain

ALFONSO—Antonio G., 64, composer-arranger, May 28 in Los Angeles. He held life membership in the Los Angeles Local 47, American Federation of Musicians. He formerly was an arranger for the Carli Ellnor and Raymond Page orchestras as well as for many motion picture studios. Alfonso was a native of Mexico. He is survived by his widow, Lupe; three daughters, Mrs. Pearl Berry, Mrs. Linda Dressel and Mrs. Janet Van Buskirk; and two sons, Joe and Anthony. Interment in Calvary Cemetery, Los Angeles.

BAKER—Willis A., son of Jimmie Baker, concessionaire with the Penn Premier Shows, recently in action in Korea.

BARNES—George S., 60, Academy award winning motion picture photography director and former husband of Joan Blondell, May 30 in St. Joseph Hospital, Burbank, Calif., following abdominal surgery. He earned his Oscar for "Rebecca" and won the Hollywood Foreign Correspondents' award this year for his work on "The Greatest Show on Earth." He was employed by Paramount. Barnes had been married seven times, his last wife being the former Margaret Atkinson, whom he wed in 1947. In addition to his widow, he is survived by a son, Norman, born of Miss Blondell; another son, Carlton, by his fifth wife, dancer Betty Wood; two daughters, Barbara and Georgine; two stepsons, William and James Atkinson, and a stepdaughter, Margot Barnes. He was born in Pasadena and was a film cameraman for 35 years. Entombment in Hollywood Memorial Park.

BENNETT—John W., 79, retired actor, June 1 in Ardmore, Pa. He and his late wife, actress Priscilla Knowles, once owned a stock company on the West Coast. His wife died in 1936. A daughter and a sister survive.

BOISSY—Ruth, daughter of Joe and Ruby Kane, concessionaires, May 13 of a cerebral hemorrhage. Survived by her husband, two sons, her parents and two brothers.

CHRISTIE—Mrs. John, former opera star, May 31 in Glyndebourne, England. As Audrey Midway, she starred with Britain's Carl Rosa Opera Company. She later helped her husband found the famed Glyndebourne Opera.

CZUKOR—Dwight Timothy, Two-day-old son of actress Barbara Britton and Dr. Eugene Czukor, June 3 in Park View Hospital, Hollywood.

DEAN—"Man Mountain," 63, former 300-pound professional wrestler who was also featured in 38 movies during his career, May 29 of a heart attack at his home in Norcross, Ga. Dean, whose real name was Frank S. Leavitt, was the first to inject color in wrestling that is standard routine today. Leavitt served five hitches in the Army. He was on the Mexican border under General Pershing and also saw service in World War I. He was a member of the American Legion. Survived by his widow, a brother, Army M/Sgt. John M. Leavitt, and two sisters, Mrs. Mary Connelly, Trenton, N. J., and Mrs. Jennie LaCorte, Rockaway Beach, N. Y. Burial June 1 in Memorial Cemetery, Marietta, Ga.

DETTINGER—James, 87, one-time companion of Buffalo Bill, May 31 in his Los Angeles home. Born

in Germany. Dettinger came to the United States as a young man. Most of his life was spent in Wisconsin and Wyoming. He also fought in Indian wars. Survived by a son, Roy. Interment in Evergreen Cemetery.

DOEPKER—Robert E., 42, a member of The Billboard staff in Cincinnati for 23 years, the last 16 years as associate editor, of a heart attack at his home in Bridgetown, Cincinnati suburb, June 1. (Full details in General Outdoor section, this issue.)

FARNUM—William, 76, once the greatest star in Hollywood and highest paid film actor, June 5 at Cedar of Lebanon Hospital, Hollywood, of cancer, following his third emergency operation within a year. He was one of the famed three acting brothers, William, Dustin and Marshall Farnum, who were trained for the stage by their parents, Adela Le Gros and G. D. Farnum, themselves actors. William, a pro for more than 60 years, made his debut at 10 in a play with Edwin Booth. At 16 he joined a New Orleans stock company, later joining the Boston Amusement Stock Company. Later he toured for five years in "Ben Hur," then co-starred with his brother, Dustin, in "The Little Rebel." His first motion picture was "The Spoilers," which catapulted him to immediate idolatry and stardom. Ultimately he was earning \$520,000 a year during a period of no taxes. By 1933, after reputedly losing over \$2,000,000 in the 1929 market crash, he had filed a petition in bankruptcy. He listed assets of \$500 in clothing. He remained with the film industry, in his latter years as a character actor. He is survived by his widow, Isabelle Major Farnum.

Larry Nixon

Larry Nixon, 56, assistant to the publisher of The Billboard from April 28, 1944, to October 13, 1944, died June 3 at his New York home. He had been in public relations work for 30 years, and authored several books on travel published by Little, Brown & Company. Born in New Orleans, he was press representative of the Bell Telephone exhibit at the New York World's Fair in 1939 and '40. He was also, variously, editor of Airways, assistant public relations director for Pan-American World Airways, consultant to the New York State Civil Defense Commission, and a partner in the publicity firm of F. Darius Benham and Larry Nixon. At the time of death, he was director of public relations for Hewitt, Ogilby, Benson & Mather, advertising agency. He is survived by his widow, Dorothy; three daughters, Mrs. Cynthia Falkoff and Robin and Jan Nixon; his mother, Mrs. Leola Nixon, and two sisters, Mrs. Dorothy Younse and Mrs. Mildred Nolan.

GARVEY—Patrick Leo, doorman at the Morocco Theater, New York, for many years, May 28 in that city. Burial in Calvary Cemetery, Camden, N. J.

HYLAND—Melita, Longtime midway attraction known as Madja and wife of veteran outdoor showman Richard Hyland, May 30 following surgery in a Monroe, La. hospital. Funeral services and burial was in that city.

JACKSON—Arthur, April 23 in New Orleans of a heart attack. He was a former mentalist known as Oja Sib. Surviving are his widow and son.

JOHNSON—William Sidney, 66, member of the vaudeville team of Vardon and Johnson, June 1 in Los Angeles. He and his partner played the Palace Theater on Broadway and the Orpheum and Pantages circuits during the golden era of vaudeville. He is survived by his widow, Louise; a brother, Ernest, Moline, Ill., and a stepson, Charles Snyder. Interment in Forest Lawn Memorial Park, Glendale, Calif.

KEATING—Katherine (Babe), 57, mentalist, May 26 in Presto, S. D. She was a member of the Ladies' Auxiliary, Showmen's League of America. Burial in Little Falls, N. Y.

KULTTI—John Richard, 65, in Napa, Calif., of a heart attack. He was well known in musical circles and at one time was with Ringling Bros. and Barnum & Bailey Circus as assistant musical director. Surviving are his widow; a son, Karl R., director of music at Napa College; a granddaughter, two brothers and two sisters. Burial in Fresno, Calif.

O'NEILL—John J. Jr., 65, a member of the former O'Neill Brothers, vaude team, May 31 in Bridgeport, Conn. He and his brothers, Frederick and Joseph, worked under the name of Fay, Elkins and Fay. The trio toured Europe and the U. S. for 25 years. His brothers survive him.

ROSSON—Richard, 60, film director, a suicide, in Pacific

Palmsades, Calif., May 31. He directed the African scenes for "King Solomon's Mines" and the Roman backgrounds for "Quo Vadis." M-G-M movies. He also directed "Mogambo." Rosson was born in New York and was active in music circles in the East before starting his screen career with the old Vitaphone Studios in 1914. He then became affiliated with Universal Studios and began directing in 1918. He had been a director for Paramount and Fox studios besides M-G-M. Rosson directed the film photography of the historic Atlantic conference between the late President Roosevelt and Prime Minister Winston Churchill aboard the American Cruiser Augusta and the British Battleship Prince of Wales. A few years later he directed "Corvette K-225." He is survived, in addition to his widow, Vera, by two brothers, cameraman Hal Rosson and film director Arthur Rosson, and two sisters, Mrs. Charles G. Terry and Mrs. J. J. Daly, both of New York.

SPETH—Al, 38, Davenport, Ia., race car driver, was injured fatally May 31 when his car crashed against an infield fence in a race at the Iowa State Fairgrounds track, Des Moines.

STECK—Harry Tipton, 64, former motion picture and newspaper writer and advertising executive, June 4 in Los Angeles. A native of Chicago, Steck had lived in Los Angeles for 40 years. He entered newspaper work in Chicago and in 1918 was employed by the old S & A Studio as a writer. He later worked for Universal, Warner Bros. and Thomas Ince. Survived by his widow, Florence, Westwood, Calif. Interment in Chapel of the Pines.

SUTER—Arthur L., 64, musician and music dealer, May 28 at Atlantic City Hospital. He operated the Atlantic City Music Shop for 30 years and had played cello at many resort hotels. Surviving are his widow, Elmore, and a sister. Services June 1 in Atlantic City and burial in Greenwood Cemetery, Pleasantville, N. J.

THORNE—Frank A. Sr., 71, veteran stage and screen actor, director and scenic artist, May 28 in his North Hollywood, Calif., home. Born in Philadelphia, he went to California 47 years ago. He began his stage career as a child with his father's dramatic stock company. In 1906 he founded his own Empire Stock Company in Fresno, Calif., and acted in it with his wife, Lizette Holdsworth, as leading woman. He entered the motion picture field in 1909 with Col. William Selig. The primarily an actor and director, he also was credited with designing the Selig Studio in the Edendale section of Los Angeles. Besides his widow, he leaves a son, Frank A. Thorne Jr., and two grandchildren. Interment in Valhalla Memorial Park, North Hollywood.

TOLMAS—Benjamin R., 72, retired motion picture salesman who has been with 20th Century-Fox Film Corporation in Philadelphia for 20 years, at the Rest Haven Convalescent Home, Broomall, Pa., May 30. Services June 1, and burial in New Bedford, Mass.

WILSON—Dooley, 67, stage, screen and television actor, May 29 in his Los Angeles home. He first went to Los Angeles with the Ethel Waters show, "Cabin in the Sky," and made his screen debut in 1943 with Humphrey Bogart in "Casablanca." His last picture was "Passage West." He also played in the New York stage version of "Harvey." Survived by his widow, Estelle.

Burlesque Bits

Continued from page 42

Islam." . . . Betty Biddle bowed May 28 as feature at the Gayety, Detroit. . . . Eleanor Sheridan left New York to remain over the summer at her mother's home in Indianapolis. . . . Peaches followed Vicki Welles into the Palace, Buffalo, on June 4. Rita Ravell returned to the Tropics nitery, Fresno, Calif., for two weeks in a featured spot. . . . Lila Shan, Chinese girl in the tank, opens July 9 at Minsky's Rialto, Chicago, thru Sunny Bernet. . . . Kama, exotic, closed May 30 at Teves' cocktail lounge, Duluth, Minn., and went to Detroit to open a two-week stint June 9 in Roland's Carnival Show Bar. . . . John and Jeannine Head are making their home in the Barlum Hotel, Detroit, pending the outcome of medical tests Jeannine had to undergo because of ill health.

Extra Added

Continued from page 42

porting acts and the Earl Hines ork. . . . Lou Cohan, Jimmy Nelson's manager, is still feuding with Frank Sennes over the Desert Inn booking. Cohan has taken his case to AGVA. He claims that Sennes okayed the deal with 90 per cent billing. The Connecticut State Senate concurred with the House in extending liquor sale hours on Sundays until 10 p.m. Present deadline is 9 p.m. . . . Paul Gray gets the Sahatis, Lake Tahoe, Calif., July 31.

Roadshow Rep

T. W. ANDERSON, who opened his stroller season May 20 in Durango, Colo., has found the weather against him. He did, however, pick up several indoor fair dates, which has kept business on the right side. He has a number of celebrations in mind for later in the season. . . . From Topeka, Kan., **E. R. Willey** sends the following Wallace Bruce Players roster: **Wallace Bruce**, owner-manager; **Elizabeth and Virginia Bruce**, **Charles Trumbo**, **Joan Fortier**, **Mary Jane Babbitt**, **Ruby Bruce** and **Buddy Norton**. The group made up the show in the early '90s when the org played Kansas circles. Willey would like to have someone send thru the roster of Denny's Comedians who he saw in Kansas about the same time the Bruce org was appearing in that State. Willey is a former advance agent. . . . **George Comerford** has a route of Vermont and New Hampshire fairs set for his showing of **E. F. Hanan's** "Exposure," a dramatic flesh attraction.

ANTHONY CULLEN writes from Harrisburg, Pa.: "There doesn't seem to be a tent-rep show in Pennsylvania any more. We see a few med shows under canvas and they seem to get fair crowds. But there's no dramatic shows. I lay this condition to the show that was given in the days when tent shows were numerous here. **Harold Winings** tried to play Broadway bills one season but they wouldn't go over. He said that other bills, as the old-time 10-20-30 bills wouldn't catch on either. There is a more or less prejudice against Broadway bills when they get into the country. This also is true in fairly large cities. I saw almost a thousand people in a med tent show last summer and the show was good and played to small admission

prices. The folks seemed to be as interested in the med talks as they were in the vaude presentations. When I inquired of the show manager where he obtained such good med chatter he replied: 'I had it put together by someone who knew his business. The trouble is, he said, 'too many med shows try to portray the roles of salesmen as well as actors and it just won't go. Good lectures are worth more than a good show.' He may be correct at that."

JIMMY GALE, well-known rep and dramatic performer, advises from Newark, N. J., that he is recovering from a recent illness which necessitated the amputation of his right foot. . . . **J. Austin Trainor**, C.D.A., is visiting in Toronto and London, Ont., and Detroit. Ill health kept Trainor from producing the Easter Monday show in Charlottetown, P., E., I., which he had directed for over 35 years prior to this year's showing. . . . **W. G. Wheeler**, who headquarters in Trenton, Neb., opened his summer platform show June 1. He plans to spend most of the summer playing Western Kansas. He says: "I'm glad to see that some tent shows will go out this year. I believe that they had better carry fewer but better performers rather than try to put too much on stage. It would also be wise for them to carry some new talent. I've seen the same faces in these shows year after year. They also could cut down on the concert or fun show ballyhoo. The few extra dollars they pick up isn't worth bothering with because all these so-called after shows or concerts can leave patrons with a sour taste. This Nebraska country is too cold in the winter to carry on. I have a family show which helps but even so I'll move down into Arizona next winter."

Drivin' 'Round the Drive-Ins

S. L. OAKLEY, vice-president and general manager for East Texas Theaters, Inc., announced that construction has started on the Lufkin (Tex.) Outdoor Theater. The drive-in will have capacity of 678 cars and will have an auditorium which will be year-round air conditioned. It will seat 300 patrons. . . . About \$400 in cash was taken from the Twin-Vue Drive-In Theater, Odessa, Tex., by thieves who broke open a snack bar door to gain entrance to the drive-in. The office and desk of **Attus Boyd**, manager of the drive-in, was also ransacked. . . . **Mrs. C. W. Matson** has opened the new Lee Drive-In Theater at Giddings, Tex. **Dorothy Matson** has been named temporary manager. . . . East Texas Theaters has opened the new Circle Drive-In at Henderson, Tex. The drive-in has an auditorium with 300 seats, which is year-round air conditioned. . . . **Mr. and Mrs. Henry Reeve** have opened the new Mission Drive-In at Menard, Tex. The drive-in has a capacity of 200 cars. The Reeves also own the Mission Theater there, which will be operated on Saturday, Sunday and Monday, while the drive-in will operate nightly. . . . **T. W. Horton** has been named manager of Caprock Drive-In Theater, Slaton, Tex., which has reopened for the summer. . . . **O. T. McGinley** has opened the new 400-car capacity McLennan Drive-In Theater at McGregor, Tex. The theater has a patio, snack bar, rest rooms and playground for children.

Spire Drive-In at Hale, Mich., May 30.

PHIL LOEW, manager of E. M. Loew's Theater, Worcester, Mass., has been named manager of the circuit's West Boylston (Mass.) Drive-In, replacing **Nate Goldberg**, resigned. . . . **Jacob Asadorian** has sold his Manchester (N. H.) Drive-In to the Nathan Yamins Theaters, Fall River, Mass. . . . Theaters of New Hampshire, Inc., a new firm headed by **Arthur Dickey**, Manchester, N. H., has purchased the Alton (N. H.) Drive-In, 300-car capacity. Other principals in the new corporation are **Charles A. Hunt**, vice-president, and **Francis Richards**, treasurer. . . . **Paul W. Amadeo**, general manager, Pike Drive-In Theater, Newington, Conn., has been distributing car bumper promotion strips to patrons. The strips plug the theater, with copy reading: "Let's Go to the Pike Tonight!" . . . **Bruno Weingarten**, manager of E. M. Loew's Norwich, New London Drive-In, Montville, Conn., has installed kiddie rides in the drive-in's playground. They include a Merry-Go-Round, Jungle Gym, slides, swings and seesaws. Playground admission is free. . . . **Morris Keppner**, partner in Burnside Theater Corporation, East Hartford, Conn., and **Louis Lipman**, Hartford automobile dealer, have withdrawn their application for a rezoning plea, pending before the Farmington (Conn.) Zoning Board. They had planned to build a drive-in theater. . . . **Jack Mitchell**, formerly chief projectionist, Colonial Theater, Hartford, Conn., has joined the projection staff of the East Windsor (Conn.) Drive-In. Replacing him in Hartford is **William Siracas**, formerly at the State Theater, Manchester, Conn. . . . Center Drive-In Theater, Inc., Derby, Conn., a new firm, has filed a certificate of incorporation with the secretary of state at Hartford, listing authorized capital, \$50,000; beginning business, \$50,000; stock, 1,000 shares at \$50 par; incorporators, **Amelia Bracken**, **T. Holmes Bracken** and **Irving E. Stroh**. . . .

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 3 1/2", 3" 50c; 10", 60c. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

Marriages

ALBERTS-ZIPPI—Al Alberts, leader of the Four Aces, instrumental-vocal recording unit, and Stella Zippi, non-pro, June 6 in Upper Darby, Pa.

COLLURA-ROLITA—Charley Collura, on the service staff of the Haddington Club, private membership nitery in Philadelphia, and Gypsy Rolita, night club dancer, June 1 in Millbourne, Pa.

PATTON-WATTS—Charles W. Patton, non-pro, and Mary Elaine Watts, television actress on WCAU-TV, Philadelphia, June 6 in Haverford, Pa.

Births

BLEEDEN—A daughter, Patricia Claire, May 22 in Cedars of Lebanon Hospital, Los Angeles, to Joe and Barbara Bleeden. Father is member of NBC's Hollywood press department.

BURNETT—A son, Jeffrey Joseph, to Mr. and Mrs. Howard Burnett May 22 in Women's Medical College Hospital, Philadelphia. Father is production manager of Station WIP in that city, and mother, Maggie, is a former continuity writer for the station.

FRANKS—A daughter to Mr. and Mrs. Marvin Franks, May 27 in University Hospital, Philadelphia. Father is on the managerial staff of the Tabu Supper Club in that city.

GOLD—A son to Mr. and Mrs. Marty Gold, May 29 in Philadelphia. Father is owner of the Cabana Sho-Bar, night club in that city.

NEWMAN—A daughter, Sari Riva, on May 12, to Barbara Belle, Artists' manager, and Lee Newman, at Los Angeles.

Divorces

HAUSER—Elizabeth Dolores Hauser from Robert F. Hauser, recently in Pittsburgh.

IN MEMORY
Of My Beloved Wife
VERA L. MARKS
Professionally known as Lorraine V. Wallace, who passed away June 9, 1951. "I miss you, Dear."
FRED H. MARKS

Philly Circus Date Fizzles Out in Rain

Loss of Holiday to Rain Nixes Best Opportunity for Shows to Get Well

PHILADELPHIA, June 6. — A rainout on Saturday (30), Memorial Day, nixed the possibility of the massed outdoor units gathered here for the Ringling circus date winding up with a profit or, in some instances, getting off the nut.

Business thru the early part of the week was poor for all concerned, including the circus. Friday (29) was reported good all around—the only day out of seven that the four-block area was given a taste of good business.

The holiday, which loomed bigger as the weekdays blanked out, largely because of weather, was the worst bloomer of all for the carnival and concession operations. By 8 o'clock Saturday night a number of units were being torn down.

Virtually surrounding the circus were the James E. Strates Shows, a railroader, the Penn Premier and Marks shows and a ride unit operated by Barney Tassell. In addition, independent concessions were ranged along about two blocks.

Starting off slowly, the date was no big winner for the Ringling show. Friday and Saturday brought packed houses, but the Tuesday (26) matinee was one of the lightest the show has had in a long time and there were plenty of empty seats at the night performance.

Altho comparatively close to the downtown section of the city, the location is judged a poor one both because the residential areas most likely to support the circus are located an hour so more away on the other side of the city and because Broad Street, on which the show fronts, winds up in a dead end only a couple of blocks south.

It was rumored that the Ringling show would prefer to shoot for another location next year, both because the current stand is in the "wrong end" of town and because of the heavy influx of carnival operations.

N. J. Firemen's Test Case Gets Them Indicted

LITTLE SILVER, N. J., June 6. —The volunteer firemen of this community held a widely publicized "test" fair here this week with games of chance in full operation, to find out what would happen under a recent State-wide crack-down on charity gambling.

On Monday (1), the answer was that after wheels of chance and other games had been running for an hour, the fair was closed peacefully by its officials on orders from the Monmouth County-prosecutor. There were no arrests and nothing was confiscated.

The fair had been advertised as an advance one-night event prior to the firemen's customary summer fund-raising carnivals. It was held in tents on a field adjoining the new \$60,000 firehouse, on which \$15,000 remains to be raised.

About 1,000 persons were in attendance at the affair, which got underway at 8 p.m. About an hour later, a group of county detectives arrived in two cars in company with the county prosecutor. Boos and shouts greeted their arrival. The prosecutor announced that he was ordering the fair closed, and asked for cooperation which he promptly received. As the crowd was dispersing, there was some confusion and 10 State troopers were called to maintain order.

Thursday (4), the Monmouth County grand jury voted an indictment against the fire company on charges that the firemen had maintained a gambling place in connection with a charity fair. The grand jury also handed up a presentment in the case to Superior Court Judge F. T. Lloyd

(Continued on page 62)

Monkey Carnival Popular at Miami Tropical Hobbyland

MIAMI, June 6.—Tropical Hobbyland, zoo and Indian village here, has installed a monkey carnival section equipped with a variety of devices, including miniature Ferris Wheels and Carousels, plus large squirrel cages.

J. J. Segal, owner of the park, says that the new set-up has received fine public response. It enables visitors to see the animals in action at close range. Exercise afforded the animals because of the new devices has produced a general improvement in their physical condition, he said.

The Carousel and Ferris Wheel are too big to be turned by monkey power, so are equipped with motors and coin slots. Coins dropped into the slots by visitors operate the devices, with proceeds going to Miami charities.

Universal Newsreel and Fox-

Kochman Sets Lengthy Route For Daredevils

PATERSON, N. J., June 6.—Reporting more dates booked than at any time in the past, Jack Kochman this week journeyed to Indianapolis where his hell drivers equipment has been moved for training purposes.

Kochman said that five new features are included in program plans for this year. The best of the standard track thrill presentations will be retained.

The personnel remains the same, with veteran Art Hoard doing the announcing. The drivers are Neil Hamilton, George Patton, Johnny Rogers, Jake Plumstedt, Marty Stepka, Stacy Pennington, Jimmy Baker and Luiz Bocaro. Back again after a year's absence is King Kovaz as Jasper the Clown. Assisting him is Bill Arendel. The advance is being handled by C. O. Hart and Joe Reider. Bill Skinner is billposter.

The Kochman Hell Drivers were the subject of a recent article in True magazine.

Business Okay In Ireland, Ortons Report

DUBLIN, June 6. — Despite a high rate of unemployment in Ireland, outdoor show business is doing okay, according to Dorrie and Vern Orton, high performers known as the Sensational Ortons. The duo recently wound up a month's engagement at the annual Spring Show here, an event similar to American fairs.

The Ortons report that the fair, which is held by the Royal Dublin Society, features horse jumping, has industrial exhibits similar to those in the U. S. and much farm machinery from the States is on display during the month-long event.

Midway line-ups, however, differ considerably. Emphasis is on major devices with kiddie rides getting little attention. Most rides at the Dublin event were of American origin but quite aged. Three back-end shows operated, with the African Village doing the best business was midget as its featured attraction.

Movietone News recently used the monkey section as the basis for short subjects.

POTTERY PITCH PROVES NOVEL CONCESSION

MANLIUS, N. Y., June 6.—A smashing success at Suburban Park here Memorial Day week-end was a new concession which permits patrons to break dishes by throwing balls at them. The cost of operation is cut by the almost-free dishes that are obtained from a near-by Syracuse pottery firm that discards the plates as rejects. A two-by-four at the rear runs across the width of the stand about two feet from the ground. Suspended from the rear of the board and hanging so that they are almost completely in sight, the plates await the patron who attempts to break three dishes with three balls to garner a top-shelf prize.

Robert R. Doepker Is Heart Victim

CINCINNATI, June 6. — Death claimed one of The Billboard's most loyal employees and ablest workers the past week when Robert R. Doepker, 42, for the last 16 years an associate editor in the Cincinnati office, fell victim to a heart attack at his home in Bridgetown, Cincinnati suburb, Monday night (1). Doepker was stricken at 7:30 p.m. Monday, shortly after returning from a golf course. He lapsed into a coma a few hours later and succumbed at 11:20 p.m. His widow, young daughter, father and two brothers were at his bedside when he died.

Active in his youth as a baseball, football and basketball player, Doepker came to The Billboard 23 years ago as an employee in the circulation department. He became an associate editor 16 years ago under the late A. C. Hartmann and Claude R. Ellis, editors in chief, and since has served as an editor and writer in both the indoor and outdoor departments of The Billboard. For many years, and up until the time of his death, he also conducted the Pipes for Pitchmen column under the pen name of Bill Baker. He numbered among his friends many members of the outdoor show world, as well as countless performers in the night club field.

In addition to his various duties with The Billboard, which included a hand in the make-up of the publication each week, Doepker was make-up editor and chief liaison man for Vend magazine, a monthly published by The Billboard Publishing Company.

Doepker was a veteran of World War II and served more than two years in New Caledonia as a member of the military police. He suffered a heart ailment soon after his release from the Army, which confined him to his bed for more than three months. He suffered a recurrence of the ailment three years ago but had recovered and was apparently in good health since that time.

Surviving are his widow, Mrs. Anna Mae Doepker; a daughter, Mary Sue, 10; his father, William

Trenton Kiddie Spot Starts Big

TRENTON, N. J., June 6.—The X-Cal-Ranch, a new kiddie spot operated here by Juan M. Caloca, apparently is filling a need, with Sunday grosses reported in excess of \$2,000, despite little help from the weather.

Week-day business, altho considerably lower, is reported constant and lucrative. Also, it is reasoned, the best earning days for the moppet funspot are still ahead.

The funspot, located adjacent to and on land owned by the New Jersey State Fair, is decorated in a Western manner, with cutouts of cowboys and cowgirls featured.

Two ticket boxes, one at the parking area and the other at the main entrance, handle all ducat sales.

RAIN, COLD RUIN HOLIDAY IN EAST

Beaches Are Particularly Hard Hit As Few Areas Escape Bad Weather

NEW YORK, June 6.—A rain-saturated Memorial Day, in variance with advance forecasts, and unsettled weather on Sunday (31) turned the counted-on holiday week-end into a bloomer thruout a big Eastern area.

The rain was heavy and constant thruout most of Saturday and accompanied by unseasonable cold. Sunday, which dawned bright and sunny in some areas, turned gloomy early and remained that way thru much of the day. By the time it cleared, it was too late for distant spots to get any benefit.

The shore spots were particularly hard hit, since nothing about

the weather served to entice people to the beaches. George A. Hamid, operator of Steel Pier, Atlantic City, reported business at a standstill. Unfortunately, the bad weather began in advance of the holiday and kept people from journeying to the shore. Inclement weather is often beneficial to the Pier if people are on the Boardwalk, since it then offers a dual program of shelter and entertainment.

Bookings Help

The amusement parks in the area had to exist mainly on their bookings. Bus and boat parties usually show up as scheduled, no matter what the weather may be, altho their numbers and enthusiasm can be slimmed by rain.

The carnivals suffered along with permanent amusements. The weather has been unbelievably bad for all outdoor endeavors to date.

Parts of New England and up-State New York got a better break in the weather, but conditions were reported still short of ideal to aid in putting together bonanza holiday grosses.

Des Moines Fair To Spend 200G, Update Plant

Will Light Track For Races, Double Electrical Capacity

DES MOINES, June 6.—The Iowa State Fair is getting a renovation in preparation for this year's fair and also as make-ready for the centennial fair in 1954.

About \$200,000 is being spent with a view to having everything in shape for the show next year, according to Secretary Lloyd Cunningham.

Three new barns, each with a capacity of 20 stalls, are being constructed for race horses, with construction to be completed soon. Also under way are the installation of new roofs on the poultry and main exhibition horse barns and the reconditioning of the swine barn.

Work will start shortly on improving the lights around the race track in preparation for big-car auto racing which will be held for the first time on the closing night of the fair this year. This particular project, Cunningham said, would be done without a large expenditure by shifting some of the present lights and installing a new transformer.

Total improvements to the fairgrounds' electrical system, however, will exceed \$100,000. Old wiring is to be replaced, and a double set-up will be installed to prevent any black-outs during the fair. The electrical capacity also is to be doubled.

Al Speth, 41, Killed In Des Moines Race

DES MOINES, June 6. — Al Speth, 41, of Davenport, Ia., was killed Sunday (31) at the Iowa State Fairgrounds here when his newly purchased Offenhauser crashed at the finish of the big car program held by National Speedways.

Speth clipped the rear of another car, ripped thru iron fencing and sailed nearly 100 feet thru the air before smashing into a concrete retaining wall. It was believed that Speth had been trying to free a stuck throttle when he struck the rear of the other car.

The 25-mile feature race was won by Robert Slater, Redfield, Kan.



BOB DOEPKER

Doepker; two brothers, William Doepker Jr. and Frank Doepker, coal brokers, and a sister, a Franciscan nun, Sister Mary Etheldreda, member of the faculty of St. Clare School, Cincinnati. Requiem high mass was sung at St. Aloysius Church, Bridgetown, Friday morning (5), with interment in the New St. Joseph's Cemetery, Cincinnati. The family home is at 3917 Biehl Avenue, Bridgetown, Cincinnati 11.

Banner Year Expected at Hampton, N. H.

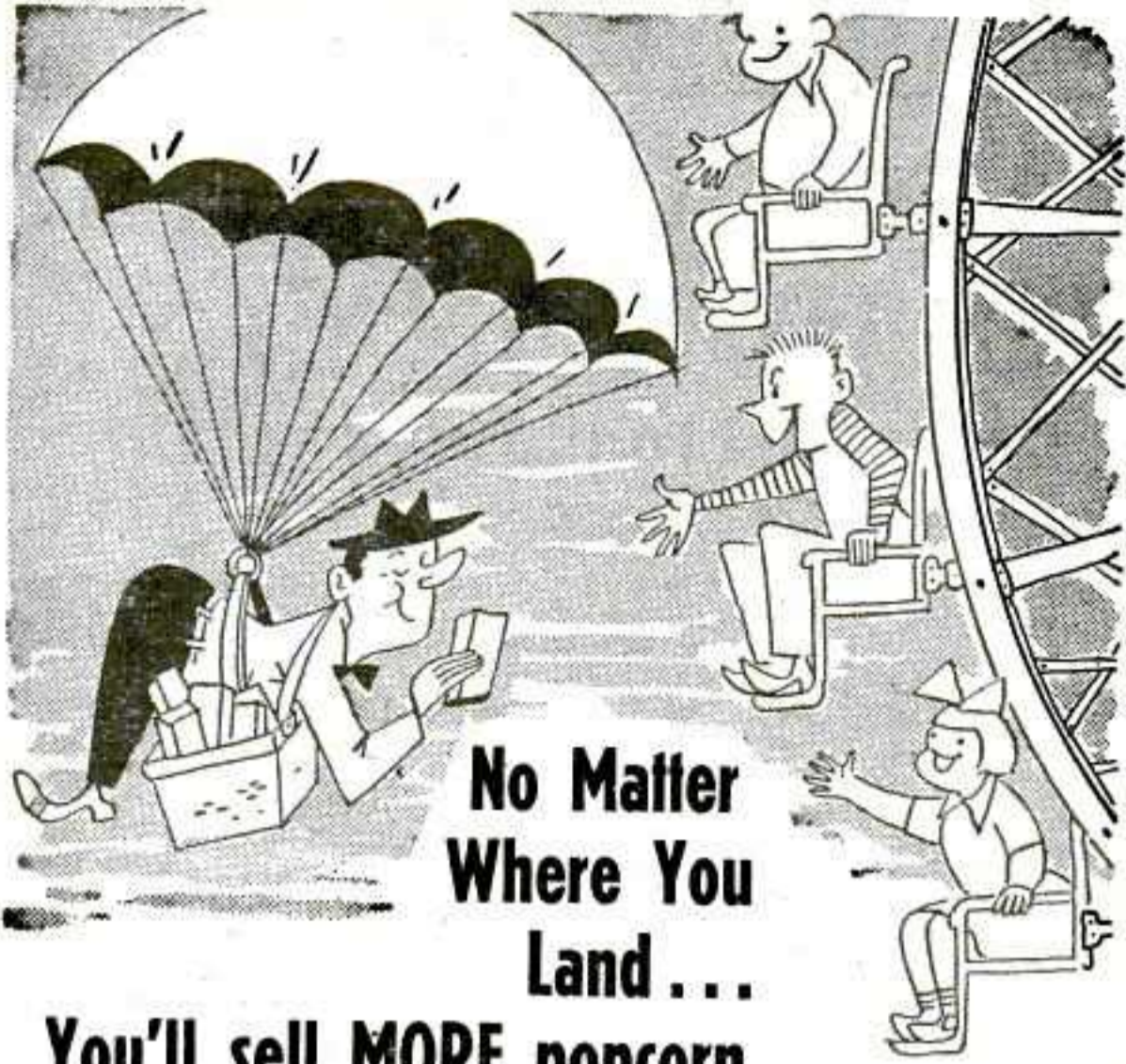
HAMPTON BEACH, N. H., June 6.—With early crowds running 25 per cent ahead of last year, inquiries running the same, and a 10 per cent increase in added accommodations, a banner season is being forecast here. Because of heavy pre-season inquiries, the beach program has been arranged and announced earlier to give fun seekers a chance to make early decisions.

Band concerts, with Chuck Hill's band, start June 20 with four concerts daily thru Labor Day. Talent shows will be held every Monday night, July 6-August 31. Pyro displays on Wednesday nights start June 25. Calisthenics classes, under direction of life guards, start June 6.

Carnival Week, featuring selection of Miss Hampton Beach, will be from August 27-September 2. The program includes parade of horrors and floats, a children's day, speedboat races, athletic day, swimming races, vaudeville shows, amateur talent show, grand carnival ball and pyro displays.

Charter Race Org

FAYETTEVILLE, N. C., June 6.—Champion Raceway, Inc., here has obtained a certificate of incorporation from the secretary of State. Authorized capital stock is \$100,000, with \$400 stock subscribed by David Bullard Jr., Myrtle C. Bullard, both of Whiteville; H. W. Brasington, Darlington, and others.



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AD DEADLINE JUNE 24th

Dallas Goes to 3-D For Agriculture Show

DALLAS, June 6.—State Fair of Texas will capitalize on the popularity of 3-D movies with an "Agriculturama" theme for its 1953 agriculture show.

The fair's popular "Story Book of Texas Agriculture," which featured a large central exhibit, plus individual displays for the 12 districts of the Texas A&M Extension Service, will be revamped with the idea to make the district exhibits give a three-dimensional effect. The individual exhibits will be wider and deeper.

Theme of the show will be "Water for Texas," bearing down on the Southwest's critical water resources problems. The area has been suffering a prolonged drought. Texas ranks second to California in areas under irrigation.

Feature Map

Large central exhibit again will feature a mammoth map of Texas, with the rainfall belt across the State indicated instead of soil areas portrayed last year. Papier mache figure of "Mother Nature" will operate a "weather machine" that will cause a simulated thunderstorm, with rain, thunder and lightning, at intervals. She also will deliver a brief lecture via wire recording.

Texas A&M again will cooperate in setting up district exhibits, which also will emphasize water usage and conservation, either directly or indirectly. Additional individual exhibits will feature the work of Negro Extension workers, Texas Technological College, Four-H Clubs, Future Farmers and Future Homemakers and Texas Beekeepers Association.

More Variety

A greater variety and quantity of actual farm products will be integrated into the district exhibits. Fair officials have discovered people still like to look at outside ears of corns, pumpkins, grapefruit, etc. However, the show will definitely stay away from the supermarket ef-

fect that characterized old-time county exhibits. All district exhibits will be animated.

Winniford Morton, youthful scenic designer who created the "Story Book of Texas Agriculture" in both 1951 and 1952, will also do the "Agriculturama." Morton will work under the supervision of Ray Wilson, fair's livestock and agriculture manager.

Ceiling of the Agriculture Building will be festooned with sheaves of wheat to hide beams.

Placerville, Calif., Starts Busy Plant Improvement Sked

PLACERVILLE, Calif., June 6.—Eldorado County Fair has outlined a number of major plant improvements that are scheduled for completion before the fair's September 11-13 run.

A new 30 by 90-foot stock barn will be completed along with a new electronics building. The fair's rifle range will be enlarged, a new concrete trap shooting range will be unveiled, and the fairgrounds lake will be deepened and landscaped.

A new veteran's memorial building, that cost \$110,000, has been completed. The fair recently donated two acres for construction of a new National Guard Armory that will be completed in the future. In addition, the fair has added a new 40 by 100 foot 4-H building for the use of the youth organizations.

According to Leo J. Anderson, chairman of the fair board, one of the leading special events this year will be the John M. Studebaker wheelbarrow race, named in honor of one of the gold field pioneers.

Hershey Park Zoo Adds 20 Monkeys

HERSHEY, Pa., June 6.—Twenty Rhesus monkeys have been added to the animal collection at the free Hershey Park zoo and have been housed in a large cage which served as a bird hall in pre-war days. The zoo collection now includes black bear, deer, elk, buffalo, wildcats, llamas, timber wolves, foxes, raccoons, squirrels, a collection of Pennsylvania hawks and owls, parakeets, rare white crows, ducks and Chinese pheasants.

Rounding out the display is the Pennsylvania Game Commission's wild-life conservation exhibit, housed in a separate building. It features inanimate displays of State wild life, plus a collection of live snakes, including rattlers, copperheads and blacksnakes.

AC Cent. Pledges From Phonothon Pass 70G Mark

ATLANTIC CITY, June 6.—Pledges to the Atlantic City Centennial Celebration Committee passed \$70,000 were made during the recent five-day Phonothon for new members.

This was announced by D. M. Longsdorf, finance chairman, who said the volunteer solicitors did a "very effective job" with the telephones.

He said the committee now has 750 member firms—nearly five times the number at the start of the Phonothon.

Upstate N. Y. Spots Split With Weather on Holiday Wk.-End

NEW YORK, June 6.—Up-State parks didn't get the predicted fair weather over Decoration Day week-end, although enough fair weather did materialize to prevent complete loss of the season opener.

In many sections rain fell Friday both day and night, and Saturday found either rain, cloudy skies or cold weather preventing heavy patronage. The poor weather undoubtedly also canceled travel plans of many people who would have stopped at the funspots on their way to and from their homes.

At Manlius, N. Y., Fred W. Searle, owner-manager of Suburban Park, 11 miles from Syracuse, said that Saturday had been a poor day, although a sunny but cool Sunday had resulted in healthy patronage for his park that day.

At Auburn, N. Y., Joseph Padlick, manager of Owasco Lake Park, said that Saturday had been poor, but Sunday had turned into a good day.

Roseland Does OK
Roseland Park, located on the outskirts of Canandaigua, N. Y., and owned by William Muar, reported a fair Saturday with a good Sunday, despite the cool weather that prevailed over the holiday week-end.

At Elmira, N. Y., city-owned Eldridge Park was subjected to cool weather with scattered

showers on Saturday. While its Saturday earnings were held down, it enjoyed good Sunday business.

All the parks are optimistic about the outlook for the upcoming season. They report heavy picnic bookings for this month. The majority of the picnics will consist of school classes, which produce heavy ride business.

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 Set Numbered Ping Pong Balls ... \$12.00
 Replacements, Numbered Balls, ea. .30
 3,000 Jack Pot Slips (strips of 7 numbers). Per 100 ... 1.25
 Middleweight Cards, 5 1/2 x 7 1/2, White, Green, Red, Salmon, Yellow. Per 100 ... 2.00
 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M ... 1.50
 Plastic Markers, Red or Green, round or square, 3/8" diameter, M ... 2.50
 Scalloped Edge, Green only, M ... 2.00
 Smaller Size, 3/8" diam., Red or Green Plastics, M ... 1.50
 Adv. Display Posters, size 24x36, Ea. .15
 Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for ... 15.00
 Thin, Transparent Plastic Markers, Brown, 3/8-inch, Per M ... 1.00
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 Round white N.J. Cardboard Markers, 2 sizes; 1/4 inch diam., 1800 to lb.; larger size, 3/8 diam., 1000 to lb. Either size, lb.85
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Talent Topics

Rietta, sway pole, and Gautier's Steeplechase, dogs, are currently featured free acts at Kennywood Park, Pittsburgh, along with George Arnold's "Circus on Ice" which features Allen DiJohn and Pamela Dru... Flying Zacchinis are in West View Park in Pittsburgh.

Lew and Elsie Christensens, of the Aerial Christensens, worked the Decoration Day weekend as free attractions with Bodart's Blue Ribbon Shows at the Oconto Falls, Wis., celebration and sports show. Lew did his comedy bike turn as well as the aerial stink.

Bert and Corinne Dearo, muscle grind and trapeze, spent Coronation Day in Montreal viewing the parade and festivities. They recently closed a three-week stint in Northern Quebec and will return to the Midwest via New York. The Dearo's also visited with friends in Montreal's Belmont Park.

Eddie Matie, known along clown alley as Loko the Clown, recently wound up a series of park dates in the New Orleans area and prior to entering more park engagements has set a series of store appearances.

Joe Lemke and his chimps scored a big publicity break in a Colorado Springs, Colo., newspaper, while playing a Shrine date there Decoration Day. The act hit page two of the gazette with a three-column photo showing one chimp being named an honorary member of the Pikes Peak Comet Motorcycle Club. Lemke will join Tom Packs June 15.

Acts set for the June 14 "Super Circus" TV show from Chicago's ABC studios includes **Marsha Cleary**, trapeze; **Anteleks**, perch; **Maschino Troupe's** comedy horse act, **Molly**, and **Kayletta**, solo high performer. **Vic Brown** has set the following Sunday's program to include **Colleano Family**, juggling; **Jacqueline Hurley**, contortion; **Lapinos**, tight wire, and **Nolle Tate's** dogs.

Irah Watkins, his son, and their chimp act will play fairs for Barnes-Carruthers Theatrical Enterprises this season.

Lowell Kriel, of the Kriel Family, is clowning at Fairyland Park, Chicago.

Sol Solomon, high diver, sailed

Eastern States Builds Track,, Skeds 8 Days

WEST SPRINGFIELD, Mass., June 6.—OWING TO the success of last year's eight-day run, the Eastern States Exposition has again been scheduled for an eight-day period this year, September 20-27.

The addition of the eighth day last year, a Sunday, enabled the Exposition to set an all-time high in attendance, because of the two Sundays that the run encompassed. Last year's attendance reached 430,000 and Jack Reynolds, general manager, is optimistic about hitting the half-million mark this year.

The fair plant will unveil a newly-designed automobile race track this year. Now under construction, the half-mile track features two-level grades on the turns, permitting drivers to pass other cars on turns without running the risk of running out of competition. In effect, the innovation provides two tracks on the turns. One has a shallow grade for rail-hugging cars, the other a sharp pitch for drivers who wish to accelerate on the turns.

Conn. Ups Racing Fees
BRIDGEPORT, Conn., June 6.—The State Senate and House agreed this week that auto race track proprietors do not pay a high enough fee for doing business. They approved a bill raising the permit fee for each program of auto racing from \$10 to \$20.

Out in the Open

Henry Greenhall, in charge of Detroit Zoo animals, is leaving for a museum post in Trinidad... George Keller's animal act is at Riverside Park, Agawam, Mass., thru Sunday (7).

Aut Swenson, top man in the Swenson Thrillcade, and **Yvonne LaCosta**, fem stunter with the show, were interviewed on ABC television Thursday night (4) when the show was videoed from a Chicago speedway... **Sam Levy Jr.**, of the Barnes-Carruthers' Des Moines office, is now working out of the firm's Chicago base.

George A. Hamid was guest speaker at the regular meeting of the Kiwanis Club of Philadelphia in the Bellevue-Stratford Hotel last Monday (1).

Len Humphries, Toronto, former manager of the Hamid-Morton Circus, was in New York Friday (5) on a combination business and pleasure trip. Len reported he is feeling fine after recent hospitalization.

Joe Godin, of Interstate Fireworks Company, Springfield, Mass., shot a coronation show for the city of Fredericton, N. B... The famous El Dorado Merry-Go-Round at Coney Island, N. Y., rates a mention in the "Strange But True" column conducted by **Moe Morningside** in True magazine for June..

Dorothy Packman, office manager of the George A. Hamid & Son agency, is back at her desk again after a six-week tour of Europe. Dorothy, along with **Midge Cohen**, visited most of the countries in Western Europe and England.

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Hamid Revue Contracted By West. Annual

NEW YORK, June 6.—Contracts for the presentation of a George A. Hamid revue at Westchester County (N. Y.) Fair were signed here Wednesday (3) by E. D. Kelmans, fair president, and George A. Hamid Sr. The pact calls for the staging of the Ideal Revue on each of the seven nights, September 6-12. The event will be held at Indian Point Park, Peekskill, N. Y.

The featured thrill act will be Leon de Rousseau, imported and presented in this country last year for the first time by the Ringling Bros. and Barnum & Bailey Circus. Rousseau dives headlong from a 75-foot stanchion to a thin mattress.

Fun Program Complete
Kelmans reported his entertainment program complete with the signing of the revue. Other show features include the O. C. Buck-Model Shows on the midway and the Jolie Chitwood Hell Drivers. The daredevil group will stage performances on opening day, Sunday (6) and on Friday night (11).

The fair, staged at Indian Point Park last year for the first time, had only a few professional attractions, including a rodeo, because of the late start in planning. Kelmans said that in the success of the initial event, despite the loss of Labor Day to rain, indicated that the fair would support a full schedule of attractions.

Several novelty acts and a unit of the Joe Basile Madison Square Garden band are included in the package.

The agriculture and commercial exhibits will again be housed in tents. There is a possibility that a permanent grandstand will be started prior to the opening of the fair.

Port Huron Event Contracts Majestic

PORT HURON, Mich., June 6.—For the second successive year the paper makers' union, Local 193, has signed Sam Goldstein's Majestic Shows as midway attraction for the July 14-19 Blue Water Festival here, said Floyd Walters, midway chairman.

There will be several new features at this year's event, including a showboat on the river and the giveaway of a Schiscraft speed boat. Other scheduled special events are a kids' day, parades and free attractions.

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Dressing Room Gossip

Mills Bros.

With Ringling just a few blocks away when we day-and-dated at Baltimore for the third consecutive season, visiting was frequent, with a regular shuttle between lots. Eddie Howe, former circus press agent now operating a movie theater, also was a Baltimore visitor.

Terrell Jacobs and his son caught show at Greenbelt, as did Tony and Claire Fawcett, James Fawcett, Dr. and Mrs. Mann, and number of Mills relatives. Pvt. Norman Piccus, nephew of the Mills stationed at Camp Meade, spent a day on the lot.

Tex Lightfoot joined the clown in Billy Hammond's concert. With school out, Arlene, daughter of Jack and Rose Mills, and Mary, Janice and Danny, wife, daughter and son of Harry Mills, flew in from Cleveland to join the show for the summer.

Vacation and swimming time arrived together. Most of the gals had a dip in the pool at Greenbelt. Harry Baker and the backyard fishing devotees are already starting fish stories. Birthdays were celebrated this week by Mrs. Felix Brazon, Sasha the Clown, Marsha Burnstein, Mrs. Billy Hammond and Gus Name-dil.

Sunset Carson and Pandandle were on the lot at Greencastle, Pa. Mrs. Ray Freeland's mother visited. Other recent visitors included Mr. and Mrs. Paul Bowers, Ralph Spidell, Mr. and Mrs. Dick Rodgers, Otto Zang, Jim Harshman, Mr. and Mrs. Ed Grout, Al Deal, L. McCordell, Charley Miles, Doc and Mrs. Harbaugh, J. Shaffer, Mr. and Mrs. Chester Weddle, Frances and Mack McFadden, and Sam Weston.—PROCTOR BAUGHMAN.

Ringling-Barnum

Philadelphia gave us good business, but the weather wasn't with us. We had more than our share of rain and cold. The sun finally came out in Baltimore.

During our week in Philly, personnel on our show visited back and forth with the James E. Strates, Penn Premier and Marks show people. The Nate Eagle's midgets and the Jack Norman girl show each gave special performances for the Ringling folks. Al Schwartz celebrated his birthday, and his mother visited him for a week.

The Side Show folks gave Sealo a big birthday party in Boston. Sylvia Downs has rejoined the show, and many friends visited here in Baltimore. Ben Wilson, with the wardrobe department for a number of years, is now with Lloyd Morgan and the lay-out crew. Jackie Gerlick is our

Clyde Beatty

Laurence Cross and Ernie Burch joined the alley in Oakland. Jack Knight, press and radio man, already has them busy with radio shows.

The George Hanneford family and the Eddie Cole flying act joined the show in Vallejo. The Wallendas, Eries, Stanley Book, Tommy Sales, and Dorothy Herbert left in Oakland. Phil Escalante is the new master of the ballet and director of aerial presentations, assisted by his wife, Betty. William (Hammer-head) Dwyer returned as boss props.

Most of the personnel paid a visit to Finocchio's Club in San Francisco. Eddie Dullum and Blinky Huffman worked several morning school shows in Alameda. Dullum's birthday was celebrated with a party in Grace and Ko Ko Fairburn's trailer. Cliff (Cup Cake) Daniels presented a large cake. Lem Behler showed films of the show in the padroom following the night show in Oakland. A. W. Kennard has had a throat ailment.

Daniels, Behler and Bob Stanton all clowning in the show while we were playing Oakland. Recent visitors included: Gordon Scheimer, Don Mareks, Don Francis, Bert Martin, Mr. and Mrs. Cecil M. Norris, Bea Behler, Louis and Blanca Caucia, Ed and Rose Murphy, Dick Rasmussen, Keith McDonald and other members of the Vallejo clown club, Frank M. Silva, Ann Miranda, Ben Draper, Doug Patton, Don Latham, and personnel of the Polack show, including Barbette, Joe Sherman, Harry Dann, Andre and Norma Fox, Ronnie Johnson, Ashton Troupe, Elaine Millar, and Dolly Greene.—EDDIE DULLUM.

new agent for The Billboard.

Visitors included: Mr. and Mrs. Red Dolan, Kathy Kramer, Annie and Willie Robbins and son Gary; Joan and Danny Gordon; Mary Barnum Bush Hauck, Mrs. Felix Adler, Martha Hunter, Charley Geiger, Gary Walker, Muriel and Nate Eagles; Harry Klima, Dottie and Don Williams; Nita Krebs, Ann and Frank Cucksey; Freddy Ritter, Ray Temple, Art Converse, Jack and Bonnie Norman; Eddie Keck, Pat Gordon, George Collins Mr. and Mrs. James Strates, Bill Leon, Billy (Mona Hayes) Earl Meyers, Mr. and Mrs. Lloyd Serfass, Tanit Ikao, Rafael Zoppe, Arthur and Karol Kunde; Vicki Lester, Larry Wald, Kenny Stevens, Sandra Lee, Carboo and personell of Honey Walker's girl revue.—MARY JANE MILLER.

Hunt Bros.

* On Decoration Day we played to a packed matinee in Westfield, N. J., despite cold and rain. The sudden burst of wintry weather sent everyone scurrying for sweaters and kerosene.

On Sunday off in Summit, personnel went to Newark and New York. Lot in Summit was so small that trailers were parked behind houses and along streets for blocks.

Mildred Biron has been out of the show for several weeks. Her foot was broken when the horse she was riding in the concert lost its footing and fell on her.

We are currently playing the congested metropolitan area. It will be a relief when we hit a more isolated district where our morning jaunts over the road will be less harrassing.

Recent visitors included: Bert and Corrine Dearo, the Latinos, the Colleano Family, Harold Barnes, Roger Barnes and personnel and performers from Beers-Barnes Circus, as well as the Torrellis and Lucy and Patty Gillette. In Summit, Billy Barton motored to Olympic Park to visit Roby and Dell, Howard and Wanda Bell, and George Keller. Ray Sinclair and Paul Kay visited World of Mirth shows and chatted with Jack Rodgers, formerly clown on Hunt Bros.—BILLY BARTON.

Von Bros.

Old man weather gave us the works the past few days so all trucks are sporting mud sunbursts on the wheels. Tear-downs have been tough on the boys and they deserve a lot of credit for getting it up on those late arrivals.

Visitors so far include Mr. and Mrs. Frank Snyder, Mr. and Mrs. Herman E. Vonderheid and son, Mr. and Mrs. Graydon Wood and son, Frederick Vonderheid, Mr. and Mrs. Leon Snyder, Eddie Kuhn and daughters, Jean and Joyce; Mr. and Mrs. Bill Morris, Mr. and Mrs. H. M. Fairchild, Edna and Maxine Miller, Glenda Keller, Mr. and Mrs. Tex Rose, Sam Dock, Claire and Lee Brisson.—DOC MILLER.

Polack Western

Prior to the opening of the Sacramento date virtually the entire personnel visited the Clyde Beatty show. Jimmy Rison directed the promotion at Sacramento. Ed Raymond dug up a siren to use in his television come-in gag.

The concession department placed a wreath on Gabe Floto's grave on Decoration Day. Floto, who was a member of the concession department, passed away (Continued on page 62)

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Collins, Wm. T., No. 2: Appleton, Minn., 9-11; St. Peter 12-14; Morton 15-17; Richfield 18-21.
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(Continued on page 60)

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Midwest Holiday Takes Equal 1952

Summit Beach Reports Spending Up; Carter Lake Pier Sets New High

CHICAGO, June 6.—Business equal to last year's and excellent weather marked the Decoration Day week-end at most Middle Western amusement parks, according to a spot check made by The Billboard.

Ed M. Palmer of Summit Beach, Akron, said his spot launched a new free-gate policy, and no gate count was kept, but attendance was good and spending was 10 per cent above last year's corresponding holiday. Summit Beach opened Friday

and had the Aero-Stylites as a free act thru Sunday (31). Fireworks display highlighted the Decoration Day extras. Weather was ideal.

Carl F. Trippe of Chain-of-Rocks Amusement Park, St. Louis, said his pool business was strong but that ride traffic was down some from last year. Weather was fair, but local strikes were believed to have trimmed activity at the funspot.

Davenport Pans

Mike Fitzgerald, new manager at the Mississippi Valley Amusement Park, Davenport, Ia., reported business was about the same as last year, with excellent weather.

From James D. Carpenter, of Carter Lake Pleasure Pier, Omaha, came word of a record crowd. He said the spot scored its largest week-end crowd since 1949. Altho per capita spending was off, increase in attendance was enough to put the final gross 15 to 20 per cent ahead, he stated.

Carter Lake's new three-abreast Merry-Go-Round spun capacity from 1 to 10 p.m. both days. The Scooter topped major rides. Speed boats and cruiser on the lake suffered a big drop in business probably because of low water. Poor weather had delayed construction work on new entrances and landscape work, but those projects now are progressing. Picnic bookings are exceptionally heavy. Carpenter reported.

Weather held Detroit spots to disappointing returns. On Saturday, patronage was generally good and spending was liberal.

However, a storm moved on Walled Lake about 7 p.m. and on the other spots within the next hour. On Sunday, daylight hours were fair for business, but late afternoon rains killed the remainder of the time.

Daily Schedule Is Adopted by 2 Conn. Spots

HARTFORD, Conn., June 6.—The Connecticut park season got under way on a full-time basis last week-end (30-31), with Lake Compounce, Bristol, and Ocean Beach Park, New London, among locations resuming daily operations.

Daily schedule started May 30 at Compounce, with name band policy getting underway (31) in the ballroom. The park took on a circus atmosphere Wednesday (27), with a dozen lions and tigers and a baby elephant arriving. Irving W. Norton, of park management, said the animals were slated for display and performances during June.

The Picnic Service Center at Ocean Beach Park has opened under new management. New operators are Harry and Spiro Zingus, who acquired interests of Frank F. Lewyant and Armando J. Baldelli.

Two-Year Contract

Edward R. Henkle, New London's city manager, signed a two-year contract with the Zingus brothers, with terms calling for payment of 13 per cent of receipts to the New London city-owned-and-operated park.

Beach Activities Director Anthony J. Pero scheduled the first fireworks show on Boat Race Day, Friday (12). Other summer activities are: Folk dancing nights, free Boardwalk dancing, Nationality Nights, pool shows, swimming meets, fireworks and beauty contests.

Lesourdsville WKRC Outing

MIDDLETOWN, O., June 6.—WKRC Radio and TV Day at Lesourdsville Lake Park near here will be observed Wednesday (24), with station personnel giving afternoon and night shows at the resort.

Shows will feature audience participations and entertainment by Dave Upson and Barbara Cameron, Dick Hyde and Shirlee Jester, Jack Remington, Stan Matlock, Dolly Good and Joy, Ed Kennedy, and the Phantom Ranger and his horse, Tony. Byron Taggart, WKRC program director, will emcee the show.

Games and contests planned by station will be augmented by a large array of prizes, including a twin-oven range, refrigerator, 21-inch screen console TV set and six table model radios, all by Philco; a puppy with a case of dog food, Toni home permanent kits and dinners for two at the Hotel Alms, Cincinnati. Each child entering the park will receive a free package of candy.

Agawam Park Starts Full-Time Operation

AGAWAM, Mass., June 6.—Riverside Park swung into full-time operation here over the Memorial Day week-end and got off to a flying start on the augmented summer schedule with a 100-lap stock car race on Saturday (30) and the personal appearance of the "Howdy Doody" show characters Sunday (31), as well as free acts.

Four shows were played between 2 p.m. and 8 p.m. by the TV personalities, Princess Winter-spring (Judy Tyler), Clarabelle the clown, Buffalo Vic and Zippy the chimp, all of the "Howdy Doody" show. An added feature for the week-end was an aerial act, the Three Milos.

The park will bring in stage and high acts every week thru the Al Martin Agency, Boston. Opening on the tail end of the holiday week-end was Prof. George Keller and his wild animal act.

Other Events

Jalopy races are now set for every Tuesday evening in front

FREE SHOW

Compounce Features Jacobs' Wild Animals

BRISTOL, Conn., June 6.—A Jungle Zoo has been added to the attractions at Lake Compounce Amusement Park here. Julian Norton, park owner-operator, set the deal recently with Terrell Jacobs, wild animal trainer.

The attraction, which will be presented free to the public, includes an elephant, 12 lions and tigers, a number of cage wagons and a steel arena. The animals are allowed to exercise in the arena where the public is afforded a better view of the beasts. The elephant parades thru the park daily.

The animals will remain on display thru June. The park is doing a heavy selling job, utilizing newspapers, radio and video.

Only Conn. Display

"The jungle animals are proving a natural for publicity," Norton said, "because Connecticut is about the only State that doesn't have a zoo of any kind. In the States surrounding us, animals are on view in many public parks. But there is no zoo in our State and the lions and tigers are a real novelty."

From June 20 thru 26, Jacobs will personally appear and present his complete cat act daily.

Emerson Starts Season in Wet Weather

NEWINGTON, Conn., June 6.—Fourth season for Emerson's Wild Animal Farm here got underway on Memorial Day, but it was a total loss because of rain, according to Ralph Emerson, owner. The second day (31), however, brought twice the attendance of a year ago.

Cages, wagons, and props have been repainted circus red. New animals include a lion, sea lion, alligators, giant anteater, two-toed sloth, snake den and other smaller animals. For the first time, free acts were used, with Bob Ingraham supplying trampoline and power hand balancing turns.

Everett Barth is in charge of maintenance and Pancho Martinez is in charge of the sign shop. Terrell Jacobs and his son were among first day visitors.

5 Rides at Danville

DANVILLE, June 6.—Ride operator Earl Anderson has opened a string of five rides at city-owned Douglas park here. New this season is a kiddie train, built by the Miniature Train Company. Other rides include a Merry-Go-Round, Autos, Boats and Allan Herschell Little Dipper. Anderson has had the location for several seasons.

Currently, Jacobs is moving his complete circus equipment, including tent, wagons and other equipment, north by train from Florida.

Bob Ensworth, Jacobs representative, said in New York that other amusement park dates are now being considered for both the display and the combination package, which includes performances by the trainer.

Rocks' Spot, WNBT Slate Beauty Contest

NEW YORK, June 6.—Rock-aways' Playland and WNBT will again jointly stage a city-wide contest to discover "the girl who looks loveliest on television."

Eliminations will be staged on two Saturdays (13 and 20) with the finals slated for Saturday (27). The winner will receive a number of prizes and be crowned and featured on a number of WNBT programs during the first week in July.

Fairyland Adds New Swim Pool

KANSAS CITY, Mo., June 6.—Fairyland Park, 80-acre funspot, opened its new swimming pool here this week. Additional check-room facilities have been provided for pool patrons. The pool operates daily from 10 a.m. to 10 p.m. and features two new aluminum diving boards, recently installed.

The kiddie rides section of the park continues to retain its popularity and did healthy business during this, its opening week, while reduced rates were in effect.

Many industrial picnics and outings are slated for the spot, with one of the major ones, that of Western Auto Stores, being held today.

Saratoga Springs Spot Starts Radio Pitch for Picnics

SARATOGA SPRINGS, N. Y., June 6.—Kaydeross Park here has an eight-week tie-in with the Dave Denny and Anna Marie Thomas show on radio station WPTB. Series teed off with an interview with Jack Gross, general manager of the funspot, describing attractions and pitching for picnic reservations.

While it's too early to tell the effect of his urging groups of from 15 to 500 to call in for free reservations, picnic bookings are running ahead of a year ago. Similar pitch is being made thru six newspapers in the Albany, Troy and Schenectady areas.

Decoration Day was washed out, but Sunday (31) was above average until nightfall, when it turned cold again. It was expected that a special bus line serving the park would be put into operation within the next few days. Negotiations with the Public Service Commission and the Troy-Schenectady Bus Lines were holding up the deal.

Tashmoo Stays Closed

DETROIT, June 6.—Tashmoo Amusement Park, on an island in Lake St. Clair, will remain closed for a second season, according to present plans of the owners. Sale of the boat which previously ran to the island has ended mass transportation facilities for the spot.

Detroit Area Funspot Holds Press Preview

DETROIT, June 6.—Bob-Lo Park on Bois Blanc Island near here opened its season on Decoration Day (30). A preview opening, the day before, was attended by about 800 persons including city officials and the press.

New this season at the funspot is a trackless train, operating on paved roadways around the island. Park buildings have been redecorated. The island spot will be served by six boat trips from Detroit each weekday and seven on Sundays. Harold Gorry continues as park manager, it was announced by Troy Browning, executive head of the park company. Joe Short, midget circus clown, is back for his second season as Captain Bob-Lo, doing clown bally work.

The governor of Michigan was at the dock when the S. S. Ste. Claire departed with the preview guests for the 20-mile trip along the Detroit River. Potential picnic sponsors were included among the guests. One television station covered the event.

At the park the guests were served dinner and given the run of the rides. Joe Vitale's orchestra, which will be on the cruise boat for the season, was on hand.

Rainy Week-Ends Kill Lake Orion Outing Business

LAKE ORION, Mich., June 6.—Business has been disappointing so far for Park Island here, with 13 rainy Sundays already experienced. Now operated as a picnic park by Sterling Schaar, who leases from Carl Ruebelman, the spot is centered on the tavern and soda fountain. Ballroom and boating concessions are inactive this year.

Reinstallation of kiddie rides was under discussion this week, but no decision was reached. Robert McArdell, veteran who formerly had the roller rink and Merry-Go-Round, is assistant manager. The spot, started about 50 years ago, is linked with Detroit by a 45-mile interurban line.

Carson, Hot Shots Set for Funspots

PHILADELPHIA, June 6.—The Jolly Joyce Agency, with offices here and in New York, has signed two major Western movie attractions for a tour of parks and fairs during the summer. They are Sunset Carson with his company and the Hoosier Hot Shots.

Carson's company adds a new feature in the world's smallest bred pony, named Pal, weighing 60 pounds and only 22 inches high. The troupe will play a number of drive-ins and rodeo shows as well as parks and has been booked as featured attraction for the July 4 rodeo to be staged at Sleepy Hollow Ranch, Pennsylvania.

The Hoosier Hot Shots will play six weeks for the Joyce Agency, coming East mid-July, with dates running them to August 30.

See Sept. as Extension of Resort Season

WILDWOOD, N. J., June 6.—Plans should now be made to extend summer activity during September, declared Mall Dodson, publicity director for Atlantic City, who spoke at the monthly meeting of the New Jersey Resort Association here this week. Dodson, who is secretary of the association formed to promote the interests of resorts in the State, recommended the adoption of package deals.

"In practically every shore community," he said, "the same facilities are available in September as there are in August. Labor Day should not mean the end of the summer season. Let's all go after bonus business."

The following officers were elected, Mayor George Smock, Asbury Park, president; William C. Hunt, Jack Lamping, Mayor Eugene Tighe, Margate, and R. D. C. Ayers, Sussex, vice-presidents; Dodson, secretary, and Norman Sargent, Ocean City, treasurer. The board of directors consists of Mayor Howard Shiffler, Brant Beach; A. Paul King, Ocean County; Albert B. Johnson, Atlantic City; George Zuckerman, Asbury Park; Mayor Fred Chapman, Somers Point, and John J. Kay, Wildwood.

Galveston Firm Preps Resort for Negroes

GALVESTON, Tex., June 6.—Sunny Beach Resort Corporation is building an elaborate resort for Negroes exclusively on Eight Mile Road, according to Jules Lauve Jr., firm representative. The development is expected to be completed some time this summer and officials hope to operate it on a year around basis.

Several buildings have already been completed and provisions have been made for all facilities. Space has been provided for mid-way attractions, expected to be brought in on a contract basis.

ANCIENT ENGINE GOES MODERN

AUBURN, N. Y., June 6.—After 50 years of operation at Owasco Lake Park, the Cagney coal-fired locomotive that pulls the park's miniature train has received a new lease on life. Joseph J. Padlick, manager of the lake-side funspot, has installed a small gasoline motor in the tender which operates the engine via fluid drive.

The engine gives all the appearances of going thru the driven-by-steam motion except that it lacks the smoke. The engine can be operated by steam if necessary by removal of the fluid drive gearbox and replacement of locomotive grates.

The train operates over a half-mile of track that runs thru the park's picnic grove and along the shore of the lake. The locomotive was purchased in 1900 and has operated every year except two.

Olympic Marks 37th Birthday, Treats Patrons

IRVINGTON, N. J., June 6.—Olympic Park will mark its 37th Birthday next Tuesday (9) with a treat of free coffee and cake for its customers. The former picnic grove was taken over and developed by Henry A. Guenther in 1916.

Acts for the week will include Vito Beronini, high wire; Woolford's trained dachshunds; Chai Somay, acrobat, and Maxie and Millie, musical clowns.

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Coney Island, N. Y.

By UNO

Chamber of Commerce members are seriously considering renewal of the Mardi Gras this year after a four-year elimination that was due to insufficient contributions by ops and concessionaires. Several meetings of the promotional committee on the subject, the last one on June 4, brought favorable response.

Fred Sindell, besides operating a large freak show, has gone in extensively in the ride field. From Woodside Park, Willow Grove, near Philadelphia, he has acquired a Rocket Ride now tenanted at the corner of West 12th and the Bowery, formerly occupied by a Looper. Alongside is another Sindell thriller, the Whirl-a-Way, and opposite is the big spectacular Gyro-globe in which he is partnered with Cornelius Kyrimis, of Kyrimis Ride Park, that houses the Hurricane, Looper, Whip, Boomerang and Giant Looper Plane. Sam Steinhart is manager for Sindell at the Rocket and Whirl-a-Way, where the crews are Al Horwitz, H. Rocco, Al Schwabberger and Daniel Bushell, for the former, and John J. Willy, C. Smith, J. Lewis and B. Kreitzer, for the latter. Four concessions skirting the Bowery front of the park are Steve Mavis' food stands, Fred and Al Levy's new fishing game, Frank Russo's bazooka range and Jack Merr's high striker.

Frozen custard vendors selling their product at 10 cents registered a beef before the Chamber of Commerce to the effect that a few others had lowered their price to a nickel. The Chamber took the matter in hand, summoned the price reducers to the office and succeeded in ironing

out the matter, with the result that a dime will be adhered to by all concessionaires hereafter.

The License Commissioner's office has issued an order, now that all girlie shows are tabooed, that no fems, unless they come under the freak class, be allowed to take part in the ballys fronting the four-freakery spots on the Island. . . . First of 13 displays of fireworks on June 16 will be dedicated to the coronation of Queen Elizabeth. . . . The third annual Coney fishing contest, held last week, drew the largest entry list in its history, with a record of over 3,000 anglers registered. Conducted by the New York Park Department and sponsored by "Nathan's Famous," a total of 2,361 participants tried for the more than \$1,000 worth of prizes. The contest was held on the Steeplechase Pier. . . . Sandy Ehrman, brother of Coney's publicity chief, Monroe Ehrman, is now managing Fascination on Surf for Nat Faber. . . . Philip S. Geraci, former Air Force policeman, has written and recorded a rollicking tune called "on the Coney Boardwalk" that has all the earmarks of becoming a hit. . . . Bruno Puddu is back on Surf operating an archery game, capacity 14 positions.

Julius Heffer has been returned to the all-round-man position at Cavalcade Variety show, where the entire staff is mourning the sudden death from a heart attack of ticket taker Al Kantor, 51, who died May 29 at his home in Sea Gate, leaving a wife and two children. A brother-in-law is Dave Finkelstein, lawyer for the Sea Gate Association. . . . Murray Handwerker, of Nathan's Famous, took time off, of all times, over the busy Decoration Day week-end to vacation thru New England on a golfing tour. . . . Fred Sindell, in addition to his big freak show and three rides, has also Princess Lola, 715 pounds, and Prince Arthur, 49 pounds, constituting the "World's Strangest Married Couple," touring with the Royal American Shows in charge of Walter Kann, G. Lambert, C. Ellison and I. Galato. Sindell is also contemplating another unit of oddities for the Amusement Company of America. . . . Sam Yakia, ticket seller for Joe Bonsignore at Thomson's Roller Coaster, is celebrating his 40th year in that capacity on Coney. This is his 12th season for Bonsignore. Fifteen years before that he was with the World Circus freak show and prior to that was a lifeguard on the beach. He also sold tickets for several seasons with the Johnny J. Jones Exposition. . . . Val Carbone is operating a shooting gallery (Coney has a total of 10) on Surf for his 20th year. Brother Louis has a novelty souvenir shop a block away. . . . Dave Rosen has outfitted a corner of his Palace of Wonders with complete kitchen equipment and a choice lounge for personal use, the same as Harry Nelson has had for a long time back of his high striker and doll rack on the Bowery and as Fred Sindell has at his Cavalcade Variety show. . . . The Federation of Jewish Philanthropies sponsored an art show presented by the Coney Island Community Center at its club house on West 31st Street May 25-29. Mrs. Ruth Gunshur was chairwoman of the exhibit.

Old Orchard Expects Influx Of Can. Dollars

OLD ORCHARD BEACH, Me., June 6.—Canadian dollars will again be the keynote to the season here, it was indicated at a recent meeting of the Old Orchard Beach Chamber of Commerce, at which the 1953 flacking and general program for the beach resort was discussed.

Russell E. Ross, executive director of the organization, said pre-season inquiries are running high, especially from Canada. Extensive improvements have been made in amusements at the beach front, and ops are optimistic for a banner season, he said. A new two-color brochure has been prepared and will be available for distribution soon.

Gerety Sells Rides To New Kiddieland At South Bend, Ind.

SOUTH BEND, Ind., June 6.—Eight kiddie rides have been trucked here from Shreveport, La., and set up in a new Kiddieland at the county airport grounds. Funspot, located near a Bendix Corporation plant, bears the name Airport Kiddieland, Inc., with John R. McNeice, of Minneapolis, as operating head.

The rides were purchased from B. S. Gerety, with Joe S. Scholibo handling the deal. Joe R. Smith and Clyde Talmadge came here from Shreveport to assist in setting up the equipment.

Bridgeport Kiddie Fair Is Open for Season

BRIDGEPORT, Conn., June 6.—The Kiddie Fair here, near a large food concession on Boston Avenue, is in operation for the summer. Attractions include a Merry-Go-Round, Roto-Whip and Boat Ride. The spot operates from 5-9 p.m. daily, and from 1-9 p.m. on Saturday and Sunday.

RALEIGH, N. C., June 6.—A State charter has been issued to the Richlands Amusement Company, Richlands, to operate a drive-in theater, and other amusements. Another charter was issued to the Rockmill Recreation Park, Inc., to operate a swimming pool and other amusements at Henderson.

COMING UP!

A new feature—"Seeing Them Anew"—a series of staff-written features detailing the policies, facilities and personnel of some of the leading amusement parks—will be presented in The Billboard starting with the July 20 issue. Roseland Park, Canandaigua, N. Y., will be spotlighted in the first article of the series, which will provide park operators with many valuable tips on how they might improve their own operations.

Union Outing Builds Big Day For Lakewood

ATLANTA, June 6.—Lakewood Park's Fun City played host Saturday (30) to Local 84 of the International Brotherhood of Electrical Workers when the organization held its annual outing and fish fry. Union officials and Mike Benton, the park's president and general manager, estimated 5,000 members and their families attended the affair. Special activities were staged for the entertainment of the group, and the park's rides and shows received a healthy play.

The park's concessionaires report better-than-average business so far this season, a sharp contrast to park concessionaires further north who have been plagued with cold weather and rain. The park's miniature train, recently purchased by Asa Bryant, is being operated by him.

Future highlights of park activity will include the appearance of the "Howdy Doody" TV show characters, Clarabelle and Buffalo Vic, who will appear Saturday (13). Wednesday (24), the park's beauty contest will be held, with some 40 Atlanta beauties vying for the beauty queen crown.

Kiddieland Stymied

PHILADELPHIA, June 6.—Julian B. Shapiro, president of Stenton Park Corporation, has run into zoning complications with his plan to build a \$100,000 Kiddieland here. The spot was to have included a kiddie coaster, Tank, Jeep and Trolley rides.

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CITY

Coronation Primes King-Cristiani's Canadian Starters

Show Joins Brantford Cele, Tabs Top Business; St. Catherines Big

BRANTFORD, Ont., June 6.—King Bros. & Cristiani Circus, playing here on Coronation Day (2) scored three - performance business and took part in local observance of the crowning of Queen Elizabeth.

Jaycee auspices worked with city officials in planning the double event. Coronation parade included seven bands, veterans, scouts and other groups and marched to the market square where ceremonies were staged. King-Cristiani's street parade then moved thru town as the second part of the procession. Show line-up was augmented by a local band. Officials estimated the parade crowd at close to 10,000.

Circus matinee drew a strayed turnaway and a second matinee was given. Night performance was capacity. At the second matinee, Sylvia Caroli fell from her perch rigging and was slightly injured. Auspices official reported the club's gross was \$1,800 and the net was \$1,300. Show played Agriculture park, a half-mile from the center of the city. Fan E. W. Cripps had his miniature show on display at the store used for downtown ticket sales.

Ringling Opposition

King-Cristiani was the only American show in Canada for the Coronation holiday, altho several others are scheduled to go into the Dominions. Ringling Bros. and Barnum & Bailey will play the same Brantford lot July 7. R-B placed opposition ads in Brantford papers for three days prior to the King appearance.

Coronation festivities also figured a day earlier, when the show played St. Catherines under Jaycee auspices. Matinee was

Cole-Walters Business Dips

WASHINGTON, Ia., June 6.—Business for Cole & Walters Circus took a new drop in recent days, with Iowa towns failing to come thru with anything better than half houses.

Memphis, Mo., on Thursday (28) turned out a 30 per cent matinee and only a scattering at night. Weather was excellent by 11 a.m., but farmers were busy and those away from the fields were at a cattle sale.

Show owner Herb Walters said both performances at Fairfield, Ia., on Decoration Day (30) were half filled. It was the hottest day so far this year in the town. Washington, the Tuesday (2) stand, had a half house for the matinee and one-quarter at night. Farmers here were busy in the fields during the good weather.

EACH BETTER THAN LAST

Hagan-Wallace Turnouts Grow in Upper Michigan

MARQUETTE, Mich., June 6.—Hagan-Wallace Circus, fresh from a stretch of bad weather, played to progressively better business for five days in Michigan.

Show arrived here Wednesday (3) at peak of area-wide search for convicts who had escaped from Marquette prison, and police roadblocks were inspecting all vehicles. Delay of show trucks at these roadblocks caused a slightly late matinee.

Business during the past days started low at Alma, Mich., Friday (29), with quarter and half houses. Next, Decoration Day (30) at Cadillac, gave three-

strawed and two night shows were necessary. First was a turnaway and the second was a strong three-quarters.

Show had cleared customs at Niagara Falls, N. Y., late Saturday (30) and made a quick move to clear a 4 a.m. curfew on Sunday truck moves. Change in lot at St. Catherines was necessary because of mud, but weather was clear and warm.

During its final stands in the States, King-Cristiani had full and near-full houses at Meadville, Pa. (28); two capacity houses at Jamestown, N. Y. (29), and near - capacity houses in Niagara Falls (30).

Lot was changed at Niagara Falls. At Jamestown, visitors included Elmer Jones, former two-car show owner, and Malcolm Fleming, show agent recently released from a hospital, caught the show at Meadville.

An explosion in the show's cookhouse trailer at Jamestown destroyed the tractor and damaged the front of the trailer. Accident was caused when a flare ignited a gasoline tank. It occurred at 1 a.m., before other portions of the show had arrived on the lot.

Packs Tells Line-Up For 9-Week Season

ST. LOUIS, June 6. — Tom Packs' headquarters here has announced the line-up of personnel for his summer season. Opening has been set for Cairo, Ill., June 15 under Shrine auspices. Following dates in Southern Illinois, the show moves to Tennessee for a week which will be followed by the 10th police circus in Evansville, Ind., and 11th Shrine circus in St. Louis' Public Schools Stadium, June 30-July 5.

Season will run into second week of August with time off only for jumps.

Packs will be assisted by Jack Leontini, who'll divide his time between the show and advance work. Karl Wallenda will be in charge of layouts, John Manko will head the working department and Arthur Grotelert is electrician.

Dave Murphy, formerly with Ringling-Barnum, will be announcer. Jules Shankman will again be musical director and Deane Chapin is vocal soloist. Ray Goldsmith is the treasurer-auditor.

The following acts will be in the line-ups:

Larey Sisters and Wallyetty Sisters, cloud swings; the Eddies and Bouncing Valentinos, trampoline; the Three Fearless Stars, aerial; Bill Buschbom's Liberty horses; Noel Franks' Liberty

quarter and half-house crowds. Monday (1) at Sault Ste. Marie brought out only a one-quarter house for the matinee but a capacity night.

Average continued its climb at Newberry, on Tuesday (2), with a near-capacity matinee and 60 per cent night turnout. And it reached the top here Wednesday (3) with two capacity houses.

The good fortune received a set-back, however, when the auspice at Duluth, Minn., canceled the show's Friday and Saturday (5-6) stand there, and the city withdrew its permit. Lions Club claimed the show policies had changed since the contracts were signed.

Polack Western Business Holds High in Calif.

Sacramento Opening Termed Best of 18; San Francisco Up

SACRAMENTO, June 6.—California business has continued strong for Polack Bros.' Western unit. Starting May 28 with the best of 18 opening days here, the show has played to consistently heavy crowds since. Eleven-day run ends Sunday (7).

Surprise was a string of sellouts on Decoration Day week-end. Cool weather favored an indoor circus and discouraged excursions to outdoor resorts.

At San Francisco earlier, the gross was reported 15 per cent over last year's and only a shade below the banner run there. Most of the 24 performances were to capacity crowds.

Next playing Fresno and four other spots in the San Joaquin Valley, the show will move on to Long Beach and Pasadena and then play Northern California, with Los Angeles coming later.

Promoters' assignments include Joe O'Donnell, Fresno; Mrs. O'Donnell, Modesto; Mickey Blue, Oakland and Tulare; Dixie Hebert, Stockton and Merced; George Westerman, San Francisco and Long Beach, and Jimmy Rison, Sacramento and Bakersfield.

horses; Beverly Buschbom, Alexander and Dorita Konyot, high school.

Lemke's Chimps, the Hawthorn Melody Bears, Peterson's Bareback Riding Dogs, Frisco's Seals, Tom Packs' Elephants with James and Jo Madison, George Keller's Wild Animals, 16-girl aerial ballet, the Margas, the Karrells and The Kreislands, Roman ladders; the Asia Boys, Tong Brothers, Eastern Brothers; The Wallendas, high wire; The Shyrettos and the Sidneys, cycles; the Van De Velde, acro-juggling; the Flying Zaccinis and the Flying La Vals; Norbo, gorilla parody; the Simru Duo, aerial dances; Chai and Somay, equilibrist-contortion; Don Francisco; the Gascas and King Reynolds, tight and slack wire; Rieta, high-pole and slide; Wallenda iron jaw ensemble.

A fireworks display will be used on some dates. The Lone Ranger will be with the Indianapolis Police Circus in Victory Field, July 16-18, and Cisco Kid and Pancho will be the feature in the annual Pittsburgh Police Circus in Forbes Field, July 30-August 1.

Clown alley will have the Bentlages, Jackie Le Claire, Irvin Romig, Paul Jerome, Grover O'Day, Marino Ciniselli, Henry Boers, Arden Beecher, Jack Crippen, William Gevecker, Al Trainor, Paul Rasche, Hal Griffin, Morry Newman and Charles Heberie.

Light Crowds Plague Rogers

CORBIN, Ky., June 6.—Rogers Bros.' Circus, following Kelly-Miller in a number of Kentucky towns, was playing to small houses in most cases.

Here Monday (1), the Si Rubens show had two fractional turnouts. Matinee was unusually weak and the night house had about 100 persons. Blame went to confusion about location of the Rogers lot and that of Sterling Shows which also was in town, and K-M was in a week earlier.

Rogers was two days behind K-M at Richmond, Ky., on Thursday (28) and pulled a one-quarter matinee and 50 per cent night house. All Rogers dates were under auspices, with advance sales taking up some of the slack evidenced by the turnouts.

ANIMALS TAKE SPOTLIGHT IN R-B, MILLS DAY-DATE

BALTIMORE, June 6.—Animals and mud made the news when Ringling Bros. and Barnum & Bailey and Mills Bros.' circuses played day and date in this area Monday and Tuesday (1-2).

At suburban Timonium on the Sunday off, Mills' elephant Burma freed a trapped driver by pulling a truck from atop his car after an accident near the lot. As a result, county officials awarded Burma a plaque in the big top Monday, an episode which brought newspaper stories and pictures in time for the show's Tuesday in Baltimore. One Associated Press version of the story carried several days of the show's route.

Meanwhile, Ringling-Barnum pulled onto a muddy Baltimore lot Sunday for performances the next two days. The rhinoceros was found dead in its cage on arrival. It had been ill for 10 days and had been treated with penicillin. The carcass was rendered after a university declined it.

Rain and deep mud for the two days clipped business. Also absent from the Ringling menagerie are the two young gorillas. The rhino had been given to the show by Brookfield Zoo, Chicago, and named for the late Robert Ringling.

HAGEN WINS, PLEASES IN CHICAGO SUBURBS

By TOM PARKINSON

ARLINGTON HEIGHTS, Ill., June 6.—Howard Suesz's Hagen Bros.' Circus, previously drenched by rain, played to three-show business at many spots on its swing thru Chicago suburbs. Oak Park (29) and Arlington Heights (1) were among the winners.

At Great Lakes Naval Training Station, a flat-sale two-day stand, high wind in clear weather forced dismissal of a matinee on Sunday (31) and tear-down of the new top. But the night show was given. On Saturday the sailors filled both performances.

Show has a nicely balanced performance that generally clicks with auspices. Neat top has star-backs on one side and uses three rings. Opener has Slim Biggerstaff in his trapeze contortion number, flanked by Mildred Pyle, iron jaw, and Media Banta, traps.

Jack LaPearl, who just joined the show, together with Lee Virtue, Fancher Pierce and Jean Nelson comprise clown alley and they work hard with standard gags. Ladders number looks good and includes Dorothy Brown, Diana Wilson and Donna Pyle.

Particularly fast and well-trained is the six-pony drill handled by Jack Banta. Bert Wallace, equestrian director, works four more ponies that do a neat curb walk.

Headliners are the Reynosa Troupe (3), with Reynosa appearing first in a trap balancing turn with the kerchief grab. Clown balloon gag makes a strong laugh. Then four menage horses are worked. Barthe and Maier perch act includes a head-hand stand and an iron jaw suspension from the perch pole.

Great Cadona (Reynosa) shows a cloud swing number that features a variety of catches and climaxes with one break-away style catch being repeated three times in quick succession. Audience goes for it, and here as elsewhere the act makes a big wardrobe flash.

Beatty Nights Strong in Two Calif. Stands

MARYSVILLE, Calif., June 6.—Clyde Beatty Circus drew near-capacity business for night shows here Wednesday (3) and in Martinez on Tuesday (2). Matinees were about half filled.

Martinez, town of 8,000, had not had a circus since 1948, when Bailey Bros. was in. Foley & Burk Shows open June 9. The Beatty show drew sunny weather and had Chamber of Commerce auspices.

At Marysville, the show had the first clear day in some time but also the warmest. Jump of 150 miles was completed on time. Auspices was Junior Chamber of Commerce.

Changes in Beatty's performances recently include the addition of the George Hanneford Family, bareback, and the scheduled departure of the Wallenda Family, high wire.

The Batanas (2), handle wire work with a traditional touch that's sparked by good appearance, peppy little dance bits and jumps over a ribbon and torch. Biggerstaff returns for contortion and Barthe & Maier do acrobatics. Eddie Akins brings out the show's bull to demonstrate again that a single elephant can look good with basic tricks. Clowns return and three web girls show precision.

Banta and Wallace each have a speedy Liberty act. Then the Reynosa Trio is on with an iron jaw finale that closes with a double suspension spin and flag release box.

Harry Allen is manager and announcer. Ray Brison and Bertha Drane have the Side Show. Little Bob Stevens is in the concession spot, and Paul Pyle is general superintendent. Suesz usually is in advance.

Odyson Opens In W. Canada; U. S. Acts Join

EDMONTON, Alta., June 6.—A. J. Ody's Odyson Circus opened its season Monday (25) on the fairgrounds here, drawing a full house. The date, under auspices of the Federation of Community Leagues, closes tonight.

Show staff includes Mrs. A. J. Ody, secretary - treasurer; Rex Johnson, general agent; Walter Gray, advance advertising; George Dippie, banners; Mr. and Mrs. William Clifford, cookhouse; Esther Tamper, head of ushers; Mrs. George Dippie, tickets; J. C. Lawless, announcer; James Tamper, boss canvasman, assisted by Charles Smith; Carl Roberson, electrician; Tex Whitford, transportation; Don Hall, props, and Robert Smith, rigger and seat man.

Program opens with a spec, followed by Mildred Welbes, monkey act; Louise Weir, Spanish web; Ken Hill's lions; Hawthorn's Bears, trained by Paul R. Lemery; the Duttons, riding act; Tom and Betty Waters, perch; Dead Pan Duke and his singing dog, Tyrone; Hawthorn's elephants, worked by Lucky Friscia; Louise Weir, cloud swing, and the Duttons' riding school. Al Weir is producing clown and Bob Snodgrass does character clowning.

Bailey Reports Okay Business

POCATELLO, Idaho, June 6.—Business for Bailey Bros.' Circus has been satisfactory so far, it was reported this week. Show has made long jumps and has had unusually bad weather. It moves into Oregon next.

Show is working in front of grandstands and is using telephone promotion under auspices. Busch-Laube, Kansas City, have the concessions. Staff includes Bob Stevens, general manager; Tom Kennedy, manager; J. A. Schneck, general agent.

Telephone Salesmen (2)

For immediate year round work with long established company to sell advertising and tickets under top sponsor. Within 125 radius of Chicago. Daily collection—draw against good commission. Two deals open immediately in Benton Harbor, Mich. and Bloomington, Ill. Phone: Benton Harbor 5-8321 or Bloomington 7-3525.

AL LANDI, Mgr. Director Chicago Uptown Circuit Players 1040 W. Grand Ave., Chicago 22, Ill. Phone: Taylor 9-9223

COMING JUNE 27

in The Billboard 43rd Annual SUMMER SPECIAL

The FLOYD KING Story . . .

The saga of a circus owner who came up in the real Big Top tradition

AND MANY OTHER VALUABLE EXCLUSIVE FEATURES.

2 PHONEMEN 2

for POLACK BROS.' CIRCUS

Contact BILL KAY Shrine Circus Office Phone 5401 113 W. Broadway, Butte, Mont. Fargo, N. D., to follow.

WANTED

RELIABLE GROOM to join at once GEORGE HANNEFORD c/o Clyde Beatty Circus, per route.

PHONE MEN

Year around work for sober, reliable Men who will plug. Deals open now No collects, please.

TOM KELLY 208 Summit-Cherry Bldg., Toledo, O., or G. KARAN Eastman Hotel, Rochester, N. Y.

5-PHONEMEN-5

Sober, reliable top notchers. Hand-capped and crippled sponsored show Best deal in Michigan. UPC Book, Banners, 25%; paid daily. Wire, write, phone CHAIRMAN, Phone Glendale 11407, 72 Ionia, S.W., Grand Rapids, Mich. No collects, please.

2-PHONEMEN-2

Volunteer Firemen's deal. 25% daily, guaranteed \$100 weekly.

ROOM 232, PHILBECK HOTEL Terre Haute, Indiana

KLENKE AMUSEMENT

Van, W. Va., June 8-13; Nitro, W. Va., June 15-20. Wants Concessions—Ace, Seale, Novelties, Basket Ball, Fish Pond, Cookhouse or Grab and Hunky Panks not conflicting. Shows—Want Mechanical, Monkey or Circus Side Show or any Show of merit. Ride Help—Want Foremen and Second Men on all Rides, must be sober and dependable. Want Agents for office-owned Concessions. Contact KENNETH KLAWITTER.

Need Electric Cable?

IMMEDIATE SHIPMENT from warehouse stock of every conceivable type insulated wire and cable, including portable cable for lighting and power use, single and multi-conductor types, outdoor weather-proof wire, telephone wire, etc. Prompt attention to all requests. Write for FREE CATALOG. STANDARD WIRE & CABLE CO., Headquarters for Electric Wire and Cable, 3442 Overland Ave., Los Angeles 34, Calif.

PHONEMEN (2)

Sell special editions, new political publication, year round plenty of reloads. 25% comm. paid on the line. Free room in first-class hotel if you qualify. No collect calls! Write or come in.

BEST PUBLISHING CO. 1119 Mission St., San Francisco 3, Calif.

HUNT BROS.' CIRCUS WANTS

Lithographers who drive, Boss Canvas Man, Side Show Acts, Ushers, Butchers and other useful people. Drivers given 25% commission. Answer as per route.

Under the Marquee

Earl Shipley, AGVA rep, has been handling publicity for Earl Newberry during his vacation. . . Mr. and Mrs. Don Smith caught the Hagan-Wallace show at Sandusky, O. . . The Snell Brothers left Polack Eastern at Phoenix, Ariz., because of the illness of Tommie Snell, who now is in Memorial Hospital, Phoenix. . . Sam Ward's promotion put more than 5,000 youngsters into Ford Bowl, San Diego, for the Polack Eastern show. . . Clyde Harrison and Bill Naylor had a TV show for Polack Eastern in Phoenix, with a Shrine band, Clown Gene Randow and winners in a kids clown contest. . . George and Ruby Cutshall, Harold and Eileen Voise, and Bill Naylor all of Polack Eastern, and the Earl Lindseys, of the Gene Autry show, were dinner guests of Mrs. Bobby Thompson.

Ringling-Barnum's stand in Washington, D. C., may be cut to three or four days next season. This year's six-day run didn't pull enough big houses. . . Buck Lucas and his Wild West unit have joined Hagan-Wallace with dogs, ponies, Liberty horses and menage as well as concert. Included are Faith King, Eddie Martin, Kenny Harter, Sandy Becker, Dorothy Hill and Lucas.

Rudy's All-American Circus, which has been playing one-nighters in the South, has joined Ray Williams Shows with 16 people, four trucks, 10 head of stock, two rings and canned music. J. C. Admire, handles press for the carnival and circus.

Tony Diano and his animals are featured in The American Magazine for June. The picture story appears in the "Interesting People" section. . . Jake Posey and Charles Philip Fox are considering possibilities of a book about teamsters and baggage stock.

Eddie Jackson, of the Ringling bill car, and John M. Kelley, of Baraboo, Wis., recalled old Ringling days during a visit in New York. . . Jack and Ruby Landrus joined Gil Gray at Lincoln, Neb. . . Jack Harrison, recuperating from surgery, visited with Mr. and Mrs. Joe Zoppe and their new twins on the Gray show. . . Joe and Bebe Siegrist caught Roy Rogers' show in New Orleans and visited with the Marvels, Black Brothers, LeBrac and Bernice, the Hustrei girls and Kaylette, reports Bette Leonard, of Wichita, Kan.

Belen, son of Mr. and Mrs. Lucio Cristiani, had returned to school in Chicago. . . Daviso Cristiani has purchased a new menage horse. . . Mrs. Katy Lucky is vacationing with her husband on the King-Cristiani show and will return to her wardrobe post with "Hollywood Ice Revue" in the fall. . . The Ed Wordens, La-Blond Trio; Blondy, Bruce and George Hubler, Don Hayman, Bill Duncan, Bernard Andrews, Mike and Charles Piccolo, Gerald Walters and Herb and Chaitita Weber visited King-Cristiani.

The prime minister of New Zealand caught Polack Western at San Francisco. Also visiting were Bill and Vi Watson, Danny Thomas, Mr. and Mrs. Denny Helms, Mac McDonald, the Jogino Troupe, Joe Priest, George Savage, Doral Mack, Nugent Fallo, Bert Martin, Haydn Walker, Bob Harlan, Fuzzy Arsenneau, Gida Gilmore, Les Lee, Mario Costello, Lester LaMonte. (Continued on page 62)

WANTED

Family Act doing two or more Acts. Long season. Comedy Ford Act wanted to start Aug. 1 for season, running until Dec. 10; no layoffs. Want Billposter with own car or truck.

BAILEY BROS.' CIRCUS McMinnville, Ore., June 10; Tillamook, 11; Centralia, Wash., 13; Vancouver, 15; 16; Longview, 17-18; Aberdeen-Hoquiam, 19-20; Port Angeles, 22; Port Townsend, 23; Bremerton, 24-25.

PHONE MEN (2)

For Mid-States Grotto Convention Program and Sports and Radio Deal. Air Conditioned Office. Good Producers draw Good Checks.

HARRY F. KEHOE 3039 Main St. Kansas City, Mo.

Capell Bros.' Circus, Inc.

WANTS CAPABLE INSIDE PLAYER. Eddie Moore, Ernie Dennison, Rebel, Humpy or Andy Keller, contact at once. Wire or Phone: CAPELL BROS.' CIRCUS Platte City, Mo., June 12

Wallace-Clark Scoots For Canada; Ky. Good

DELL RAPIDS, S. D., June 6.—Wallace & Clark Circus, scooting from Kentucky to Canada, has been getting fair business since leaving the Blue Grass State, where turnouts were good. Norman Anderson, owner of the show, said here that the show's agent, Jack Turner, was back after contracting several weeks in Canada.

In Clarion, Ia., on Decoration Day (30), the show had two half houses.

Performance, strongest in the show's history, now includes:

Murillo Troupe, comedy bars; swinging ladders (4); clown baseball; Wally Ross, Liberty horses; contortion display; Miss Aerial-etta, trapeze; Jargo clown number; Wayne Newman Troupe, bareback; web number (4); clown walkaround; Walter Jennier, seal; Eve LaTour, concert announcement; Brownie Silverlake, dogs; Murillo Troupe, trampoline; Billy Powell, tight wire; clown wedding; GeeGee Powell, elephants, and Newman Troupe, posing horses. Clowns are Brownie, Archie and Melvin Silverlake, Jack Noakes and Nosey Allen. Marie-Loter plays the organ and Mike Leo has the drums.

Staff includes Anderson, owner manager; Laura Anderson, treasurer; Duncan Anderson, office manager; Francis Anderson, concessions; Frank Ellis, adjuster and business manager; Floyd Bradbury, equestrian director; Turner, general agent; Joe (Doc) Edwards, 24-hour and banners; Dorothy Turner, contracting press; Shorty Lynn, general superintendent; Andrew McFarland, boss canvasser; Pappy Johnson, kid pusher. There are eight canvassers.

Kelly-Miller's Kentucky Takes Continue Okay

SHELBYVILLE, Ky., June 6.—Al G. Kelly & Miller Bros. Circus, continuing its long stay in Kentucky, played to a capacity night house and three-quarter matinee here on Decoration Day (30).

At Lebanon on Wednesday (27), the show had a near-capacity night take and another three-quarters matinee. Show was first to make the town in about eight years. Weather has been good.

Kelly-Miller has been from a week to two days ahead of Rogers Bros. in several Kentucky towns. The Millers' outfit next takes on an Ohio trek. While Kelly-Miller has played Kentucky a couple of times before, this is the first time the show has made the State at this time of year and its longest stay in the State.

Kelly-Morris Spotty in Pa.; Pottstown Big

EPHRATA, Pa., June 6.—Pennsylvania business for Kelly-Morris Circus has been spotty, with some towns turning out well and others on the light side.

Decoration day (30) at Phoenixville gave the circus a three-quarter matinee and half house at night in rainy weather and with fire department auspice. Pottstown on Monday (1) came up with a capacity matinee and near-full night show. Another fire department auspices was used and weather was clear.

Ephrata had a three-quarter matinee on Tuesday (2), and the night house dropped to one-quarter. This was one of few towns having a circus on Coronation day which reported night attendance may have been cut by opposition from TV films from the London show.

Dressing Room Gossip Appears on Page 48

Side Show includes Dee Aldrich, manager; Bob Cusson, canvas and tickets; Wally Ross, tickets; Pearl Ferris, dancer; Floyd Bradbury, magic and vent; Myrna Silverlake, atomic girl; the Spears, fire eaters, and Marlene Bradbury, astrologist.

Concessions, Advance

Concession department has Charley Smith, boss butcher; Red Rumbell, pie car and diner, with Bill Perkins and Jimmy Elmore; Billy Griffin, novelties; John Lux, No. 1 stand; Marlene Smith, floss; Charles Hurley, Oscar Wiley and Dexter Ball, seat butchers, and Mickey O'Brien and Reno, inside concessions.

Gorilla pit show includes Frank and Gladys Ellis and John Grady. GeeGee and Billy Powell have a rat show. In the concert are Eve LaTour, Howard Riggs, Joan Jennier, Maria Murillo, Phyllis Newman and Myrna Silverlake. Cy Murray is steward, with Will Nye, Esther Wilby and Thomas Campbell; Ed Levett is menagerie superintendent, with Bobby Jean Lowe, while Wally Ross and Howard Riggs have the elephants. Others are Harper (Wingy) Hardwicke, water wagon; Phillip Kelley, electrician; William Mitchell, master mechanic, and W. J. Cunningham, assistant mechanic.

Brigade includes Sam Price, brigade agent; Bill Wilcox, Jackie Wilcox and Vic Baldwin, lithographers; Whittie Berge, billposter, and Arthur Weeks, pastemaker.

R-B Draws Big Nigh Crowds In Baltimore

NEW YORK, June 6.—The Ringling Bros. and Barnum & Bailey Circus racked up two strong evening performances during its two-day stand in Baltimore, Monday and Tuesday (1-2).

The trains from Baltimore didn't arrive the following day, Wednesday (3), at Norristown, Pa., until 11 a.m., yet the show was set up and the overture began at 2:45 for the afternoon matinee, only a half hour late. A new grassy, and exceptionally good lot was used in Norristown.

Upper Darby, Pa., gave the show good business today and yesterday (5-6), despite the show's recent week-long stand, May 25-30, a few miles away on S. Broad Street in Philadelphia.

Tomorrow (7) is a lay-off Sunday, with the show opening Monday (8) in Jersey City, N. J., where it plays thru Tuesday (9). The Roosevelt Stadium lot will be utilized in Jersey City. The show then jumps back into Pennsylvania to play Allentown Wednesday (10).

Paterson, N. J., will play the show for two days, 12-13, under the East Paterson Fire Department auspices before the show starts its one-day stands in key New England towns for one week. The show will enter Canada on Sunday (21), where it will remain three weeks before again entering the U. S. at Detroit July 10.

PORTLAND, Ore., June 6.—

The Portland Zoo will receive a free elephant if someone volunteers pay the air transportation from Thailand. Austin Flegel, Portland resident now in Thailand as chief of a government mission, said he would donate the bull. A committee was named here to raise transportation money.

JAMES ALLEN WINTERS

Wants For DIANO BROS.' CIRCUS

3 Capable Contracting Agents who can Contract Auspices in City for Telephone Promotion. 10 Top Caliber Phone Crew Managers with Crews. Also Phonemen, Bannerman, U.P.C. and Banners. Why not get with a show that has something to sell? 15 Elephants—Big Free Street Parade—All dates set solid. All Address as per route in Billboard.

AT LIBERTY

For PARKS—FAIRS—CELEBRATIONS AGENTS' CONTACTS INVITED AL. G. SELLS TRAINED ANIMAL CIRCUS

Dogs—Ponies—Monkeys—Chimps. 10 to 30-Minute Program. 4 Distinct Acts. Young Lady Trainer. Booked Solid September to May, 1953-'54-'55.

AL. G. SELLS CIRCUS 33 1/2 Monhagan Ave. Middletown, New York.

WANTED AT ONCE

Butchers, Boss Canvas Man, Prop Man and Electrician. Ground and Aerial Acts doing two or more. Pay every day. Route as follows: June 9, Hundred, W. Va.; 10, Cameron, W. Va.; 11, Carmichaels, Pa.; 12, Republic, Pa.; 13, Fairhope, Pa.; 15, Mt. Pleasant, Pa.; 16, Marion, Pa.; 17, Fairchance, Pa.; 18, Youngwood, Pa.; 19, Derry, Pa.; 20, Blairsville, Pa.

FRANCO RICHARDS—RING BROS.' CIRCUS

ACTS WANTED

For 10-15 weeks open air circus engagements, starting last week June. Acts doing two or more given preference. Need Ground Acts, five Clowns, Teeter Board, High Pole, etc. State full particulars and salary first letter. Send photos, will be returned. All engagements under good auspices. Need high-class Phone Men immediately. Auspices

CIRCUS PRODUCTIONS

Box 112 Bloomington, Ill.

PHONEMEN

Sober and willing to work from 9 to 5. I've got top dates and a full season's work ahead of Mills Bros. U.P.C.'s, Banners, Block Tickets.

(2) for Rotary date. Office ready. (1) for Kiwanis date. Opened June 1. (6) for Lions Club date. Opening June 15.

J. F. SHAFER

901 Kensington Ave. Buffalo, N. Y. Phone: Parkside 8115 (no collects)

CIRCUS WANTED!

(GRANDSTAND)

During 1953 FAIR Dates October 5-6-7 and 8, 1953

25-75% of receipts after Federal & State taxes. Capacity 6,000.

SOUTHEASTERN FAIR AGANZA

Mike Benton, Pres. & Gen. Mgr. P.O. Box 1006 Atlanta 1, Ga.

BECKER BROS.' CIRCUS WANTS

General Agent who can book strong auspices for phone promotion. ACTS OF ALL TYPES DOING TWO OR MORE. Doc Ford, the Kreil Family, the Harrisons, Roy Bible, Felix Morales, contact us. Good proposition open to Platform Pit Show. BOSS CANVASSER TO HANDLE 80 with three 30s. Working Men in all departments—Candy Butchers, Promotional Directors and Phone Men. Bob Beck and Nick Streit, contact me. Quarters and Cookhouse now open at Clark County Fairgrounds, Springfield, Ohio. All Answers to L. F. STOLTZ or RALPH GREEN BECKER BROS.' CIRCUS General Delivery Springfield, Ohio

4 GENTLEMEN TELEPHONE MEN

The leading civic persons of this prosperous Midwest forming community of 75,000 are sponsoring their second annual circus. This promotion will be conducted in an intellectual manner. Come on in to Decatur, Ill. Office opens at 8 A. M. Monday, June 15. Phone MISS STEVENS, on Sunday only from 12 noon until 3 P. M. at Decatur 4745 or 9051.

WANTED

Acts and Clowns with own transportation to play ball parks and stadiums. Send photos, state all first reply—rush.

CIRCUS

P. O. Box 288 Wilson, N. C.

ROGERS BROS.' CIRCUS

CAN USE

2 more capable Promotional Men. Good size cities and au pices. Contact SI RUBENS as per route: June 11, Logan; 12, Madison; 13, Charles-ton; 15, Huntington; all West Virginia. P.S.: Mabel Mix, contact George Penny right away.

Memphis to Shift Rodeo, Sportsmen's Show Under Cover

Mid-South Annual Skeds Many Changes; Concession Row to Undergo Widening

MEMPHIS, June 6. — Program and plant-wise, the 10-day Mid-south Fair here this year will offer many changes. Two of its major attractions, the rodeo and the sportsmen's show, which heretofore were presented outdoors, will both be staged under cover. The rodeo will move into a 6,000 capacity building, and the outdoor rodeo arena will be dismantled. The sportsmen's show will be housed in a tent, close to a canvas-

topped exhibit of sports equipment, supplies, etc. The shift for both attractions will, of course, be insurance against rain.

The rodeo is set for 17 performances, with Homer Todd, of Fort Smith, Ark., as the producer. Booked in as an added rodeo attraction is Slim Pickens, movie star.

For the first time this year, the fair will offer an amateur talent contest, set for the first eight of the fair's 10 days. Eliminations will be held in seven States prior to the fairgrounds' competition. Winner will get all-expense-paid trip to New York City, plus appearances on TV.

Another new attraction this year will be a two-day, two-a-day hillbilly jamboree with "Grand Ole Opry."

Rufe Davis, the Society Hillbilly, has been signed to appear daily on the stage of the women's building, with the Boyle Woolfolk Agency, Chicago, doing the packing. The Woolfolk agency also has booked in Ray and Arthur, unicycle-acrobatic act.

Pepsi-Cola will use two aerial acts, the Sky Master, single sway pole act, for the first three days, and the Sky Kings, double sway pole, for seven days.

Two stock car race programs will be staged on the fairgrounds track. A thrill show performance is planned for the opening night.

W. G. Wade Shows will bring in rides and shows to augment the units in the permanent fairgrounds-park installation. Exclusive games concession contract is held by Charles (Chuck) Moss of Dallas. Moss, who was here recently conferring with Wynn, said he would have 50 stock stores, half of which will be operated by him, half by individuals booked in by him.

Moss leased an Army barracks building on the grounds for a stock warehouse and office and two apartments for his office personnel.

Harold English will be in charge of the concession office, assisted by Mrs. Martha Moss.

All of the concessions will be located on Tennessee, which is to be widened to 50 feet and paved. The increased width, Moss said, would give considerable more room to center stands.

The Dallas concessionaire said that all stands would have blue and green canvas, with orange and blue bally cloths, purchased from the O'Henry Tent & Awning Company, Chicago.

Fair Dates

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The Billboard Pub. Co.

The following corrections and additions to the list of Fair Dates were received during the week ended June 5.

The complete list of Fair Dates was published in the issue dated April 11. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

Alabama

Alexander City—Piedmont Area Expo. Near Oct. 1. Frank Penton.
Anniston—Calhoun Co. Fair. Oct. 17-22. A. S. Mathews Jr.
Childersburg—Talladega Co. Fair. Sept. 21-26. J. D. Warren.
Robertsdale—Baldwin Co. Fair. Oct. 9-13. James A. Hendrix.
Scottsboro—Jackson Co. Fair. Oct. 5-10. J. P. James.
Tuscaloosa—Tuscaloosa Co. Fair. Oct. 19-24. Lawrence Dunn.

Colorado

Brush—Morgan Co. Fair. Aug. 20-22. Verne Stewart.
Denver—Denver Co. Fair. Aug. 29-30. Robert D. Buck.
Greeley—Weld Co. Junior Fair. Aug. 10-12. G. J. Mayer.
Holyoke—Phillips Co. Fair Assn. Aug. 17-19.
Hugo—Lincoln Co. Fair. Aug. 27-29. Bob Igou.
Kiowa—Ebert Co. Fair. Aug. 24-26. Fred Bachman.
Manassa—Conejos Co. Fair. Sept. 4-5. Clatus N. Gilliland.
Pagosa Springs—Archuleta Co. Fair. Aug. 29-30. Vernon Conforth.
Paonia—Delta Co. Fair. Sept. 15-18. Jess Barrow.

Georgia

Augusta—Exchange Club Fair. Oct. 26-31. Ben Paschal.
Brunswick—Exchange Club Five-County Fair. Nov. 2-7. Russell B. Henderson.
Dalton—North Georgia Fair. Sept. 28-Oct. 3. Burt Scoggins.
Hartwell—Am. Legion Hart Co. Fair. Sept. 21-26. C. W. Campbell.
Rome—Coosa Valley Fair Assn. Oct. 12-17. Arthur C. Ragsdale.
Savannah—Costal Empire Fair. Nov. 2-9. D. R. Coleman.

Kentucky

London—Laurel Co. Fair. July 29-Aug. 1. Ellie Asher.

Louisiana

Erath—Vermilion Parish Agri. Fair. Oct. 2-4. K. A. Bolner.
Farmerville—Union Parish Fair Assn. Oct. 7-10. S. D. Reech.
Haynesville—Claiborne Parish Fair. Oct. 10-11. W. J. Sherman.
Houma—Terrebonne Agri. Fair Assn. Sept. 25-27. Merlin T. Basile.
Jena—LaSalle Parish Fair. Sept. 8-12. H. D. Gaddis.
Jonesboro—Jackson Parish Fair Assn. Sept. 22-26. W. W. McDonald Jr.
Livingston—Livingston Parish Fair. Oct. 14-17. Marvin Curtis.
Many—Sabine Parish Fair Assn. Sept. 17-19. George R. Cook.
Natchitoches—Natchitoches Parish Fair Assn. Oct. 12-17. A. J. Hargis.
Oak Grove—West Carroll Parish Fair. Oct. 19-24. J. Wayland Smith.
Pitkin—Pitkin Comm. Fair Assn. Sept. 28-Oct. 3. Hilda R. Sweet.
Prairieville—Ascension Parish Negro Fair Assn. Sept. 25-27. Wm. Tillotson.
Ringgold—Bienville Parish Fair. Oct. 7-10. John T. Noles.
Winnabow—Tri-Parish Fair. Oct. 14-17. W. B. Scriber.

Maine

Cherryfield—Cherryfield Fair. Sept. 1-3. C. H. Small.
East Pittston—E. Pittston Fair Assn. Aug. 21-22. Fred K. A. Fields, R.F.D. 2, Gardiner.
Mechanic—Washington Co. Agri. Fair. Sept. 15-19. Herald J. Beckett, Eastport, Me.
New Gloucester—Androscoggin Agri. Soc. Oct. 5-10. Wm. B. Harnden, Auburn, Me.

Michigan

Manchester—Community Fair. Sept. 17-19. Robert Crandall.

Mississippi

Greenville—Delta Fair & Livestock Show. Sept. 1-5. G. A. Vanderford.

Missouri

Fredericktown—Madison Co. Fair. Aug. 19-22. Gerald B. Cook.

Nebraska

Benkelman—Dundy Co. Agri. Soc. Aug. 24-26. Lloyd Boswell.

New Hampshire

Keene—Cheshire Fair Assn. Aug. 27-30. Frank Glazier.

New Mexico

Lovington—Lea Co. Fair Assn. Sept. 16-19. T. C. Berkins.

North Carolina

Roanoke Rapids—Halifax & N. Hampton Co. Fair. Sept. 21-26. Fay Gilsdorf, Camden, N. J.

Ohio

Burton—Geauga Co. Agri. Soc. Sept. 3-7. Thane Atwood, Middlefield, O.

Pennsylvania

Coopersburg—S. Lehigh Home Fair. Oct. 1-3. William R. Cooper.

South Carolina

Columbia—S. C. State Colored Fair. Oct. 26-31. Mrs. H. G. Reese.

Virginia

Grundy—Buchanan Co. Fair Assn. Aug. 20-22. S. D. Woods.

Wisconsin

Athens—Athens Agri. Assn. Aug. 28-30. George Boneske.

CANADA

Alberta

Camrose—Camrose Agri. Soc. Aug. 3-5. John E. Stuart.

TAKES CUE FROM PONIES

Nat'l Speedways Skeds '55 Auto Race Futurity

DES MOINES, June 6.—an auto on the night before the time trials which are scheduled for Saturday, June 4, 1955.

While the event will run under sanction of the International Motor Contest Association, anyone in auto racing is eligible. Drivers and cars, however, must be capable of passing IMCA tests, and pilots must be 21 years old by the race date.

Main event will be a 100-lap feature with a 25-lap consolation race for non-starters in the feature. If successful the futurity idea will be instituted at other tracks, according to Sweeney and White.

Total purse guaranteed by National Speedways is \$6,000 but expectations are that entry fees will swell this total to upwards of \$10,000. Sweeney and White will match all entry fees with all money to be placed in escrow in a Des Moines bank.

Entry deadline has been set for July 1, 1953, and the initial fee will be \$5. The second payment of \$5 is due October 1, 1953. Two entry fees of \$10 each are due in 1954, and on May 1, 1955, when official nominations take place a \$20 fee will be paid. Final entry payment of \$50 will be required.

Other major attractions during the week will be Hoagland's Hippodrome Circus for opening night and Jack Kochman's thrill show on Saturday evening. Horse racing will hold forth on three afternoons and one night with purses totaling \$9,000. Royal Crown Shows will furnish the midway.

WILMOT, Wis., June 6. — Kenosha County Fair this year will increase its grandstand prices due to an expanded attraction program, according to Henry S. Frank, secretary. Last year's \$1 admission would be hiked a quarter, he said. Gate will remain at 60 cents.

Featured special event this year will be the selection of "Miss Maine," who will represent the Pine Tree State in the "Miss America" contest at Atlantic City in September. New attraction this year will be a rodeo.

Anderson, Ind., Revives Cycles

Anderson Free Fair, at one time a major center for motorcycle races, this year will revive the sport during the June 29-July 4 fair, William J. Hutton, secretary, announced. Speed events will take place on Saturday afternoon under auspices of the local cycle club and the Fraternal Order of Police.

Other major attractions during the week will be Hoagland's Hippodrome Circus for opening night and Jack Kochman's thrill show on Saturday evening. Horse racing will hold forth on three afternoons and one night with purses totaling \$9,000. Royal Crown Shows will furnish the midway.

WILMOT, Wis., June 6. — Kenosha County Fair this year will increase its grandstand prices due to an expanded attraction program, according to Henry S. Frank, secretary. Last year's \$1 admission would be hiked a quarter, he said. Gate will remain at 60 cents.

Skowhegan Adds Stalls

SKOWHEGAN, Me., June 6.—Skowhegan State Fair has increased its facilities for housing horses by the addition of 175 new stalls, Roy E. Symons, general manager, announced. This increases the fair's total capacity to 400. In addition 50 new livestock stalls have been added.

Featured special event this year will be the selection of "Miss Maine," who will represent the Pine Tree State in the "Miss America" contest at Atlantic City in September. New attraction this year will be a rodeo.

Lethbridge—Lethbridge & Dist. Exhn. June 22-24. C. E. Farry.
Medicine Hat—Medicine Hat Exhn. & Stampede July 16-18. Ed Elford.
Red Deer—Red Deer Agri. Soc. July 30-Aug. 1. D. W. Robertson.
St. Paul—St. Paul Agri. Soc. July 31-Aug. 1. Max Dzenick.
Vegreville—Vegreville Exhn. Assn. July 27-29. E. F. Morton.

British Columbia

Haney—Maple Ridge Fair. Aug. 14-15. J. P. W. Greenhill.

Manitoba

Carman—Dufferin Agri. Soc. July 9-11. Art J. Hand.

Portage la Prairie—Portage Indust. Exhn. Assn. July 6-8. Keith Stewart.

New Brunswick

Gagetown—Queens Co. Fair Assn. Sept. 15-17. Fred Hyatt.

St. Stephen—St. Stephen Exhn. Aug. 24-29. W. T. Syroid.

Nova Scotia

Antigonish—Antigonish Co. Agri. Soc. Sept. 22-23. Rod Mac Sween.

Bridgewater—Lunenburg Co. Exhn. Sept. 29-Oct. 2. W. J. Crouse.

Caledonia—Queens Co. Fair Assn. Sept. 22-25. G. R. Chute.

Digby—Digby Co. Agri. Soc. Sept. 16-17. H. G. York, Bear River, N. S.

Lawrencetown—Annapolis Co. Exhn. Sept. 22-25. R. H. Gibson.

Musquodoboit—Halifax Co. Exhn. Sept. 22-24. Ira White.

North Sydney—Cape Breton Co. Exhn. Sept. 7-11. Charles Munn.

Oxford—Cumberland Co. Exhn. Sept. 15-18. Claude Thompson.

Pictou—Pictou & N. Colchester Exhn. Sept. 8-11. J. J. Ross.

Shelburne—Shelburne Co. Agri. Soc. Sept. 23-25. F. W. Bower, Lower Ohio, N.S.

Truro—Central N. S. Exhn. Sept. 1-4. Alex. Thomson.

Windsor—Windsor Exhn. Sept. 15-18. J. Watson Maxner.

Yarmouth—Yarmouth Co. Agri. Soc. Sept. 8-11. Neil F. MacLeod.

Ontario

Fort William—Port Arthur—Canadian Lakehead Exhn. Aug. 10-15. Wilfred Walker.

Kingston—Kingston Agri. Soc. Sept. 29-Oct. 3. Mrs. E. E. Conley.

Markham—Markham Fair. Oct. 1-3. R. H. Crosby.

Niagara Falls—Niagara Exhn. Sept. 10-12. Murray A. Henry.

Ridgetown—Ridgetown Dist. Agri. Soc. Aug. 25-27. R. W. Green.

Sutton—Sutton Agri. Soc. Aug. 6-8. Fred M. Wilmot.

Quebec

Chicoutimi—Chicoutimi Agri. Soc. Aug. 26-30. Marcel Trembleau.

Ormstown—Ormstown Exhn. June 3-6. Carlyle Dickson.

Roberval—Roberval Agri. Soc. Aug. 19-23. Bernard Levesque.

St. Francois-du-Lac—Yamaska Agri. Soc. Aug. 6-8. A. Trudeau.

Trois-Rivieres—Trois-Rivieres Regional Exhn. Aug. 22-28. H. Paul Martin.

St. Pascal—Kamouraska Agri. Soc. Aug. 21-24. M. Alphonse Raymond.

CANADA

COMING JUNE 27 . . .

in The Billboard
43rd Annual
SUMMER SPECIAL

The Rags to Riches Story
of BILL HAMES
who parlayed a \$300 steam-powered merry-go-round into a fortune.
and many other valuable, exclusive features.

100th Ogle County Fair

Oregon, Illinois
September 5, 6, 7, 1953
Want to hear from good Acts, no slapsticks, etc. State price on one, two and three days. Send photos, which will be returned to you.

THE OGLE COUNTY FAIR, INC.
E. D. LANDERS
Box 31, Oregon, Illinois

SHOW WANTED

Arena Entertainment
September 30, 1953. Write
NACOGDOCHES COUNTY FAIR
& LIVE STOCK EXPOSITION
Box 306, Nacogdoches, Texas

WANT RIDES

for
Marshall County Fair
August 20-21-22
Will consider Carnival.
JAMES LEE MOSS JR., Chairman
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Whether your Fair, Celebration or Event calls for a \$50 display or a \$5.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone.
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America's Outstanding Trade Exposition Organization
PRODUCING HOME SHOWS, ATTENDED BY MILLIONS IN FIFTY LEADING CITIES

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Charley Coffey, Director
405 Home Savings & Loan Assn.

JACKSONVILLE, FLA., April 28 thru May 3
Edgar V. (Bud) Smith, Director
317 West Forsyth St.

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Carl Olson, Director
819 Gunter Building

KNOXVILLE, TENN., May 5 thru 10
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WICHITA, FALLS, TEXAS, May 6 thru 10
L. A. Gifford, Director
Mezz. Holt Hotel

CHARLESTON, S. C., May 19 thru 24
Walker Owens, Chairman
Chamber of Commerce Bldg.

DALLAS, TEXAS, May 2 thru 10
H. F. VanHorn, Director
"Penthouse," Stoneleigh Hotel

WACO, TEXAS, May 12 thru 17
Dorothy Godfrey, Director
420 North 5th Street

NASHVILLE, TENN., May 20 thru 24
Paul Waters, Director
205 Exchange Building

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George Colours, Director
1103 1/2 North Division St.

CEDAR RAPIDS, IOWA, May 27 thru 31
Paul Waters, Director
564 Quaint Bldg.

CHATTANOOGA, TENN., June 8 thru 15
C. B. Osborne, Chairman
Electric Power Company

NEW ORLEANS, LA., Sept. 26 thru Oct. 4
H. F. VanHorn, Director
c/o Municipal Auditorium

DENVER, COLO., Sept. 22 thru 27
Carl Olson, Director
c/o Rocky Mountain News

SOUTH BEND, IND., Sept. 22 thru 27
Dorothy Godfrey, Director
c/o Waco Home Show Waco, Texas

BILLINGS, MONT., Nov. 3 thru 8
Carl Olson, Director
c/o Don Jewell, Box 744

BOOKED BUT DATES NOT ALLOTTED: BATON ROUGE, LA.; FAYETTE, COLUMBIA, ROANOKE, LYNCHBURG, ALEXANDRIA, LAKE CHARLES, SAN ANGELO, TEX.; GREAT FALLS, MONT.; SAN DIEGO, CALIF.; LOS ANGELES, CALIF.; OTTUMWA, IA.

Sponsors, Show Managers, Space Salesmen, Exhibitors, Write:
Grower & Godfrey, Pres.
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WANTED CARNIVAL

For AGRICULTURAL FAIR
MONTH OF SEPTEMBER

Contact
J. S. MARSHALL
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Day 749—Phone—Night 9146

CONCESSIONS WANTED

Portrait Artist, Taffy, Silhouette, Photos, Mexican Novelties, Colored Lemonade, Orange Juice, Fruit, others. 125,000 patrons 1952. Sept. 14-19 this year. Write
C. R. HEATON, Mgr.
EAST TEXAS FAIR
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WANTED—FAIR MANAGER—WANTED

Experienced and competent person to promote and manage fair in large Mid-Western city. To be an annual event.
BOX 613
c/o The Billboard 390 Arcade Bldg. St. Louis, Mo.

Glasgow, Ky., Adds Arena

GLASGOW, Ky., June 6.—Barren Country American Legion Fair has added a new 250-seat outdoor amphitheater that will serve as a secondary arena for children's events. Other improvements, according to Chairman William B. Jones, includes a general repainting of buildings and remodeling of all toilets and concession booths. Fair will take on State-wide significance this year with the addition of the Mrs. Kentucky eliminations in conjunction with the Atlantic City annual contest.

100th Annual at Oregon

OREGON, Ill., June 6.—The 100th Ogle County Fair will be held here September 5-7 with day and night shows, according to E. D. Landers, secretary for the past 20 years. The fair association was organized in 1853.

New Brunswick OK For World of Mirth

Stage-Filling Bubble Bath Finale Planned For Club 18; New Jersey Stands Cut

NEW BRUNSWICK, N. J., June 6.—Dried out after a soggy Decoration Day wind-up in Plainfield, N. J., the World of Mirth Shows is racking up a good week of business here today. If the good weather which greeted the shows here continues thru tonight's closing, the date will likely wind up as one of the best played

to date. All other stands have been plagued by bad weather.

Plans for elaboration of all attractions for fairs are in high gear. A unique stage-filling bubble bath finale is planned for Dixie Gordon's Club 18 revue. Special lighting and additional personnel will be added. A planned promotional gimmick in connection with the bubble-bath routine will be the giving away to lady patrons packets of "Club 18 Bubble Bath." A number of tie-ins are being plotted by Richmond Cox, publicity director.

The show will jump into Connecticut after its stand here, marking the shortest schedule of New Jersey dates in years. Frank Bergen, general manager, in the past has always counted on Jersey for at least four weeks of showings.

Two New Dates

Two new dates scheduled for this year are Framingham, Mass., and Pawtucket, R. I. Norwich, Conn., will be played next week. The show will play its usual route of Maine dates prior to starting its fair route in that State.

Last week at Plainfield, normally one of the best dates played each year by the shows, the weather was bad often and at important times. Rain continued thruout closing Saturday, Memorial Day, with the result that grosses were cut greatly.

Every one of the shows dates thru Plainfield have been hit by bad weather. Because of this it hasn't been possible to gauge the season's potential.

Vivona Signs Charleston, S. C. Colored Fair

Org Reports Only One Bloomer in First 10 Weeks

CHARLESTON, S. C., June 6.—Harry E. Wilson reported here yesterday (5) the signing of the Charleston Colored Fair for the Vivona Bros.' Shows. Wilson said that several shows, including a railroader, were competing for the spot.

The colored event will run the week of November 9, immediately after the white fair which will be held November 2-7. The James E. Strates Shows are scheduled to play the white event.

Wilson also reported the signing of the Georgetown (S. C.) Fair for November 2-7. The signing of the two new events round out the fair bookings for the current season, he said.

Business Okay

The show has scored well on nine out of 10 weeks, Wilson reported. Each date contributed better-than-average business with the exception of the stand last week at Dickson City, Pa., where rain, snow flurries, wind and cold took their toll. The Snake Show was blown down on Wednesday night (27).

Dominic Vivona, one of the operating clan, and a student at Duke University, joined to take over his office duties for the summer. Phil Vivona, another brother and a student at the Irvington (N. J.) High School where he is a star athlete, will also join shortly.

Melita (Madja) Hyland Buried in Monroe, La.

MONROE, La., June 6.—Funeral services were held here Tuesday (2) for Mrs. Richard (Melita) Hyland, long-time midway attraction known as Madja, who died Saturday (30) following surgery in a Monroe hospital. Her husband is a veteran outdoor showman. Burial was here.



MILLIE WARD has been chosen by the Polack Bros.' Circus, Western Unit, as its candidate for Miss Outdoor Show Business in the contest sponsored by the Showmen's League of America.

ACA Cuts Down On Rail Costs, Extends Stands

KENOSHA, Wis., June 6.—The Amusement Company of America is cutting down on rail move outlays by extending its still date stands.

Its current stand here will run 10 days, ending Wednesday (10), instead of the usual six days. And its next stand at Madison, Wis., normally good for a week, will open Friday (12) and also run 10 days.

Clear weather was given the show here thru Wednesday (3). Nights were on cool side but this didn't bother the hardy natives. Business thru the early days was rated as satisfactory.

20th Century Gets 'Usual Spring Biz'

Faces Less Than Month of Still Dates Before Opening Long, Strong Fair Route

JOLIET, Ill., June 6.—Out since early April, the 20th Century Shows, currently playing here, has experienced "usual spring business," according to E. D. (Mac) McCrary, co-owner, and faces up to less than a month of still dates before it launches its long, strong fair route.

McCrary, who has been in the carnival field for 36 years, pointed out that the show had hit its share of good and bad weather and business.

Of the early dates, Paducah, Ky., and Pine Bluff, Ark., were among the best. Columbia, Mo., proved a blank, with weather getting the blame. Rock Island, Ill., which promised a solid gross, had three days of bad weather, including a heavy rain closing night. Alton, Ill., also was hit by weather. Alexandria, La., the opener, was okay and Texarkana, Tex., was fair. Lyons, Ill., played prior to the stand here, yielded so-so business.

As for business here, it was better than okay thru Thursday (4), the fourth night of the stand, and indications were for a big finish. Weather thru the first four days was good, and the crowds built up nightly.

The 20th Century probably will still date several more weeks near Chicago before heading into North Dakota to open its fair season at Jamestown the week of July 4. In order following Jamestown, the show will play fairs at Rollo, Langdon, Hamilton, Grand Forks and Minota, all in North Dakota, then swing into Wisconsin to play La Crosse and Menominee.

Two Minnesota fairs, Oawaton-

na and Albert Lea, will follow, after which, in succession, the show will play fairs at Fargo, N. D.; Huron, S. D.; Keokuk, Ia.; Monroe, La., and Tallulah, La.

By the time the show enters its fair season, much of the lighting will be changed to fluorescent. A considerable amount of fluorescent was installed at winter quarters and the balance is to be installed during the remaining still dates.

Other winter quarters projects included the building of a new entrance arch, and the rebuilding of the Skooter. All-new canvas was provided for the Motordrome, Revue and Side Show tops, with the canvas purchased from Central Canvas Company, Kansas City.

The ride line-up here includes five kiddie rides, Ferris Wheel, Auto, Boat, Train and Plane, plus a live pony ride, and 10 major rides. The latter are a Skooter, Dipper, Roll-o-Plane, Tilt-a-Whirl, Caterpillar, Spitfire, Merry Go-Round, Octopus and two Ferris Wheels.

A Fly-o-Plane is to be added in two weeks and B. H. Britt's Pretzel will be brought on for the fair season. The Ride-Master, invented by John Courtney and in which McCrary and Co-owner Mrs. Al Martin have money invested, now is being rebuilt in Chicago and is scheduled to be ready for the first fair date.

Shows here include three owned and operated by Joe Sciorino, Herb and Pat Elrod's Motordrome, Claude Bentley's Side Show, and Noble Fairly's Snake Show.

Fairly doubles as lot man. Art Signor is in charge of the back-end. Keith Chapman, for several years with the Amusement Company of America, is legal adjuster. Jess Wrigley handles the advance.

McCrary is general manager, with Mrs. Martin as show secretary.

NO TEARDOWN

Mattle Forms Funspot With Mobile Units

PHOENIX, N. Y., June 6.—Paul Mattle, who has traveled extensively with rides units, has parked his trailers behind the barn on a farm he owns just outside this town and established a kiddie park.

The spot, located on route 57 between Syracuse and Oswego, N. Y., has been titled Riverview Park. It sports a Merry-Go-Round, Ferris Wheel, Kiddie Water Boat, Kiddie Auto, Kiddie Pony Cart, platform Boat Ride and a Ride-master Corporation Miniature Train.

The park also has a refreshment stand, photo gallery and corn stand. Mattle expects to play fairs this fall.

Switch to Park Operation Pays Off for Gayety Unit

GENEVA, N. Y., June 6.—Located here on the shores of Seneca Lake, an organization known as Seneca Playland Corporation has established an amusement park of considerable size.

Reno DeMarco is president; Anthony Santillo, vice-president and manager, and Michael Forgensi, secretary-treasurer. All have been active in the amusement industry for years and many of the ride units formed the nucleus of the Gayety Shows which toured this area in the past.

Altho Santillo and his wife, Josie, will again hit the road to play fairs and operate cookhouses with a number of shows, they said that they were pleased with the operation here, and are spared the wet and muddy setting-up and tear-down chores that beset shows currently playing still dates. Mrs. Santillo operates a large modern roadside restaurant here, and the park stretches to the rear of her establishment.

A large parking area is provided for patrons who are drawn to the funspot from U. S. Route 20 and

New York Route 5 which pass directly in front of the park. The park boasts a Kiddie Boat, Sky Fighter, Kiddie Auto, Loop-o-Plane, Little Dipper, Chairplane, Merry-Go-Round and numerous concessions.

Holiday Okay

The park also has a large corn unit under the direction of Art Linder. He reported healthy activity over Memorial Day weekend and was pleased with the 30 per cent of coupons which were not redeemed, indicating that a number of the patrons plan on returning for additional spending.

Also on hand at the park was Walter A. (Wingy) Schafer, who was down from Rochester, N. Y., in his capacity as a free-lance billposter. He reported placing a healthy amount of paper for the park and is shortly starting paper work for the Waterloo (N. Y.) Fair, and other outdoor events.

The park will remain open until Labor Day, when most of the rides will take to the road to play fairs. The park's management is optimistic about the season because theirs is the first park to be set up in recent years in this city and should be a strong puller of local patronage. They believe the location on two heavily traveled cross-State highways should garner them much transient and tourist trade.

Oklahoma Towns Yield Fair Takes For Big State Org

ANTLERS, Okla., June 6.—Big State Shows got a break in the weather last week at DeQueen, Ark., altho total business was only fair. Show moved here this week.

Octopus led the ride line-up at DeQueen followed by the Tilt-a-Whirl. Ruth Dixon's Midget Show led the back-end and reported a good week. Best stand of the season was at Idabel, Okla., where org played under auspices of the fire department.

Ike Powers recently added a big snake to his collection and this helped business. Sammy George returned to the show after a trip to Beaumont, Tex., where his wife underwent surgery. Mrs. Frank Gaskins, wife of the show's general agent, is in a Houston hospital for treatment.

SELECTIVE RAIN PINPOINTS WOM AT PLAINFIELD

PLAINFIELD, N. J., June 6.—Personnel of the World of Mirth Shows were treated to a remarkable, tho unwelcome, display of selectivity on the part of the weather here Friday night (29). Huddled in front of moisture-laden television sets while the lot and business were being drenched, they learned from newscasters that they were in the middle of the only rain falling in a 100-mile radius. The next day, Memorial Day, the rain clouds had spread, encompassing most of the East.



THE ARCHITECT'S sketch above depicts the new home which will be open to members of the Miami Showmen's Association when they conclude their seasonal activities this fall. Work on the structure, which began a week ago, is reported progressing rapidly.

MINIATURE BASKETBALL
 Have limited supply ready for delivery.
\$150.00 each | **\$125.00** each in units.
 25% deposit with order, balance C.O.D.
 Will work where other Grind Stores will not operate.
ALTON PIERSON
 602 N.E. 72d Terrace, Miami, Fla.

WANTED
 Foreman for Merry-Go-Round. All kinds of legitimate Shows. Also want Floss, Cola, Glass Pitch, Fish Pond, Scales, High Striker or Pitch Till You Win. Will book yours or frame same for good Agents.
Raines Amusement Co.
 Mena, Ark., to June 13; then per route.

SHOW MANAGERS
 Years' experience operating Girl Shows and Revues. I can produce. Dependable. A trial will tell. Will operate your Show successfully or organize one for your Show.
JOHN PADGETT
 11 So. Euclid St. Louis, Mo.

WANTED
 MALE AGENT with car to work Balloon Dart Store. Contact at once.
HAPPY AMUSEMENTS
 B. FORST
 CHILLICOTHE, OHIO. Will be here week June 7 only. Will be with O. C. Buck Model Shows, Poughkeepsie, N. Y., week after Chillicothe.

WANT CARNIVAL
 for HUMANSVILLE 74TH ANNUAL REUNION
 July 29 to August 1. Write or Call **COMMANDER RALPH BURNETT**
 Humansville, Missouri

WANTED
 Tilt Foreman and reliable Ride Help, top salary. Agents for Stock Concessions. Also general Concession Help.
IMPERIAL SHOWS
 Buchanan, Mich., until June 20

GIVE TO THE RUNYON CANCER FUND

C.S. PECK presents **KEY CITY SHOWS**

Now Taking Deposits for the **BIG CENTENNIAL CELEBRATION**
KANKAKEE, ILL., JUNE 22-27
 On the Downtown Streets of... Expected Attendance 100,000
 All Week (Day and Night), Starting 10 A.M. Monday Through Saturday.
3 BIG PARADES — PROGRAMS EVERY DAY — FIREWORKS — STREET DANCING — ACTS — ETC.
CONCESSIONS PRIVILEGES RIDE HELP NEEDED
 As space is limited we are only booking two of a kind. Hanky Panks, Stock Concessions and Straight Sales only. **EVERYTHING OPEN.** No space held without deposit.
 Deposit \$50.00; Hanky Panks, \$100.00; Six Cats, Spindles, \$175.00.
 Join en route: Merry-Go-Round, Ferris Wheel, Octopus and Chairplane. Must have license and drive semis.
 Address all inquiries to C. S. PECK, 495 S. Yates Ave., Kankakee, Ill., this week; Piper City, Ill., June 15-20.

Ray Williams Shows

WANTED WANTED

CIRCLEVILLE, OHIO, JUNE 8-13; LIMA TO FOLLOW; THEN THE BIG ONE—BRIGHTON, MICHIGAN, FOURTH OF JULY CELEBRATION

SHOWS
 Minstrel, Ten-in-One, Five-in-One, Posing Show, Geek Show, Snake Show, Monkey Show, or any other show of merit.

CONCESSIONS
 Glass Pitch, Mug Outfit, Penny Pitch, Hi-Striker, Jewelry, Six Cats, Scale and Age, Ball Games, Short-Range Gallery. Will book Pin Store, two Wheel, Bowling Alley or Blower. Positively open Midway. All P.C. open.

RIDES
 Will book Spitfire, Tilt or any Flat Ride not conflicting.

Unity Williams wants to contact Geo. Edwards.
 All wires to **RAY WILLIAMS SHOWS** Circleville, Ohio
RAY WILLIAMS, Owner **EARL KELLY, Business Mgr.** **BUCK DENBY, Legal Aduster**

W.G. WADE SHOWS

IRON MOUNTAIN, MICHIGAN, JUNE 15 TO 20
CAN PLACE
 CONCESSIONS: Age and Scale, Basketball, African Dip, Milk Bottle Ballgame and Punk Rack, and other Hanky Panks.
 SHOWS: Wild Life and Animal.
 RIDES: Caterpillar, or other non-conflicting Major Ride.
 Write or wire now!
W. G. WADE SHOWS
 P.S.—Following IRON MOUNTAIN This Unit Plays IRONWOOD, MICHIGAN

RIDES NEEDED STRAIGHT RENTAL
 Company Picnic, Chicago, August 8 and 9. Need 1 36-foot 3 terrace Merry-Go-Round. Two large Ferris Wheels.
 Call, wire or write collect:
STANDARD ENTERTAINMENT SERVICE
 203 N. Wabash Ave., Chicago, Ill.
 Phone: Financial 6-0438
 Mr. C. M. McBee

CARL D. FERRIS SHOWS

Want for Smethport, Pa., Centennial, June 14-20. Greatest Firemen's Parade ever staged in that area. Followed by all celebrations and one of New York State's Best 4th of July Spots.
 Can place Concessions—Short Range, High Striker, Ball Games, String Game, Novelties, Hats and all kinds of Hanky Panks.
 Shows—Wild Life or Animal, 10-In-1, any Grind Show. "Bull" Martin, what happened to you?
CARL D. FERRIS, c/o Western Union, Ridgeway, Penna.

GRAND AMERICAN SHOWS

Want for 20 Celebrations and Fairs, starting June 24-27, Eldora, Iowa, Centennial; June 30, Waterloo Elks' Picnic; July 1-5, Electric Park, Waterloo Golden Anniversary; July 4 Celebration, Toledo; Iowa Falls; Sumner, Iowa, Street Celebration in July; Red Oak, Iowa, Centennial follows. Fairs start July 29 thru August in Iowa, September in Missouri.
 Want Fun or Glass House, Grind Shows with own equipment, 25% to office. Doc White, with Show and Mitt Camp, contact Sam Weintrob. Jacke Coleman wants Girls for Girl Shows.
 Want Concessions—Novelties, Ice Cream, Snow Cone, Ball Games, High Striker, Age, Scales, Ducks, Fish Bowl, Skill Games that work for stock, any Hanky Pank that does not conflict. (No Count Stores on this Show.)
 Will book Dark Ride, Kiddie Rides, Flat Ride and Eli #5 Wheel, 30% to office for all Celebrations and Fairs. Want Second Ride Help and Truck Drivers who have Missouri or Iowa driver's license.
Wire L. O. WEAVER, Mgr.
 Fairfield, Iowa, now; Fort Dodge, Iowa, June 15-20; then all Celebrations and Fairs.

WANT CONCESSIONS
 Coke Bottles, Pitch-Till-You-Win, Fish Pond, Ball Game, or what have you? Privilege, \$11.00.
Thiess United Shows
 Oswego, Ill., June 15-20 (on lot June 10); Yorkville, Ill., June 25-27; Sheridan, Ill., July 1-4.

June 12th LAST CALL July 5th
150 Years OHIO'S SESQUICENTENNIAL 150 Years
 Sponsored and Backed by All Civic Organizations and City of Toledo.
 Held in Toledo's Largest Recreation Park.
24 Days June 12 to July 5 24 Days
 Including Largest 4th of July you'll ever play. Free Acts three times daily.
 Army Shows, Exhibits of Ye Olden Times.
 WANTED—Concessions, Hanky Panks, Legitimate only. We need a few more Grind Stock Stores for 25 and 50, if we know you and you work right and throw stock. Positively no beefs or you are closed.
 WANTED—Ride Help for all rides. All those who worked for Jimmy Fish come on. Others contact: Johnny Caruso, if near by come see us or call us. Time is short and space limited. Write, wire or call **CONCESSION MANAGER, 810 Broadway, Toledo, Ohio.** Telephone, days, Toledo AD 7512. After 5 p.m., Maumee 3-6710.

WANTED
 Agents for 6-Cats and Buckets.
ROY T. DUFFY
 World of Today Shows, Kansas City, Kansas, this week.

AGENTS
 Can place capable people on Hanky Pank Concessions. Good opportunity for Stock Wheel Operator. Playing the best spots in Western Pennsylvania. No drunks or chasers tolerated.
RITA LAVIN
 KEN-PENN AMUSEMENT CO.
 Leechburg, Pa., this week;
 Fawn Township Fair, June 15-20

HARRISON GREATER SHOWS

Want for Belhaven, North Carolina, followed by two Marine and Sailor pay days. Want at once, Legal Adjuster and party with four or six Concessions to take Midway. Due to disappointment want A-1 Bingo. Want French Fries, Custard, Age and Scale, Novelties, all Slum Stores open. Have two complete Girl Shows, built on semi for right party with two or more girls for each show. Want Merry-Go-Round Foreman for Allan Herschell machine, top salary and bonus. Foreman for Smith and Smith Chairplane, \$50. Foreman for Octopus and Holloplane. Want Help on all other rides and semi drivers. This show has ten bona fide Fairs starting 1st of August. Want Skillo and Razzle Agents for Office-Owned concessions. Mary Brown wants Trumpet, Drummer, Comic, two Chorus Girls for Minstrel Show. Tickets if I know you. Money when join. All mail and wires to Frank Harrison, Belhaven, North Carolina, this week, then as per route. P.S.: Want A-1 Builder. Bert Miller get in touch.

WANTED
 Rides and Concessions, or Rides alone for Big 4TH OF JULY at Scotland, South Dakota.
ED PILLAR, Chairman

WANT WANT
 Hanky Panks and Grab. We do not carry PC or Flats.
 Want Help on Rides, office owned.
HOLLY AMUSEMENT COMPANY
 Lawrenceville, Georgia, this week

Thank You JACK FINK
 Cookhouse Owner with Ceflin & Wilson Shows, for your Buick Roadmaster purchase.
JOHNNY CANOLE
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CONTINENTAL SHOWS

Want Bingo Help. Work all Winter in Florida
PHIL DELANO
 Ogdensburg, N. Y., this week

Midway Confab

Mrs. Virginia I. Jones, wife of the late Percy M. Jones, co-owner with Fred Stumbo of the Golden Nugget Shows, is ill at 2214 South Fourth Avenue, Tucson, Ariz., and would like to hear from friends.

While playing Brookhaven, Ga., Fred Hollingsworth, owner-operator of Holly Amusement Company, and Horace Williams, concessionaire - Billboard agent, drove to Jacksonville, Ill., and took delivery on a new Eli No. 5. On their return trip, they stopped at Chattanooga and visited friends on the Gold Medal Shows. Dick Wilson, they reported, was doing better-than-okay business with his glass pitch. . . . Dolores Hauser recently purchased a new Ford Ranch Wagon and currently is appearing at the Club Lido, Youngstown, O. . . . Friends joined in celebrating the birthday of C. E. Miller, cookhouse operator on the Blue Grass Shows, during that org's stand in Terre Haute, Ind. . . . Bill Hunt, former press agent for Sally Rand and Lash La Rue, is promoting a lecture tour for Patricia McCormick, only woman bull-fighter appearing in Nogales, Mexico, bull ring at Sunday shows. Patricia recently was the victim of a goring, nine-inch wound, from which she has recovered. The goring sparked a big play for her in Life magazine.

Ethel T. Reitz writes from Kingsville, Tex., that the No. 1 bridge crew of the Missouri Pacific Railroad gave her a surprise birthday party May 27. Also at the affair were employees of Petersen & Fell, Houston. Her gifts included a Truetone portable radio. . . . Beatrice Tarbes is planning a tour of the U. S. She expects to spend some time with friends in Los Angeles and will return to New York late this year. . . . Booking agents in advance of the Ray Williams Shows are J. C. Admire and Perry Greeley. Earl Kelly is the manager for Williams. Buck Denby is legal adjuster.

Barbara Lemay, who has girl shows on the George Clyde Smith Shows, recently took delivery on a 28-foot General house trailer while playing Cumberland, Md. "Oriental Nights" presents Miss Lemay and Rosita (Lee Parker). "Follies" features Anna Louise Daniels and Darlene Lynn. Miss Parker, who has fully recovered from auto injuries suffered last year, is now preparing wardrobe for club dates next winter. . . . A. Litvin is in Parkland Hospital, Dallas, and would like to hear from friends.

Red Bouchard recently opened his new three-man string game on Johnny Denton's Gold Medal Shows and reports it was a success from the start. Recent visitors to the Denton org included the nieces of Roy Lollar, who were en route to Miami, and Frank Zorda, former show owner, now permanently residing in Atlanta.

Floyd Woolsey, who has the Side Show on the Amusement Company of America, and Gene McFall, tattoo man, were Thursday (4) visitors in Chicago.

Mrs. Louis Berger is almost completely recovered at her home in Chicago after illness during which she had been a patient at Augustana Hospital, Chicago. Her husband, who is assistant general agent of the Amusement Company of America, left Chicago last week for a two-week swing thru Wisconsin and Michigan in behalf of that show.

A baby shower was held Wednesday (3) on the Amusement Company of America at Kenosha, Wis., for Mrs. Billy Tuer. Among those attending were Jewell McCurdy, Sally Macupazepa, Bonnie Morgan, Anne Gilpin, Pauline Bush, Mrs. B. A. Slover, Elizabeth Mallman, Virginia Gamble, Elaine Dimitri, Sophie Smakowski, Evelyn Blakeley, Anne Rice, Marion Shufford, Esther Young, Dorothy Crouch, Betty O'Day, Molly Straus, Mae Miller, Colleen Yeager, Thelma Frenzel, Elaine Scott, Roxanne Hindy, Odette Olson, Tess Sladin, Elsie Powell, Lillian Tweed, Mildred Paine, Toni Scott, Doris Blankship and Michael Haines.

Henry and Dorothy Chamberlin, of Sunset Amusement Company, received a surprise visit from Mr. and Mrs. Clifford Sullavan and their son during the org's Fort Dodge, Ia., stand.

The Sullavans stopped off en route to Bagley, Minn., with Browers Bros. Shows.

Mr. and Mrs. R. S. (Bob) White, concessionaires, and Mr. and Mrs. Harry W. Fee, Monkey Show operators, longtime friends, are back together again this year on World of Pleasure Shows. Bill Abraham recently added another 32-foot van trailer to his fleet to better move his concessions. . . . Harry T. (Sheriff) Williams is confined to Ward 7-E, Veterans' Hospital, New Orleans, where he is undergoing a series of operations on his legs.

Maurice E. Fager, secretary of the Kansas Free Fair, Topeka; Mrs. Robert Lohmar, Ned Torti, Bill Carsky, and Mr. and Mrs. Bernie Stone visited the Royal American Shows at Davenport.

Leonard Martin, son of Mrs. Al Martin, co-owner of the 20th Century Shows, is winding up his freshman year at the University of Kansas and will join the show. He will have the novelty concessions. . . . Whitey Weiss and Bob and Helen Switzer, all of the Buff Hottle Shows, visited the 20th Century Shows at Joliet, Ill. The 20th Century was visited the previous week at Lyons, Ill., by J. C. McCaffery, Sunny Berner, Bob Parker, Billy Senior, Jack Duffield and Mrs. and Mrs. Ray Oakes.

Riverview Park, Chicago notes: Arcade Manager Herb Tekip reports a good start at the park's three Arcades and his two assistants, John Witas and Harold Diederich, are keeping busy. Harry (The Limey) Parker, manager of the Rotor, is more than enthused by the big play the ride is getting for its second season. Virginia Lee is the latest addition to concession row and is working the toy balloon store. Glen Bell, manager of the park's four shooting galleries, looks for a big season. Stanley (Bobo) Say is again running the rabbit race. Eddie and Belle Lazar, of the bowling game, are anxiously looking forward to the return of their son Sidney, who has been with the Armed Forces in Korea. Sidney is skedded to come home sometime in July. Tommy Morgan, of shooting gallery staff, will middle-aisle it with Mary Ann Getty on June 27.

Joe Rowan, special agent handling press and radio on the Metropolitan Shows, crashed the front pages of the Morristown (Tenn.) Sun and the Morristown Daily Gazette recently with a story on the birth of the new railroad show. A tie-up with a local children's shoe store for the kiddies' matinee also garnered good publicity in Morristown. . . . Charlie Elder has six concessions on the World of Today Shows. Agents are Amelia Bennett, balloon darts; Frank Bennett, duck pond, mailman, and The Billboard agent; Bing Weist, dart store; Carl Hawkins, basketball; Fred Classen, high striker, and Mrs. Elder, hoopla. The Elders and their children recently joined the show.

Dale Merriam, son of Mr. and Mrs. Al Merriam, of Merriam's Midway Shows, recently received an award as the outstanding pupil in his class upon graduation at Ogren, Ia. Mrs. Merriam attended the graduation exercises, then rejoined the show. Recently she also took delivery of a new house trailer, and ladies of the show gave a surprise house warming for her, with Mr. Florence Cundiff in charge of the refreshments. T. P. Gifford has rejoined the Merriam org after his discharge from Veterans' Hospital. Russell Frey now is operating a new sound truck in advertising Merriam dates. L. O. Weaver, of Grand American Shows, Mrs. Pat Patterson, of Dobson's United Shows, Ben Wiley, of Noone, Ia., Herman Henderson, of Omaha, and Carl Byers were recent visitors to the Merriam midway.

A recent bingo party on the Page Bros. Shows raised \$16.50 for the Page Bros. Showmen's Club. Mrs. James Shroust rejoined the Page organization recently at Princeton, Ky., following a quick trip to Tampa. She returned with Mr. and Mrs. Carl Weaver and the latter's son. (Continued on page 59)

Want—CONCESSIONS—Want

Can place all legitimate Concessions including Eats, Drinks and Confections, except Bingo for the following dates:

- JUNE 29 to JULY 4, MARTINS FERRY, OHIO On the downtown streets
- JULY 6 to 11, NATRONA, PA. Old Home Week
- JULY 27 to AUG. 1, MT. VERNON, OHIO Knox County Fair (No confections)
- JULY 28 and 29, COLUMBUS, OHIO Big Annual Bean Dinner and Celebration (no Eats or Drinks needed)

Contact Concession Department at once
GOODING AMUSEMENT COMPANY

1300 Nerton Ave. Phone University 1193 Columbus 8, Ohio

CETLIN & WILSON SHOWS

WEEK JUNE 15, BRADFORD, PA.

FOURTH OF JULY CELEBRATION, JUNE 29 TO JULY 4—BONA FIDE CELEBRATION WITH FIREWORKS, ETC.

FAIRS START AT IONIA FREE FAIR, IONIA, MICH., AUGUST 2.

Raynell wants attractive Girls for the most beautiful Posing Show in America.
WANT: Assistant to Shop Foreman. Want Cat and Mule Drivers.
CAN PLACE: Experienced workmen in all departments.

WANT: Spitfire, Fly-o-Plane, Little Dipper, Rock-o-Plane, Pony Ride. Will furnish wagons and transportation for same.
CAN PLACE: Grind Shows with own transportation and equipment.
CAN PLACE ALL LEGITIMATE MERCHANDISE HANKY PANKS. NO EXCLUSIVES.

All address this week

CETLIN & WILSON SHOWS

Niagara Falls, N. Y.

Don Franklin Shows #1

WANT CONCESSIONS

Can place Cookhouse, Long and Short Ranges, Hanky Panks of all kinds, Fish Pond, Coke, Heart Pitch, Cork Gallery, Hoopla, Watchla, Penny Pitch, Huckley Buck, Fish Bowl, Over 12, Jewelry Spindle, Novelities, Hats, No grift. Shows—WANT FIRST CLASS MOTORDROME, Flash Williams, Contact. Side Show with own equipment. Big Snake, Glass or Fun House. No Girl Shows. Rides—Will book Kiddie Train and Rock-o-Plane. Ride Help—Place several Second Men who drive semis; need two Second Men for Wheels; top wages, new trucks. Want Scenic Painter to do Jig Show Front. Complete route for season as follows: Pawhuska, Okla., this week; Ponca City, then Eldorado, Kansas, last still date; Red Oak, Ia., July 4th Celebration, then 18 fairs, Barnesville, Fertile, Warren, Roseau, Mahanomen, Breckenridge, Perham, Fairbault and New Ulm, all Minnesota, West Union, Ia., Hannibal, Mo., Street Fair, Texarkana State Fair, 9 days, Sept. 11 thru 19; Wharton, Rosenberg, Angleton, Refugio, Victoria and Alice, Tex. Don Franklin, Mgr., Pawhuska, Okla., this week. No. 2 unit at Bandera, Tex., this week, needs Spitfire Foreman. Will book Tilt or Octopus for season. Excellent route of fairs and celebrations all in Texas. All established dates, played for years by No. 1 unit. Contact

RALPH WAGNER, MGR. Don Franklin No. 2.

CENTRAL STATES SHOWS

Want Side Show with or without equipment. We have 30x80 top and 120 ft. banner line with new banners.

Can place 2 Girl Shows. Must have people with talent and operate properly. Want Fun House, Mechanical Show, Snake Show, Iron Lung, or any Grind Shows.

We show Neligh, Neb., July 4—Largest in this territory. Also Preston, Nebr., Pow Wow; Burwell, Nebr., Rodeo; Hastings, Nebr., Fair; Abilene, Kansas, Central Kansas Free Fair; also six 3-day Celebrations—all proven winners. Hoisington, Kansas, Labor Day, with 4 Southern Fairs to follow. Hastings, Neb., June 8 to 13; North Platte, Neb., June 15 to 20.

Wire W. W. MOSER, Manager

NORTHERN EXPOSITION SHOWS

WANT FOR THE FINEST ROUTE IN THE NORTHWEST. Rapid City, S. D., week of June 8; Williston, N. D., week of June 15—right downtown on main street; followed by Sanish, N. D., 4th of July, biggest 4th in the Northwest; Wild Horse Stampede, Wolf Point, Mont.; followed by the entire "B" Circuit of 14 Top Montana Fairs. Our Tenth Year at these Fairs. Long Season.

WANT: ON ACCOUNT OF DISAPPOINTMENT CAN PLACE FIRST-CLASS MOTORDROME. Must be flashy with all own equipment. Will place one more Side Show. HELEN GOLDEN wants useful people for 10-in-1.

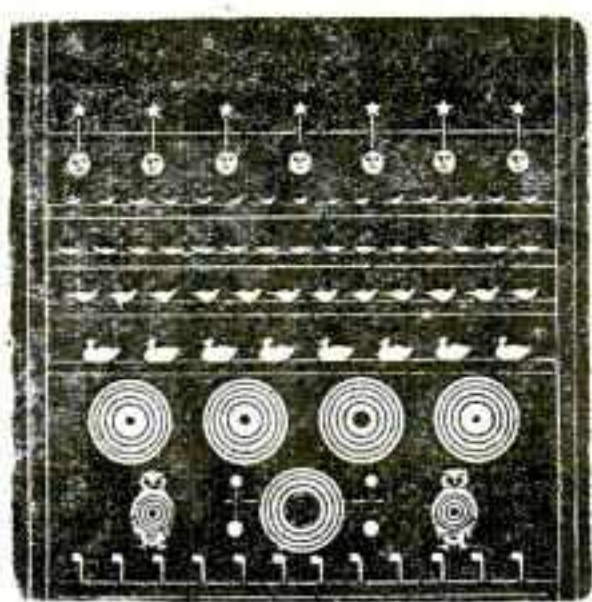
WANT: Ride Help. Can always place good Men who can and will drive. Best of equipment, wages and treatment.

WANT: Can place Hanky Panks that don't conflict. Agent to operate new Punk Rack and clean cut Agents for Stock Concessions.

EVERYONE CONTACT AS PER ABOVE ROUTE

MIKE SMITH, Owner

LAWRENCE LA LONDE, Manager



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SHOOTING GALLERY
OPERATORS!**

**IF YOU NEED GALLERIES
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**IMMEDIATE DELIVERY—
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GALLERY "L"—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and bell.
GALLERY "E"—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal! With or without motor and bell!

**Wilkes-Barre Looms Okay
For Buck as Weather Clears**

WILKES-BARRE, Pa., June 6.—Business got off to a good start here for the O. C. Buck-Model Shows Monday night (1), despite a muddy lot. In its seventh week, the show is counting on its first real break in the weather. All of the stands played to date have been marred by rain.

Last week in Menands, N. Y., the show earned good grosses despite rain. The Albany, N. Y., Times-Union, ran an illustrated feature story on O. C. Buck, a resident in the district. The story concerned Buck's changing over from a truck to a railroad show operation.

Despite the newness of the railroad operation to many of the personnel, the show is moving smoothly. Trainmaster Red Kelly has the loading time cut fine, and Eddy McTigue has managed

to fit the show in on all of the lots played so far. William Bel-dock has had all of the rides ready on each of the opening nights.

Show Line-Up

Harry Finklestein, operator of the Hollywood Revue and Calendar Girls, reports good business. Mr. and Mrs. Doc Hartwick have a reptile and animal show plus the glass house. Clarence Samuels has the minstrel show and Whitey Sutton the Side Show. George Barton is managing the circus.

William Cowan, concession manager, has racked up a series of good dates. Nick Stipp and Dick Tolman are handling the office.

Concession line-up includes Mr. and Mrs. Howard Boyd, cook-house; Mr. and Mrs. Les Prime, derby; Mr. and Mrs. Joe Marciano, French fries; their son, Joe, also has two concessions; Frances Scott has the six cats aided by Edith Lane, daughter of Nat Mercy, girl show operator; Mr. and Mrs. Larry Marcassino have several stands; Larry and Sid Good-walt are operating a new glass pitch. Sid also has the grab, popcorn and candy apples; Marie Seif-ker, candy floss; Mr. and Mrs. Al Stewart, photos and short range; Frank Voght, long range; Charlie Zucker, novelties; Mrs. Ida Scin-ley has the ball games, aided by George Murray; Danny Dorso, bingo.

Ed Curtis is the head electrician, with Raymond Gibson as assistant. Chester Batchelor heads up the mechanical department.

**Davenport Gives
Royal American
Bumper Turnout**

**Show's Shrine Club
Plays Active Part
In Sponsor's Anni**

DAVENPORT, June 6.—The Royal American Shows, which enjoyed thumping business at St. Louis, its previous stand, opened here Wednesday (3) to a record opening and signs that the engagement would prove another big winner.

Sponsored as usual by the Kaaba Shrine Temple, the RAS is in on dates timed to coincide with the temple's 75th anniversary. And RAS personnel, particularly members of the Royal American Shrine Club, joined in celebrating the anniversary of the temple, which had sponsored the founding of the Shrine Club six years ago.

High point in the temple's anniversary was a huge parade thru downtown Davenport Tuesday (2). In this, the Shrine Club was represented by a 25-foot balloon of a Shriner. Leon Claxton's "Harlem in Havana," one of the featured shows in the RAS line-up, provided its band for the Shrine's banquet.

The RAS trains arrived here early Tuesday morning (2), making the run from St. Louis in the fastest time they have ever made it. By late afternoon of the same day everything was up and ready to go, even tho the show did not open until the following day.

Midway layout comprises a perfect horseshoe shape, with the show using more space than ever before. Several feet were gained at the back-end of the lot thru the use of ground grader, under the supervision of General Agent Bob Lohmar, for two days prior to the show's arrival.

Big opening night business Wednesday (3) was followed by strong patronage Thursday night. Press has given liberally of space. Tie-up with the circulation department of Davenport dailies helped.

**Big Kids' Days Boom Takes
For C&W in Pennsy Towns**

ERIE, Pa., June 6.—A continuing break in the weather, which has the rain falling before and after operating hours, together with highly successful kiddie matinees, aided the Cetlin & Wilson Shows in its stand last week at Uniontown, Pa., and here.

The kid matinee promoted for last Saturday (30), Memorial Day, was reported the best ever enjoyed by that organization. Prospects for another big turnout of moppets here today is regarded as good.

Publicist Herb Pickard has been promoting the matinee sessions for the small fry. Local business is tied in to do the actual promoting thru the daily use of 15-minute radio segs, with the show supplying the talent and newspaper ads. The sponsoring organization gets the credit for creating the cut-rate sessions for the small fry. Saturday night business at Uniontown was very big as the

**Northern Expo
Pulls Crowds
In Dakotas**

WINNER, S. D., June 6.—Increased attendance on the Northern Exposition Shows midway is more than covering the short spending. Lawrence LaLonde, manager, said upon the organization's arrival here to play under the auspices of the Chamber of Commerce. Show opened May 12 in Worthing, S. D., the winter quarters city, in a mild snow storm. However, clearing skies in Canton, the next stop, gave strong business. For five of the six spots played to date, set-up has been on the main thoroughfare.

Show is carrying 10 rides and 30 concessions. Mike Smith, owner, plans to add five more shows for the Rapid City engagement, in view of the scheduled appearance of President Eisenhower for one day. Also in swing there will be a VFW and Republican convention and an Air Force base pay day.

Northern Exposition is using twin Ferris Wheels, a new Merry-Go-Round, Tilt-a-Whirl, Octopus, Spitfire, Little Dipper, ponies, cars, and Kiddie Airplanes. Also on the midway are Helen Golden's Side Show, and Tom McLaughlin's penguins.

Personnel, in addition to Smith and LaLonde, includes Mrs. Smith, secretary-treasurer; Jesse Trout, ride foreman; Bruce Smith, Diesel plant foreman, and Janet Spawn, mail and agent for The Billboard. Gil Tuve is doing special agent work and is in charge of the bill car with the show being well papered.

WANT

Concessions and Shows

JUNE 16-21, URBANA, OHIO

First show in five years;

Downtown. Auspices

American Legion.

WM. B. JACOBS

S. B. WEINTROUB

WANTS AGENTS

For the following Concessions: Pitch-Till-U-Win, Slum Bowling Alley, 2 Men for Buckets, 2 Men for Little Baskets, Pea Pool, Bear Hoop-La, Pan Game, Cork Gallery and General Concession Help, Coke Bottles.

Fairs starting in two weeks.

Notice—Liberal reward will be paid for information of whereabouts of Robert E. Brooks and Charlie Ridings.

Care **GRAND AMERICAN SHOWS**
Fairfield, Iowa, June 8 to 13; Fort Dodge, Iowa, 15-20.

GUS MORGAN

\$50 CASH REWARD

For information as to present location of Gus Morgan. Last year Weight Concessionaire, Virginia Greater Shows. Call collect.

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WANTED

Merry-Go-Round and Ferris Wheel and other Rides and all Concessions for 50th Annual Reunion and 3-day 4th of July Celebration. Good money spot. No gyps or gypsies. Have other Celebrations.

IROQUOIS, ILLINOIS

Near WATSEK and SHELLEN, ILL.

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CARNIVAL WANTED

For CHESTERFIELD COUNTY FAIR

South Carolina, for one week between October 1st and 20th.

G. W. KENNINGTON

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Dyer's Greater Shows

Want Foremen on Octopus, Merry-Go-Round, Boats, Spitfire and Train; Second Men Helpers, Canvas Man for 40x60 top. Will book few Concessions, Shows. Want Athletic Show Manager and talent. Pontiac, Ill., now; Flanagan Street Fair next.

WANTED

Bingo Caller and Counter-men, Concessions of all kinds. Ride Help on all Rides. All Celebrations rest of season—biggest 4th of July in the country.

PARADA SHOWS

H. C. Swisher

Dawson Station, Queen & Sheridan Roads

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LORD'S LAST SUPPER

Blacklight Art. Tractor and Trailer in perfect shape. Will sacrifice due to other business. Best offer takes.

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WANT TO HEAR

From capable Caterpillar Diesel man to handle Diesel and Electric on small show. Top salary if you qualify. Must be sober and dependable. Write giving references and particulars.

JOHN E. ARMONT

General Delivery, Charlotte, Mich.

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Want

Agents for Shiv Rack in trailer. No ups or downs. Benson, Minn., June 12-18; Chaska, Minn., 19-21.

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For 14th Annual Free Fall Festival on the streets of Le Roy, Ill., for September 2-3-4-5. Contact

MILES GRIZZELL, President

OR

VERNELL STENSEL, Chairman

FOR RENT

Lot suitable for Carnivals, Circuses, and other Outdoor Shows. The only suitable location in Murphysboro, Illinois, Jackson County Seat. No City license required. Write to

TONY STAGNO

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MINERS' PAYDAY at PRICE, UTAH—June 25, 26 & 27

No flats or graft of any kind. Contact

HURST BROS.

491 North Sixth, West

Provo, Utah

STAR AMUSEMENT CO. WANTS

Show has added another Wheel, Octopus, Tilt; need Foremen for same and Second Men; must drive. Jimmie Rogers, answer. Athletic Show talent. All Concessions open except Bingo, Snow, Popcorn and Crab. Book now for a big 4th at Portia, Ark., and other Celebrations and Fairs to follow till middle of November. No racket or gypsies here. Get a big season, join now, we got the back end for you.

Wire or Phone **B. E. MILLER, Mgr.**

MOUNTAIN HOME, ARKANSAS, JUNE 8-13.

WANT—G & B SHOWS—WANT

Concessions—Cork Gallery, Scales, Ball Games, Darts, Fish and Duck Ponds, Penny Pitch, Slum Spindle, Six Cat, Buckets, Ring-a-Bottle, Hoop-La, Pitch Till You Win or any other kind of Hanky Pank. Show has exclusive on all Shows and Concessions for West Virginia's largest Fourth of July Celebration at Terra Alta, W. Va.

GEORGE BROAS, Newburg, W. Va., this week;

then Monongah, W. Va.

WHITEY SLATEN WANTS

Foreman for brand new Octopus. Also Ferris Wheel Foreman and Second Men. Ride Men in all departments. Can place Popcorn, Floss, Fish Pond, Ball Game, Hanky Panks of all kinds. Opening Pacific, Mo., June 18-19-20; then Edwardsville, Ill., Sportsmen's Fair, June 25-26-27. Can use Ride Men in winterquarters until open. Address: c/o MOUND CITY SHOWS, 1417 GRATAN ST., ST. LOUIS, MO.

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Toledo 12, Ohio

MOTORDROME RIDERS

WANTED

Top salaries and tips. Dixon, Reynolds, Cupid, what happened? Long season, good tips.
Zeke Shumway, World of Mirth Shows
Norwich, Conn.

Midway Confab

• Continued from page 57

Jimmy. The Weavers have taken over the operation of the popcorn, candy floss, and snow cone concessions for the season. They're passing out invitations on Page Bros.' midway for the June 30 wedding of Mrs. Vernice Miller and Wesley Brown. Art Williams, of the Page unit, infuses that Peg Bohannon is foreman on the No. 2 Ferris Wheel, with E. H. Lee as second man; that Stanley Slaven has joined the No. 1 Ferris Wheel crew, Sammy (Six Cat) Craden has added a bucket store, giving him two concessions on the show, and that Charley Lynch, of Hopkinsville, Ky., has joined with his novelty stand for his ninth year with the Page aggregation. Williams also reports that Harry Moore joined recently with his jewelry store and that Glen Ray has taken over the glass pitch for Shorty Baker. George Abbott and wife also are working for Shorty Baker, Wil-

liams reports, and Weldon Palmerly has joined with his whisky bottle ball game, with Ned Crow as agent.

Mr. and Mrs. Art Detwiler celebrated their 19th wedding anniversary Friday (29) on Vivona Bros.' Shows. A party, held in Bill Thompson's trailer, was attended by Mr. and Mrs. Thompson; Mr. and Mrs. John Dempsey, Mrs. Florence Gerard, mother of Mrs. Dempsey; Peggy Wilson and Mr. and Mrs. John Vivona. Mrs. Tommy Carson is back on the sick list while Marie Vivona has recovered from a recent illness.

John Vivona and Harry E. Wilson visited with Roy Puegh, special agent for the O. C. Buck-Model Shows, while on a recent booking trip. At Dickson, City, Pa., they visited with Joseph O'Hara at the inoperative Lackawanna (Pa.) Fair. Vic Palmer is handling the billposting for Vivona Bros.' Shows.

Mrs. Danny Dorso and her children have joined the O. C. Buck-Model Shows. Her husband operates the bingo. Cathy Sutton joined her father, Whitey, operator of the Side Show on the Buck unit. . . . Gerald Snellens, general representative of the World of Mirth Shows, spent Thursday (4) in New York, winding up some national advertising deals for his organization.

Jack Galluppo, of the Penn Premier Shows, reports that despite all the rain, business is well ahead of last year's. A new Coca-Cola top, trimmed in red, green and white, arrived recently for Galluppo's cookhouse. New features in the girl shows are Margo the "Atomic Blonde," who replaced Kasha in "Club Continental," and Ginger LaRue, who replaced Carman LaMarr in the "Sultan's Harem." Lulu Galluppo, who recently completed school in Tampa, flew to Philadelphia to join her father during the show's recent date there.

Ernie Ricciardi was joined by wife, Aljeanne, and son, Alfred, on the Cetlin & Wilson Shows at Erie, Pa. His family and a trailer to house them arrived at the same time from Orlando, Fla. Dot Norman remained in Uniontown, Pa., a recent C&W date, for medical observation. . . . Richmond Cox, World of Mirth Shows publicist, was a New York visitor Friday (5). He was busy aiding photographers for the Sinclair Oil Company to line up action shots of show activities which will appear in three publications distributed nationally by the oil company.

During the stand at Dover, N. J., May 25-30, visitors to the Virginia Greater Shows included Eddie Kreamer and his wife from Dover; Mr. and Mrs. Harold Humphries and children, Montclair, N. J.; Mike Genovese and family, Orange, N. J.; Mr. and Mrs. J. Klinetop and family, Hazelton, Pa.; Phil Minelli, Orange, N. J., and John Vivona, Vivona Bros. Shows. Bob Millikin has rejoined the show after finalizing business matters in Greensboro, N. C.

HANKY PANKS

THE HOTTEST ITEMS ON ANY CARNIVAL ARE:

Our new 3-Ball Mechanical Bucket—our new 7-Foot Slot Roll Down. Over 30 under 11 wins. Our new Lamp Hoop-La Blocks. Pitch till you win. Center outfit, works for a quarter. This is the year to get it.

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228 W. 42nd St. New York, N. Y.

Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

COMMITTEES, ATTENTION!

At liberty starting July 20
ENTIRE CARNIVAL—Eight Rides, Light Plant for Celebrations, Fairs. Everything new and clean.

FOREST BROWN
R. R. #2 Delphos, Ohio

NEW COLOR TROUGH

Strictly a game of skill. Can be played anywhere. Looks so easy everybody wants to play it. For full details write

Shriner's Woodworking
168 N.W. Lloyd Street Beaverton, Ore.

15 BONA FIDE FAIRS **Gem City Shows** 15 BONA FIDE FAIRS

SHOWS: Glass House, Motor Drome, Fun House, Wild Life or any worth-while Animal Show. PAY COMMITTEE MONEY ONLY. RIDES: Dark Ride, Fly-o-Plane, Scooter or any ride not conflicting. Will lease or buy another #5 Ell Wheel. CONCESSIONS: Custard, Novelties, Jewelry and Hanky Panks of all types. R. C. King and Tommy, contact D. Hale. Bingo Help Wanted. HELP: Second Men who can drive (with license) on all rides and other useful people who are with it.

GEM CITY SHOWS
All replies to
TOM HICKEY or DON GRECO
% Western Union, Evansville, Ind., this week.

C. A. GOREE & SONS SHOWS

Want Now—Four More Weeks Downtown Denver—Longmont, Colo., July 4.
Foremen for Ferris Wheel, Tilt-a-Whirl, Octopus and Roll-o-Plane. Shows of all kinds. All legitimate Concessions open. Diggers. Can place Cook House and Bingo Help. Come on or wire. Address:

C. A. Goree, Mgr., 30 Curtis Street, Denver, Colorado

WANTED

C. A. STEPHENS SHOWS

CONCESSIONS—Custard, Long and Short Range, Photos, Age and Scales, String Games, Novelties and Hi-Striker. Counter Men for Bingo. RIDES—Place nice set of Kiddie Rides. SHOWS—Place Girl Show with own equipment, or will furnish top. Barbara LeMay, contact. Animal Show or Wild Life.

ROGERSVILLE, TENN., THIS WEEK.
P.S.: Mack McCaslin can place Swinger Agents.

Morris Hannum Shows

One of the Great Eastern Shows

LEBANON, PA., JUNE 15-20, LEBANON COUNTY FIREMEN'S CONVENTION WEEK; CAHILL FIELD FAIR, 29TH & CLEARFIELD, PHILADELPHIA, JUNE 22-27. THREE AUTOS GIVEN AWAY. MOST OUTSTANDING CHURCH DATE IN THE EAST.

WANT

SHOWS Motordrome, Mechanical City, Side Show, Arcade, Funhouse. Spring Mills Fair, one of our best and very good for Shows, follows for ten big days in July.

RIDES Caterpillar, Whip, Comet, Ridee-O and Rock-o-Plane. Ride owners with Concessions are welcome as this Show owns no Concessions.

CONCESSIONS Photos, Jewelry, String Games, Ball Games, Darts and all Hanky Panks. Will book one Wheel and one Grind Store for Lebanon.

HELP First-class Ferris Wheel Foreman and Second Men wanted at once. Top wages long season. Other Ride Help, come on; will place you. Sam Murphy wants to hear from Ride Men he knows.

All replies to MORRIS HANNUM
Yorktown Hotel, York, Pa., this week; then Wymer Hotel, Lebanon, Pa., June 15-20.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

Lawrenceburg, Indiana Centennial on Main Streets, June 15th to 20th. Indiana's largest 4th of July week at West Baden, June 30th through July 4th. With twelve county fairs to follow. Watch the size towns we play. This show plays more fairs and Celebrations than any show in Indiana. Why! Equipment will speak for itself.

Want Hanky Panks, stock only. Custard, Ice Cream, Ball Games, Pitches, Fish Pond, Coke Bottles, String, or what have you. Shows—Must be well framed. Charles Lamkin wants hanky pank agents. D. F. Murphy wants Age & Weight Agents. Ride Help—Foremen and Second Men on rides, must drive. No drunks or men with cars. Wire Western Union, all wires will be answered.

This week June 8 to 13, Connersville, Ind.; June 15 to 20, Lawrenceburg.

All replies: W. R. GEREN

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

WANT FOR OLNEY, ILL., ANNUAL 4TH OF JULY CELEBRATION AND HOMECOMING 7 BIG DAYS AND NIGHTS — JUNE 28 THROUGH SUNDAY, JULY 5; FOLLOWED BY A CONTINUOUS ROUTE OF BONA FIDE FAIRS AND CELEBRATIONS
Can book for immediate placement—Cookhouse that caters to show people.

CONCESSIONS Will book Hanky Panks or Prize-Everytime Concessions of all kinds. Also on exclusive basis, Basket Ball, Short Range, Custard and Wonder Bar.

SHOWS Have openings for several Grind Shows with own outfits and Transportation such as Snake, Monkey, Wild Life or any good Grind Show. Liberal percentage.

HELP Can place Help on all Rides, must be licensed semi drivers. Also Girls for office-owned Show.

Address: C. C. GROSCURTH, Mgr., Fort Wayne, Ind., This Week

TWO-DAY EXPOSITION SHOWS

WANT FOR SOLID ROUTE OF 18 FAIRS AND CELEBRATIONS, BEGINNING JUNE 23 AT BIG CENTENNIAL CELEBRATION, GILLESPIE, ILLINOIS.

HANKY PANKS OF ALL KINDS EXCEPT POPCORN AND CANDY FLOSS. Whitey Daniels wants Griddle Man and also Man to handle and take charge of Grab joints. CAN PLACE SECOND MEN ON ALL RIDES.

SHOWS WITH OWN EQUIPMENT THAT DO NOT CONFLICT FOR FOLLOWING ROUTE OF FAIRS AND CELEBRATIONS:

GILLESPIE, ILL., CENTENNIAL	CREVE COUER, ILL., INDIAN FESTIVAL	GLENWOOD, ARK., FAIR
CASEY, ILL., ANNUAL JULY 4TH CELEBRATION	JACKSONVILLE, ILL., FAIR	IDABEL, OKLA., FAIR
SPARTA, ILL., FAIR	HOUSTON, MO., ANNUAL HOME-COMING	PINE BLUFF, ARK., FAIR
PINCKNEYVILLE, ILL., FAIR	MAMMOTH SPRINGS, ARK., FAIR	CAMDEN, ARK., FAIR
VIENNA, ILL., FAIR	ANNA, ILL., FAIR	HOT SPRINGS, ARK., FAIR
		EUNICE, LA., FAIR

Contact H. V. PETERSEN or H. M. BOOTH
Address: Kansas City, Kans., this week; North Kansas City, Mo., next week.

WANTED

Rides, Shows and Concessions, privilege \$12.50. East Atchison, Kansas, this week; Helena, Mo., to follow.

Huff's Greater Shows
P.S.: Chairplane, two Kid Rides, Truck to haul same for sale cheap.

COOKHOUSE HELP WANTED

COOKS, GRIDDLE AND STEAMTABLE MEN, WAITERS AND DISHWASHERS
No drunks. Two weeks in Canada, closing in Savannah, Ga.

GEORGE REINHARDT
c/o World of Mirth Shows, Norwich, Conn., this week; Framingham, Mass., next week.

WANTED

Three Kiddie Rides. Long season's work. Working under Firemen's and Veterans' Carnival. Write or call after 6 p.m.

DELAWARE AMUSEMENT COMPANY
Essex 2593-J
or 1102 63 St., Baltimore, Maryland

COMMITTEES, ATTENTION

HAVE COMPLETE CARNIVAL

Available for your Fairs and Celebrations including July 4th. This show opens June 22. Rides, Concession, No Grift, No Gambling, best of references, write or wire

CHARLES E. JACOBSON, Gen. Delivery, Wheeling, W. Va.

WANT WANT WANT

To join now and for Anderson, Indiana, Free Fair and Fourth of July Celebration (Indiana's Best)

RIDES—Kiddie Rides of all kinds. Major Rides not conflicting, such as Rock-o-Plane, Dark Ride, Caterpillar, Fly-o-Plane, Scooter and Coaster.
SHOWS—Organized Girl Revue. We have all equipment. Organized Minstrel Show. We have all equipment. Any kind of a Grind Show with own equipment, Monkey, Mechanical City, Wild Life and Reptile.
CONCESSIONS—We hold fence to fence contract at Anderson. Will sell "X" on Age and Scale, Arcade, Auction, Novelties, Basket Ball and Ball Games. Will book any kind of prize-every-time Concession.
RIDE HELP—Need general Ride Help and Tilt Foreman. General Concession Help apply to Harry (Irish) Gaughn.

All answers to

DOLLY YOUNG, Mgr., ROYAL CROWN SHOWS
Soaper Hotel, Henderson, Ky., this week; Owensboro, Ky., next week.

Carnival Routes

Continued from page 49

- F. & M. Am. Co.: Taylor Springs, Ill.; Hanna City 15-20.
- Franklin, Don, No. 2: Bandera, Tex.
- Franklin, Don, No. 1: Pawhuska, Okla.; Ponca City 15-20.
- Gayland: Hardisty, Alta., Can., 11-13.
- G. & B.: Newburg, W. Va.
- Gem City: Evansville, Ind.
- Gentsch, J. A.: Cleveland, Miss
- Georgia Am. Co.: Fairburn, Ga.
- Glades Am.: Aylett, Va.
- Gladstone Expo.: Munfordville, Ky.; (Fair) Springfield 15-20.
- Gold Bond: North Fond du Lac, Wis.; Wausau 16-21.
- Gold Medal: Mildesboro, Ky.
- Golden Nugget: Elgin, N. D., 11-13; Watford City 18-20.
- Gooding Am. Co. No. 1: (West Side Jubilee) Columbus, O.
- Gooding Am. Co. No. 2: Massillon, O.
- Gooding Am. Co. No. 3: Beaver Falls, Pa.
- Gooding Am. Co. No. 4: Lorain, O.
- Gooding Am. Co. No. 5: Mishawaka, Ind.
- Gooding Am. Co. No. 6: Tarentum, Pa.
- Gooding Am. Co. No. 7: Barberton, O.
- Gooding Am. Co. No. 8: Wellsburg, W. Va.
- Gooding Am. Co. No. 9: Steubenville, O.
- Okl. Expo.: Prague, Okla.
- Goree & Sons: Denver, Colo., 8-27.
- Grand American: Fairfield, Ia.; Fort Dodge 13-20.
- Great Sutton: (Oakwood Lot) Hannibal, Mo.
- Greater Dixieland: Konawa, Okla.
- Hannum, Morris: York, Pa.; Lebanon 15-20.
- Happy Attrs.: Chillicothe, O.; Jackson 15-20.
- Happyland: Roseville, Mich.
- Harrison Greater: Belhaven, N. C.
- Helman United: Jackson, La.; Maringouin 15-20.
- Heth, L. J.: Washington, Ind.; New Albany 15-20.
- Hiawatha: Temperance, Mich.
- Hill's Greater: Greeley, Colo.
- Holly Am. Co.: Lawrenceville, Ga.
- Hotell, Buff.: E. St. Louis, Ill., 9-18.
- Howard Bros.: Newcomerstown, O.
- Huff's Greater: E. Atchison, Kan.; Helena, Mo., 15-20.
- Hugo's Expo.: Belton, Mo.
- Imperial: Buchanan, Mich., 8-20.
- Interstate: Mayfield, Ky.
- Johnny's United: Madison, Ind.
- Ken-Penn: Leechburg, Pa.
- Key City: Kankakee, Ill.; Piper City 15-20.
- Keystone Attrs.: Millroy, Pa.; Montgomery 15-20.
- Kille: Hammond, La.
- Klenke: Van, W. Va.
- Lagasse Am. Co., No. 1: Burlington, Mass.; No. 2, North Wilbraham, Mass.
- Lee United: Linden, Mich.
- Lone Star Am.: Amarillo, Tex.; Dumas 15-20.
- Manning, Ross: Peekskill, N. Y.
- Marion Greater: Leesville, S. C.
- Mark's, John: (78th & Island Road) Philadelphia, Pa.
- Marvel: Oglesby, Ill.
- Merriam's Midway: Ottumwa, Ia.; Fredricksburg 15-16; Denver 18-20.
- Metropolitan: Lexington, Ky.
- Midway of Mirth: East Alton, Ill.
- Mighty Hammonree: Monticello, Ky.; Danville 15-20.
- Mighty Hoosier State: Connersville, Ind.
- Milliken Bros.: Statesboro, Ga.
- Model of Canada: Lachute, Que., Can.
- Moore's Modern: Bald Knob, Ark.; Sikeston, Mo., 15-20.
- Motor State, No. 1: Port Clinton, O.
- Motor State, No. 2: Petersburg, Mich.
- Mosher Am.: Harbor Beach, Mich.; New Baltimore 16-21.
- Moser-Rundle: New Hartford, Ia., 12-13; Janesville 19-20.
- Nelson, George W.: Woolstock, Ia., 9-10.
- Plainfield 12-13; Emmons 15-17.
- Nolan: Carey, O.
- Northern Expo.: Rapid City, S. D.; Williston, N. D., 16-20.
- Page Bros.: Leitchfield, Ky.
- Parada: (Dawson Station) Tulsa, Okla.; Pierce City, Mo., 15-20.
- Park Am.: Huntsville, Ark.
- Paul's Am. Co.: Jerico Springs Mo.
- Penn Premier: Binghamton, N. Y.
- Perrell's Pioneer: Montgomery, Pa.
- Playtime: Wakefield, Mass.; Gloucester 15-20.
- Powelson Greater: Wadsworth, O.; Orrville 15-20.
- Prell's Broadway: Hicksville, L. I., N. Y.; Levittown 15-20.
- Rainier: Parkland, Wash.; Burlington 15-20.
- Raines Am. Co.: Mena, Ark.
- Raney United: Grand Rapids, Minn.
- Redwood Empire: Union, Ore.
- Reid, King: Bathurst, New Brunswick, Canada.
- Rockwell, Mike: (Rodeo) Colby, Kan.
- Rocky Mountain Empire: Grand Junction, Colo.
- Rogers Bros.: Dickinson, N. D.; Herbon 15-16; Zap 18-20.
- Rose City Rides: Van Buren, Mo.; Sullivan 18-20.
- Royal American: Davenport, Ia.; East Peoria, Ill., 16-21.
- Royal Crown: Henderson, Ky.; Owensboro 15-20.
- Royal Midwest: Defiance, O.
- Royal United: Danbury, Ia., 10-11; Humboldt 12-13; Nevada 14-17; Clarksville 18-20.
- Rumble Greater Rides: Ferdinand, Ind.; Paoli 15-20.
- Schafer's Just for Fun: Gary, Ind.
- Shan Bros.: Raceland, Ky.
- Siebrand Bros.: Pueblo, Colo.
- Skerbeck: Ahmeek, Mich.
- Smith, George Clyde: Frostburg, Md.; Centre City, Pa., 15-20.
- Snapp Greater: Independence, Mo.; Jefferson City 15-20.
- Southern Valley: (Colored Fair) Monroe, La.; Greenville, Miss., 15-20.
- Standard: (Rodeo) Hulet, Wyo., 11-14.
- Star Am. Co.: Mountain Home, Ark.
- State Fair of Utah: Franklin, Idaho.
- Stephens: Oskaloosa, Ia.
- Stephens, C. A.: Rogersville, Tenn.
- Sterling Crown: Somerset, Ky.
- Stipe's: Stevens Point, Wis.; Preston, Minn., 18-20.
- Strates, James E.: Utica, N. Y.
- Sunset Am. Co.: Dubuque, Ia.; Boone 15-20.
- Superior: Central Valley, Calif.; Dunsmuir 15-21.
- Tatham Bros.: Attica, Ind.
- Tennessee Valley: Hartsville, Tenn.; Cookeville 15-20.
- Thomas, Art B.: Lake Andes, S. D., 12-13; Viborg 15-16; Parkston 17-18.
- Thomas Joyland: Mingo Junction, O.
- Thunderbird Am.: Greysbull, Wyo.
- Tidwell, T. J.: Leadville, Colo.
- Tinsley, Johnny T.: Greenville, S. C.
- Tivoli Expo.: Kansas City, Kan.; North Kansas City, Mo., 15-20.
- 20th Century: North Chicago, Ill.
- United Expo.: Waukegan, Ill.
- United States: Anawalt, W. Va.
- Veterans United: Breckenridge, Minn.
- Victory Expo.: Kingfisher, Okla.
- Virginia Greater: Monsey, N. Y.; Nyack 15-20.
- Vivona Bros.: Wilkes-Barre, Pa.
- Wade, W. G.: Negaunee, Mich.
- Wallace Bros.: Winnipeg, Man., Can.; Regina, Sask., 14-20.
- Wallace Bros.: Frankfort, Ind.

- Wallace, I. K.: Sperryville, Va.
- West Coast Expo.: Livermore, Calif.
- West Coast: Grants Pass, Ore., 9-14.
- Western: Marysville, Wash.
- Wilcox, Dick: Ashland, Me.
- Wilber's Wolverine: Centerville, Mich.
- Williams, Ray: Circleville, O.; Lima 15-20.
- Wilson Famous: Rochelle, Ill.; Fulton 15-20.
- Wilson Greater: Astec, N. M.; Cortez, Colo., 15-20.
- Wolf Greater: Mason City, Ia.; Columbia Heights, Minn., 19-21.
- Wolfe Am. Co.: Martinsburg, W. Va.
- World of Mirth: Norwich, Conn.; Framingham, Mass., 15-20.
- World of Pleasure: Sturgis, Mich.
- World of Today: (3rd & James St.) Kansas City, Kan., 8-16.
- Young, Monte: Roosevelt, Utah; Tooele 5-20.

HELP WANTED

Merry-Go-Round and #5 Eli Wheel FOREMEN!
Must be truck driver.
If you are sober and industrious, can give you long season, good treatment and pay on pay day. Excellent opportunity for right men. Top Salary Offered.
Wire Now!
W. G. Wade Shows
Negaunee, Mich., all this week, then as per route.

JIMMIE CHANOS SHOW

Want Legitimate Concessions of all kinds.

Ball Games, Cigaret Shooting Gallery, Coke Ball Game, Bumper, Photo Gallery, American Mitt Camp, can use Shows with own outfit for committee money only. Ride Help: Want Caterpillar Foreman and Foreman for Roll-o-Plane; Second Man on Wheel, any other Ride Help that can drive semis. Big 4th of July Celebration from June 30 to July 5, Greenville, Ohio, Fair Grounds, then Eaton, Ohio, Sesquicentennial on Street; Union City Ind., on Street. This show has no gate and no racket. All replies to Jimmie Chanos, Piqua, Ohio.



"HONESTY IS OUR POLICY"

PLAYING HOOPESTON, ILL., 4TH OF JULY; MARTINSVILLE, IND., NEXT WEEK
CONCESSIONS WANTED—Foot Long Hot Dogs, Custard, Scale & Age (Clayton, wire), Long Range, African Dip, Ball Games, Short Range, Hoop-La, Heart Pitch, Cork Gallery, Add-Em-Darts and Bumper. **SHOWS WANTED**—Funhouse, Fat, Monkey, Illusion and Drome. (Hoppy wants Francis Lee to contact him, please. Also Annex Attractions that can stand prosperity, and other Working Acts for Side Show.) **HELP WANTED**—Useful Ride Help in all departments who drive. ALL replies to
JOHN PORTEMONT
Madison, Ind.



WANT FOR LA FOLLETTE, TENN., WEEK OF JUNE 22-27. DOWNTOWN LOCATION. FIRST SHOW IN FIVE YEARS. FOLLOWED BY THE BEST 4TH OF JULY SPOT, STEARNS, KY.
Legitimate Concessions of all kinds; Age and Scales, Dillon, contact. Bingo, Hunky Panks of all kinds, Luther Sandlin, contact. **SHOWS**—Mechanical, Monkey, Funhouse or any non-conflicting Grind Shows. Al Alfredo wants Tattoo Artist, Mitt Reader and Acts for Side Show. **FOR SALE**—Motordrome, loads on one semi, three good motors and rollers for bally. Cheap for cash.
All replies to
J. L. KEEF
Franklin, Tenn.

FORT RECOVERY, OHIO, ANNUAL CELEBRATION
JUNE 17 THRU SUNDAY, JUNE 21—5 DAYS & NITES.
Followed by All Fairs and Celebrations.
College Corner, Ind.—June 23-27
On the Streets
Hartford City, Ind.—July 7-11
The Biggest Date in Michigan—Blue Water Festival—Port Huron, Mich., July 14-19.
Limited Space—Contact Now.
Also Booking for Romeo, Mich., Peach Festival, Sept. 5-7, and Hudsonville, Mich., Free Fair, Sept. 9-12.
Legitimate Merchandise Stands—Photos, Scale, Age, Ball Games, Six Cats, Coke, Block Pitch, Stock Wheels, Grab or Cookhouse, etc. All replies:
MAJESTIC GREATER SHOWS—SAM GOLDSTEIN
Southland Hotel—Phone: Elgin 5575—Atlanta, Ga., until June 13.

DRAGO AMUSEMENTS
WANT WANT WANT
All Concessions working Stock for #1 Unit, Dunkirk, Ind. Centennial June 15-20. Get ready for the biggest July 4th spot in Indiana, Rochester, around the Courthouse, with lots more Fairs, Celebrations and Centennials booked solid for rest of season. Wanted: High Act for North Judson Free Street Fair, July 6-11. Bing Randolph wants Agents. Paul Hubbard, come on. Will sell X on Ice Cream, Frozen Custard, both units, will book any Show with own outfit, and Arcade for small per cent. Want Cookhouse for Brookston Centennial. Also #2 Unit biggest Centennial, Brookston, Ind., June 15-20, and another big July 4th spot, Wakarusa, Ind. Also more Fairs and Centennials booked solid thru season. If you want in on the Big Ones, get with us. Jack Smith, contact Chef Pierce, #2

FESTIVAL OF FUN SHOWS
Want for Now and the Big One for the Fourth of July, White Cloud, Mich.
All kinds of Hunky Panks, come on Glass Pitch, String Games, Shooting Gallery, Custard, Color Games, Jewelry, Ball Games, Coke Bottles, Percentage, Want Shows. Good Shows get their bank roll at White Cloud. Especially want Monkey, Mechanical, Snake and Glass Show. Mr. Meyers, Ten-in-One man, contact; good proposition. Want Ride Help, Second Men who drive semis. Long season, top salary. Want good Griddle Man, Waiters, good pay. Charles Shanessy, contact Dwight Baimet, Jack Lance, contact; important. Bill Stacy, contact or come on. Can use live Pony Ride. Come on, Cassey, place your Bingo, Funhouse and Spitfire. All replies to
CONCESSION MANAGER, FESTIVAL OF FUN SHOWS
Charlotte, Mich., this week; Alma, Mich., June 15-20

LEON'S EXPOSITION
Want Pitchman, Kitchen Gadgets for exhibit tents. Help—Joe T. Galvin; answer this ad. Also want Man to up and down concessions. Answer
211 ATLANTIC STREET OR PHONE 4-5977—STAMFORD, CONNECTICUT

GOLDEN JUBILEE CELEBRATION
Largest in Western New York. Sponsored by Rescue Volunteer Hose #1, Cheektowaga, New York. At World's Largest Thruway Plaza Grounds.
HAVE OPENINGS FOR
JUNE 15-20
HELP
All kinds of Ride Help —also Agents.
ALL KINDS OF RIDES SHOWS
CONCESSIONS—All kinds of Games, including Hunky Panks and Stock Concessions.
ALADDIN AMUSEMENT CO.
1009 SYCAMORE STREET
BUFFALO 12, NEW YORK
CALL LEO, TELEPHONE: HUMBOLDT 3739.

ALAMO EXPOSITION SHOWS

WANTED
Can place Side Show with own equipment. Have complete frame-up for capable Athletic Show Man. We are going into Athletic Show territory. Joe Murphy wants Girls for Hawaiian Show. Will book other Shows of merit that do not conflict. Grind Shows that have their own equipment can be booked until the middle of November. Madam Burleson, contact me. Concessions: Will book Custard, Ice Cream, Six Cats, Buckets, Photo Gallery. Charlie Levine or Max Harris, contact me. This is a good location for Penny Arcade. Will book Hunky Panks of all kinds. Will book Long and Short Galleries, also Juice and Grab. **RIDES**: Can place Boat Ride and Little Dipper. Also Second Man on Twin Ferris Wheels, Second Man on Merry-Go-Round; must drive semi trucks. Can place Billposter who can handle details. We have transportation.
All Contact JACK RUBACK, Mgr.
June 8 to 13, Dumas, Texas; June 15 to 20, Raton, N. M.; then big soldiers' pay day, June 29 to July 4, in Colorado Springs, Colo.
P.S.: Can place Paper Man. I furnish transportation.

SUNSET AMUSEMENT CO.
All Celebrations and Fairs starting week of June 22 at Hutchinson, Minn., Water Carnival
Can Place Motordrome, Fun House, Monkey, Snake, Animal and Mechanical Shows, also Ding Shows.
Will book Penny Pitch, String Game, Coke Bottles, Bumper, Country Store, Ball Games and Hunky Panks. Will sell exclusive on Hats, Long Range, Short Range, Derby and Custard.
Ride Help—Can Use Dependable Octopus Foreman. Also Two Second Men; All Must Drive a Semi.
DUBUQUE, IOWA, This Week; BOONE Next

GOLD BOND SHOWS
WANT WANT WANT
OSHKOSH, WIS., MAMMOTH CENTENNIAL, 8 BIG DAYS, JUNE 29 THROUGH JULY 4
CONCESSIONS: Want Hunky Pank Concessions of all kinds. Ball Games, Pitch Games, Cigarette, Percentage, Custard, Fish, Bowl, Bowling Alley, String Game, Penny Pitch. **SHOWS**: Want Operator with talent for Side Show. Best of equipment. Side Show is up and ready to go. Also want Monkey Show, Motordrome, Illusion and Snake Show. **RIDE HELP**: Want Ride Help who drive for Merry-Go-Round, Octopus and new Tilt. All replies by wire.
MICKEY STARK, Mgr.
North Fond du Lac, Wis., June 8-14; Warsaw, Wis., June 15-24.

GEORGE CLYDE SMITH
WANT—Ball Games, Glass Pitch, High Striker, Hoop-La, Swinger, Duck Pond, Fish Pond, Cork Gallery, String Game, Dart Balloon, Lead Gallery, Coke Bottle, Pitch-Till-You-Win, Basket Ball, Want Girl Show, Side Show, Monkey Show, Penny Arcade, Want Spit Fire Foreman, Ferris Wheel Foreman, General Ride Help, Truck and Tractor drivers, Agents for Office Hunky Pank. All replies to George Clyde Smith Shows, Frostburg, Maryland this week, Central City, Penna., next week.

FOREMEN WANTED
For Whip and Caterpillar
Also want Second Men. Prefer those who drive. Can place reliable Bill Poster. Must be Union. We have truck.
JOHN H. MARKS SHOWS
78th and Island Ave. Philadelphia, Pa., until June 13.
All address, Art Lewis, Gen. Mgr., Sylvania Hotel, Philadelphia.

WANT WANT WANT
Ride Help on all rides, First and Second Men, must drive semis. (Wilbur Jirard, Tex and Curly, come on in). Bobby, Ferris Wheel open.
BIG FOUR AMUSEMENTS
So, Elgin, Ill., June 8-14

WANTED
Lyndhurst, New Jersey
Legitimate Concessions of all kinds, Glass Pitch, Ball Games, Fish Pond, Cork Gallery, Lead Gallery, Pitch-Till-U-Win, String Game, Duck Pond, Coke Bottle, Mug Outfit, High Striker, Guess Your Age and Weight. Any Slum Games, Mitt Camp.
St. Anthony Fiesta, June 13-14-15, Sanford Ave. and Stuyvesant Ave., Lyndhurst, N. J.
Mt. Carmel Fiesta, July 17-18-19, Copeland Ave. and Stuyvesant Ave., Lyndhurst, N. J.
CANTE'S RIDES
292 Park Ave. Phone Rutherford 2-1772-R Lyndhurst, N. J.
P.S.: Ride Help Wanted—Ferris Wheel Wanted.

O. J. (WHITEY) WEISS
CONCESSION MANAGER—STERLING CROWN SHOWS
WANTS AGENTS FOR COUNT AND PEEK STORES, ALSO WHEELS, SIX CATS, BUCKETS AND PERCENTAGE TABLES. CAN ALSO PLACE USEFUL HELP ON CONCESSIONS. (Agents who have worked for me, contact immediately.) Address c/o STERLING CROWN SHOWS, SOMERSET, KY., this week.

OCTOPUS FOREMAN WANTED
Must know Ride. Salary \$60.00 per week. Also want CONCESSION AGENTS. (No collect calls or wires.) Contact:
LOUIS CUTLER
Address: c/o RUMBLE GREATER RIDES, FERDINAND, IND., this week

CAN PLACE
SHOWS and CONCESSIONS for Big Legion Celebration, Paoli, Ind., June 15-20. (Bill Lefler, c/o R.) Contact:
D. R. RUMBLE
Address: c/o RUMBLE GREATER RIDES, FERDINAND, IND., this week

GEORGE W. NELSON SHOWS

THIS IS A FAST MOVING SHOW PLAYING 2 CELEBRATIONS OR FAIRS PER WEEK FOR THE ENTIRE SEASON. OUR 1953 ROUTE IS THE STRONGEST WE HAVE EVER HAD. WE PLAY MOSTLY STREETS

Woolstock, Iowa, June 9 & 10; Plainfield, Iowa, June 12 & 13 (Barbecue Days); Emmons, Minn., June 15, 16, 17; Klemme, Iowa, June 19 & 20; Pocahontas, Iowa, June 23 & 24; Calumet, Iowa, Pancake Day, June 26; Twin Lakes, Iowa, June 27, 28, 29, 30; Vinton, Iowa, July 4 & 5; Corwith, Iowa, July 8 & 9; Northwood, Iowa, July 12, 13, 14, 15 (Centennial); Geneva, Minn., July 17, 18, 19; Winnebago, Minn., July 20, 21, 22; Pomeroy, Iowa, July 24 & 25. All Fairs following, two per week. Low privilege, one of a kind, no Mitt Camps. Need Octopus for season. You can make it here, no Tilt. Shows: Any except Girl and Athletic.

Coil Workers, notice: Have good automobile ready to go, everything furnished. If you can stay sober and work, you can make it here.

All Replies to

GEORGE W. NELSON, Owner-Manager, as per route

WANT WANT WANT WAUKESHA, WISCONSIN, JULY 2-3-4-5

Biggest July 4th Celebration in Southern Wisconsin. \$1,000 fireworks. Sponsored by American Legion and V.F.W. Posts. STOCK CONCESSIONS OF ALL KINDS. (No Flats or Gypsies.) SHOWS: ANIMAL, SNAKE, FUN HOUSE, GLASS HOUSE, etc. RIDES: CAN USE 2 MORE MAJOR RIDES NOT CONFLICTING.

Write, Phone or Wire: CONCESSION MANAGER 2821 NO. 58TH STREET MILWAUKEE 10, WIS. (Phone: Uptown 3-3230)

ANNUAL BUNKER HILL CELEBRATION

CHARLESTOWN, MASS., JUNE 15-20th

Parade, Fireworks, Governor's Day, Mayor's Day. Want Concessions of all kinds.

LAWRENCE CARR Wilmington, Mass.

EVANS UNITED SHOWS

CAN PLACE FEW MORE CONCESSIONS FOR MILAN, MO., JUNE 8 TO 13; LIBERTY, MO., JUNE 15 TO 20.

Can use Hi-Striker, Basket Ball, String, Add 'Em Up Darts, Milk Bottles, Grab, Fish Pond, Watch-La, Jingle Board, Novelties, anything not conflicting with what we have. We book one of a kind. All Celebrations after July 1. Plattsburg, Mo., June 22 to 27; Lyndon, Kans., July 3 to 4; Jayhawker Days, Williamsburg, Kans., July 6 to 9. No racket, no gypsies. Contact MANAGER.

WANT—STERLING CROWN SHOWS—WANT

DIESEL ELECTRICIAN

Who knows G.M. Plants and can wire Show. Must drive Plant Truck. No drunks considered.

RIDE HELP

Foremen for Ferris Wheel, Tilt-a-Whirl and Fly-o-Plane. Also Second Men. Must be licensed drivers. No drinking tolerated. Long season. Top salaries and bonus.

All reply E. L. YOUNG, Mgr., Somerset, Ky., this week

Wanted--CONCESSIONS--Wanted

To Join at Taylor Springs, Illinois, Homecoming, June 10 Thru 14

Playing only bona fide Celebrations. We carry 7 Rides. CAN PLACE LEGITIMATE STOCK CONCESSIONS OF ALL KINDS. CAN USE GOOD, RELIABLE RIDE HELP.

Celebration Committees in Northern Illinois: We have some spill dates open in July and August.

Address IVAN K. MANN

c/o F. & M. AMUSEMENT SERVICE, Taylor Springs, Ill., this week; then Hanna City, Ill.

P.S.: Leon Burto, come on.

GREAT SUTTON SHOWS

50TH ANNIVERSARY—EVERYTHING NEW BUT THE NAME

Want Hunky Panks of all kinds. Stock Ball Racks, also Six Cats and Buckets. Will sell "Es" on Frozen Custard. Will place Pony Ride for balance of season. Want Independent Shows of all kinds with own equipment. We have 14 Fairs—A good route for a Circus Side Show. Liberal percentage. Can always use good Ride Help that drive semis. Contact F. M. SUTTON SR., MGR., Oakwood, Mo., this week. FOR SALE—15 HP, 3-Phase Electric Motor, Equipped for V-Belt Drive. Mounted on Dollies. Now stored at Eli Bridge Co. Excellent for use on Ferris Wheel. First \$150.00 takes it.

Want for the finest Celebrations and Fairs, with Rensselaer, Indiana, 4th of July. 4 big Days. Parades, Queen Contest, Free Acts, Bands, Drawings, Fireworks. Followed by 10 big Fairs. Have openings for Ball Games, Fish Pond, Coke, Hoop-La, Long or Short Range, Pitch, Basketball, African Dip, Six Cats. Shows—Mechanical, Unborn, Arcade, Glass, Fun House, Monkey, Animal or Wild Life Show, on low percentage. Can place Pony Ride. Will sell exclusive on Novelties and Custard for gigantic 4th of July Celebration and balance of season. Those booking now given preference on our Fairs. ROYAL MIDWEST SHOWS (Roxie Harris) GENERAL DELIVERY, DEFIANCE, OHIO

ATTENTION! CARNIVAL OWNERS AT LIBERTY—TWO GIRL SHOWS

Not Revues but medium type shows. Flashy Panel fronts, with own transportation and fully equipped, must have exclusive. We operate on strict business basis. No drunks. Wire and state proposition. BOX 636, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO, ILL.

MOTOR STATE SHOWS

WANT FOR #1 AND #2 UNITS ALL CELEBRATIONS AND FAIRS

Hanky Panks not conflicting, Age, Weight, etc. Foreman for #2 unit Merry-Go-Round and Kiddie Ride. Foreman for #1 show on Octopus and new #5 wheel. #2 unit Petersburg, Mich., now; St. Charles Centennial follows. #1 unit Fort Clinton, Ohio now; Waterville, Ohio, Annual Celebration, in City Park, June 17-20. JOE FREDERICK, Mgr.

P.S.: Charles Krekeler needs agents.

AMERICAN LEGION FAIR

CLARION, PA., NEXT WEEK. Will book all kinds of legitimate Game Concessions for this big event. HELP—Concession Agents, Griddle Man, LITTLE DIPPER FOREMAN, ACTS for SIDE SHOW, STRAIGHT RIDER for DROME. Capable Show People can always be placed. Write or Wire

BEAM'S ATTRACTIONS

HOMER CITY, PENNA., THIS WEEK.

ALL TYPES OF WHEELS



Mdse. Wheels Big Sixes Double Wheels Laydowns Ask for 1953 Catalogue

CARDINAL MFG. CORP. 430 Keap Street Brooklyn, N. Y. EVergreen 7-5827

JACK THOMAS WANTS

Agents for Scales and Age, Jewelry, Ball Game, Cigaret Block.

ART B. THOMAS SHOWS

Lake Andes, South Dakota, June 12-13; Viborg, 15-16; Parkston, 17-18; Pierre, 19-20-21; Miller, 22-23.

JIMMY FERENZI WANTS GIRLS

For Girl Show. Good salary and 50% of nightly tips. Wants Canvasman who drives semi. Cookhouse Help. Cook and Griddle Man. Also would like to hear from some of the boys that I took care of on the Royal Crown Shows this past winter. Steve Russell and Vena, contact. Bill Are I didn't forget you. Contact

JIMMY FERENZI THOMAS JOYLAND SHOWS Mingo Junction, O., this week, and per route next.

FOR SALE KIDDIE CARROUSEL

Late model 20' dia. Allan Herschell. 20 Alum. Horses, 2 Chariots, Merri-Org. 1 1/2 H. P. AC Motor. Weight 7000 lbs. Loads 14' truck body. Runs and looks like new. Guaranteed to be A-1. Never outdoors—run few months in store. \$3,200 cash or \$3,400 if crated. Can see operating in Syracuse. Phone 62-7811 or write

FRED W. SEARLE MANLIUS, N. Y.

AGENTS WANTED

Count and Peek, on railroad show. Phone or wire

BERNIE FELDMAN

Room 215 Scranton Hotel Scranton, Pa.

WANTED PIN STORE AGENTS

BILLY GALLAGHER Get in touch with me. NEIL BASTEDO % W. G. WADE SHOWS, Negaunee, Mich., all this week, then as per route.

Thank You James & Madge Leahy

Concessionaires with World of Mirth Shows, for your Roadmaster Buick Riviera purchase.

JOHNNY CANOLE

Canole Buick Monessen, Pa. Phone 2500. Altoona, Pa., Phone 9347.

Books—Books—Books HEALTH, JOKES, OCCULT, ASTROLOGY, DREAM, MAGIC, JIU-JITSU, ETC.

Quantity prices as low as 2c each. FREE CATALOG—or send \$1.00 for set of samples. Tell us how you'll use them. We'll select the best titles. STEIN PUBLISHING HOUSE, Dept. A 521 S. State St. Chicago 5, Ill.

ROGERS BROS.' SHOW

Wants Shows of all kind: Snake, 10-in-1, Athletic or any other Show. Jack Larue wants one Count Store Agent, Bucket and Swinger Agents. Two and three spots a week. All Fairs and Celebrations, work every day. Call Dickinson, North Dakota Fair.

REX SULLIVAN and BOBO BENNETT

WANTED

Palmist, Fortune Teller. High class, neat, age between 35 and 45. Write or call H. SCHWARTZ Capitol Hotel, 51 St., and 8th Ave., NYC. Circle 4-3700 ext. 829 between 11:30 A.M. and 1 P.M.

LEGAL ADJUSTER and GENERAL AGENT WANTED

For Truck Show. Answer to CARNIVAL General Delivery Kingsport, Tenn.

FAWN TOWNSHIP FIREMEN'S FAIR

TARENTUM, PA., JUNE 15-20

Parades—Fireworks—Free Acts—Industrial Exhibits

SHOWS — SHOWS — SHOWS

Can Place good clean family shows. Plenty of good spots ahead. FUNHOUSE—Operator for New Funhouse on 30' trailer; good opportunity for right people.

Ride Help—Ferris Wheel Foreman, Foreman for Four Ride Kiddieland, Second Men on Rides—No driving—best of treatment and good wages.

KEN-PENN AMUSEMENT CO.

LEECHBURG, PA., JUNE 8-13 FAWN FAIR, JUNE 15-20

WILSON GREATER SHOWS

Want for the following dates: Cortez, Colo., Rodeo, June 15-21; Flagstaff, Ariz., Powwow, June 27-July 5; Shiprock, New Mexico, Rodeo, July 7-12; Durango, Colo., Spanish Trail Day, July 27-August 2.

Concessions of all kind except Eats and Corn Game. Can place Agent for Slum Stores, Agents for Floss. First Man for two-abreast Allan Herschell, \$60 week. Long season, out till Christmas.

LOYD WILSON

This week Aztec, New Mexico

PERCELL'S AMUSEMENT PARK, INC., Presents

PIONEER SHOWS

Flemington, Pa., June 15 to 20, Firemen's Convention on the streets. Plenty of Parades, Bands, Floats and Special Events. All Celebrations and Homecomings; better than fairs.

Want Shows of merit only. Want legitimate Concessions only (no Camps), space limited. Ride Help, semi drivers preferred. Want Rides—Major and Kiddie.

All Replies to

M. PERCELL, Gen. Mgr., Montgomery, Pa., this week

CUMBERLAND VALLEY SHOWS

Opening June 15 at So. Pittsburg, Tenn.

Your last call to be with a show that is booked solid for 1953.

All legitimate Concessions open except Bingo, Popcorn, Cookhouse and Photos. This show positively carries no rift. WANT SHOWS: Glass House, Motordrome, Mechanical City, Monkey Circus. If you have a capable Show with own outfit, I have virgin territory for you. Percentage 25%. RIDE MEN: I need one Wheel Man, A-1 Octopus Man. Can use Second Men on all Rides if you are not a drunkard and a good, reliable semi-truck driver. This show pays off every Monday night and not a promise. It also holds contracts for 10 bona fide Fairs: Alexandria, Carthage, Tracy City, Crossville, Cookeville, Sparta, Putaski, Tenn.; Cedartown, Dalton and Summerville, Georgia. So get with a show that isn't lost. Address all mail and wires to LAVOY WINTON, MANAGER, SOUTH PITTSBURG, TENN.

CASSIDY'S GLASS PITCHES

WANT TRUCK DRIVER

Also Up and Down Men. Salary open. If you know me phone 6121, Kenosha, Wis., or wire Dayton Hotel, Kenosha, Wis.

Ohio-Illinois Annual Firemen's Street Celebration

JUNE 17-18

LACON, ILL., DISTRICT LEGION 40&8 CELEBRATION, JUNE 20-21

Can use Popcorn, Floss, Photos, any Hunky Panks not conflicting. No flat stores or gypsies allowed. Will sell Short Range, 2 guns, all steel trailer, reasonable if taken at once. Hess' 5 beautiful Rides are booked at the above. I have midway. Wire or write at once.

MARY WESTPHAL, Box 107 Oglesby, Ill.

PAGE BROS.' SHOWS

Want Custard, Arcade, Lead Gallery, Slum Concessions of all kinds. Operator for Fun House, office owned. Ride Men on all rides. Wheel Foreman; top salary; pay every Tuesday night; no hold back. Girls for Girl Show; top salary. Saxophone, Trumpet, Trombone and Comedian for Jig Show. Dave DeCortie wants Agents. Address Litchfield, Ky., this week. P.S.: Special proposition to Live Pony Ride.

MICKEY RE WANTS CONCESSION AGENTS

For Buckets, Six Cats, Pan Game, Cigarette Block and Fish Bowl. Also Slum Store Agents. Want Elderly Couple for Pronto Pups. (Vic Parr, get in touch with me.) FAIRS AND CELEBRATIONS START WEEK OF JUNE 22 AND RUN THRU OCTOBER. All contact MICKEY RE, c/o SUNSET AMUSEMENT CO., DUBUQUE, IOWA, this week; BOONE, IOWA, next week.

PAUL'S AMUSEMENT COMPANY

Paul Scrimager, Owner Virgel Dillon, Manager Larry Schaff, Secretary 18 PROVEN FAIRS AND CELEBRATIONS—18 JERICHO SPRINGS, MO.—ANNUAL PICNIC—THIS WEEK RIDE HELP: Ride Foremen and Second Men for all Rides. Must drive and have licenses. Can place Wives on Tickets or Concessions. AGENTS: Want Agents for Stock Concessions and Percentage. Men or Women. (Ride Men and Agents—if you drink, save yourself trouble by staying where you are.) CONCESSIONS: Want Concessions of all kinds. Sorry, boys, no flats or gypsies. Legitimate Show except Monkey Show. This is proven territory for Shows. What have you? All replies to PAUL'S AMUSEMENT CO., Jerico Springs, Mo., this week; then per route.

EMPIRE STATE SHOWS

Want to buy, book or lease Spiffire Ride. Want Shows—Sideshow, Girl Show, Athletic Show, Unborn, Grind Show. Operator for Snake Show, Penny Arcade. Want Concessions of all kinds, Bingo, Frozen Custard, Jewelry, Grind Stores, Boxey and Dick Stack, wire me. Agents for Six Cats and Grind Stores. Want Ride Help and Foremen for Wheel, Rolloplane, Octopus. Harvey Collins and Snell, answer. HARRIMAN, TENN., THIS WEEK.

Fireworks Operators, ATTENTION
 Long season, start now. If we don't know you, state previous experience.
JACK HUNT
RAY OLDER
TOULMIN SHEPARD
 and other old employees, contact us at once, by wire or phone.
THEARLE-DUFFIELD FIREWORKS, Inc.
 203 N. Wabash Ave.
 Chicago 1, Ill.
 Phone: RAndolph 6-9770

World of Mirth Shows
Wants Top Flight TALKER
 for Hermine's Midget Show
 Outstanding Lilliputian Revue featuring a spectacular front and all new equipment. Bert Kaye answer. Also Lew Hamilton, if you are not with Royal American. All replies to:
FRANK BERGEN, Gen. Mgr.
 WORLD OF MIRTH SHOWS
 Norwich, Conn.

FOR SALE
 World's Best
Hand Carved Mechanical CIRCUS
 The famous DeVaul-Ringling Bros. reproduction of 3 rings, 200 acts, band, menagerie, parade, 18 motors, 75,000 parts, sound system, voltage regulator. Beautiful special open-up exhibit body on long Dodge truck, set up and operated by one, cannot be duplicated at any price. Carvings insured for \$4000.00; sell \$3500.00 complete. See operating Albion, N. Y., week of June 8; Spencerport, N. Y., week of June 15.
DeVAUL'S MECHANICAL CIRCUS

WANTED
 For Sandy Lake, Pa., Vol. Fire Co. 10th Annual Old Home Week
 Any Good Clean Show. Concessions—Lead Gallery, Coke Bottle, Age and Weight, Slum Spindle, Heart Pitch, Dart Balloon, Mug, Penny Pitch, or any others not conflicting. Two Big Parades and other events. This week Struthers, Ohio.
JOLLY JAILLET
 General Delivery, Struthers, Ohio.

WANT - - - WANT
 Concessions—Shows—Rides
 Pawnee, Okla., on Court House lawn, for July 1-4; then west to Colorado for all Fairs and Celebrations.
 Any Grind Show with own equipment. Will book two or more Kid Rides and give X. Concessions: Dart Balloon, Add Darts, String Short and Long Range, Cork Guns, Buckets, Six Cat, Hood-La, Pitch Games, Photos. Give X on Bingo and Cookhouse or Grab. Any Concession not conflicting. No more gripers here. Wire. Write (no phone)
BOB LEERIGHT, MIDWAY SHOWS
 Box 684, Sand Springs, Oklahoma

WANTED AT ONCE
 Slim Cunningham wants Agents for Skillo, also Man with Crew for Spindle. Junior Allen, contact.
 Mike Farone wants Agents for Razzle and Six Cats. Address
Vivona Bros.' Shows
 Wilkes-Barre, Pa., this week.

CARNIVAL OR INDEPENDENT RIDES
 FOR COVINGTON, OHIO'S
BIG ANNUAL 4th OF JULY CELEBRATION AND STREET FAIR, June 29 to July 4
 FIREWORKS—BAND—FREE ACTS
J. E. TURNER
 1716 E. Jackson St. Muncie, Ind.
 Phones: 7609 or 21471

WANTED
 Ride Help for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Rock-o-Plane. Must be sober and reliable.
DELGARIAN AMUSEMENT CO.
 2303 N. Melvina Ave. Chicago 39, Ill.

CARNIVAL WANTED
 For Annual Celebration July 3-4
 CONTACT:
CHAS. C. SWINEY
 (Phone: 61C) Eminence, Mo.

AVAILABLE
 For Homecomings—Festivals—Picnics. 2 Kiddie Rides, Popcorn Trailer. Booked as a unit. Will travel 75 miles from Lansing.
"POPCORN MILLER"
 Phones 9-2596—4-7676
 3525 S. Cedar St. Lansing, Michigan

WANTED
 Man to take over Cigarette Block Concession. Also Agents. Wire or call
LOU FARRELL
 c/o American Hotel Hamburg, Pa.

Dressing Room Gossip

• Continued from page 48

during last year's Sacramento run.
 Harold Ward and Lum Wong fished in the Sacramento River. Mamie Ward turned out new wardrobe for the Zoppe troupe. Glen Fishback, photographer, made a series of pictures of the Ward-Bell Troupe from above the rigging.

Sonny Moore's parents, Jack and Ethel Perry, of Grass Valley, visited. Martin Blote, chairman of the Ben Ali circus committee, entertained Louis Stern, Chester Stanley, Chester and Joe Sherman, Red Carter, Ed Raymond, Dennis Stevens, Harry Dann and John Siems with a breakfast in the garden at his home.

Recent visitors were: the St. Leons, the Marcus Troupe, Rose and Shaky Legs Murphy, Elmer Voris, George Ziener, Bob Yerkes, Dave Millar, Don Haydon, and the Johnny Jordan family.—**HARRY DANN.**

Kelly-Miller

Cecil Johnston, butcher, joined last week. Frank Laughhead joined at Carrollton as big show drummer.

Motors of several trucks had to be repaired or replaced after the long jumps over steep hills. At Frankfort the pole truck delayed the show over two hours after getting lost and breaking steering parts. Fred and Shirley Logan's pickup broke down between Madison and Frankfort.

At Carrollton a truck collided with the house car of the Middleton family, causing considerable damage to the rear end of the trailer. Betty Middleton was driving at the time of the accident. Mr. and Mrs. Obert Miller purchased a new 37-foot house trailer while the show was near Louisville.

Ione Stevens received many gifts on her birthday, May 29. Cake was served between shows at Johnny's diner. At Carrollton photographs were taken on the lot by show fans Bob King, Doc Hughes, Clarence Shank, Bob Timmel and Bill Rhodes. Relatives visited Mr. and Mrs. Hartzel Wells and Shorty Wells at Carrollton and Madison.

D. R. Miller was admitted to the hospital Tuesday at Frankfort. He had been ill several days with pleurisy. — **BARBARA FULTON.**

Siebrand Bros.

Short jump from Santa Fe to Las Vegas, N. M., with a grassy lot awaiting, gave everyone a holiday air on the day off. Joe Hodges Hodgini ran into Albuquerque to pick up a new trailer. Housewarming was on May 27.

Gerald and Tony Pina are now working in the Erickson act. Rosemary Petrey Erickson has added a couple of new tricks to their routine. The web number is a real production with new wardrobe, and with musical accompaniment by George Vest, Pancho, and Danita Roche.

Tom Hodgini swears he will line his hats with rocks in the boly act if show continues to get high winds. Personnel have nicknamed Charlie Hilderra and Bob Emerico's new snake dance routine "the flying funnels."—**JOE HODGES HODGINI.**

N. J. Firemen's

• Continued from page 45

Jr., saying there were many inequities in the present law and urged speedy corrective State legislation.

Copies of the presentment were ordered forwarded to Gov. Alfred E. Driscoll and other State leaders.

The firemen were indicted as a corporation. Judge Lloyd said in an earlier charge to the grand jury the firemen's fair had presented "most flagrant violation of our gambling laws" and had brought about a situation that had jeopardized lives. The judge declared, "the eyes of the State and even part of the nation are now focused upon you who initiate the movement of the wheels of justice."

He commended Prosecutor Carton, and other law enforcement officials for skillful handling of a delicate situation.

WANT TO BUY FOR CASH! CORN GAME
 Top and Frame Complete. Walk-in Type. Size about 20"x40' Must be A-1 Shape.
HARRY MAMAS
 % W. G. WADE SHOWS
 Negaunee, Mich., all this week, then as per route.

PAUL H. MILLER WANTS
 AGENTS FOR SIX CATS, BUCKETS, PIN STORE, HANKY PANKS OF ALL KINDS.
 (AL HUTCHINSON, JOE IKEBELLA, COME ON.)
 Address: Care Badger State Shows, Wahpeton, N. D., June 8-10; Benson, Minn., 11-14.

GIRLS GIRLS JACK GALLUPPO
 Wants Dancing Girls. Last call to get on for a long season, with all winter in night clubs. Salary \$65.00 a week rain or shine, plus tips. Wire
JACK GALLUPPO
 Penn Premier Shows, Binghamton, N. Y.

WANT 2 Bingo Countermen
 Drivers preferred. Top salary. Write
JOHN CHAPMAN
 Box 170, Greenlawn Trailer Park. Columbus, Ohio this week; % Gooding Amusement Co., Delphos, Ohio, June 15 to 20.

WANTED For Rocky Mount, N. C.
 (Fairgrounds)
 Portable Skating Rink, Ferris Wheel, Merry-Go-Round, Kiddie Ride (we have train), other suitable Rides. Fairgrounds located in residential section. Will operate thru Labor Day. Fine opportunity. Contact quick.
NORMAN Y. CHAMBLISS, Mgr.
 Rocky Mount, N. C.

TRUCK MECHANIC
 Good opening for sober, experienced mechanic with tools.
BEAM'S ATTRACTIONS
 HOMER CITY, PENNA.

CARL FOLK
 Get In Touch With Me.
 Important. Call collect. Gus Pappas. Wm. T. Collin's Shows, Unit II, Appleton, Minn.—9-10-11. St. Peter, Minn., June 12-13-14.

WANT
 Tilt Foreman and Second Men. Must be licensed drivers. All replies to
W. G. WADE JR.
 19728 Rowe Detroit 5, Mich.
 Phone: Venice 9-6371. No collects.

WANTED
 New or used Rides for SUNSET DRIVE-IN (Movie). Write
MRS. JESSIE HOWE
 Sunset Drive-In Theatre
 Hot Springs, Ark.

WANT
 Wheel Foreman, Athletic Show and Girl Show, Fish Pond, String Game, Mugs, Penny Pitch, Coke Bottle, Short and Long Range Cork Gallery and other Hankies at
 Bald Knob, Arkansas, this week.
Moore's Modern Shows

WHEEL MAN
 Can place Foreman who can handle two Wheels. Best of treatment, good wages. If you drink or are just passing thru, please don't answer.
KEN-PENN AMUSEMENT CO.
 Leechburg, Pa., this week; Fawn TOWNSHIP FAIR, June 15-20.

COMPLETE CARNIVAL FOR SALE
 Late models, good equipment. Rides, Trucks, Trailers, Cable, Cookhouse, 12 Concessions, Fun House, Popcorn Trailer, Diesel Light Plant. All equipment licensed, must be seen to be appreciated. Want to sell as a unit or may sell separately. Have strong route of Fairs in Ohio and Illinois. Wire or write,
FRANK L. HAMILTON
 General Delivery, Dayton, Ohio.

Under the Marquee
 • Continued from page 53
 Kit O'Neill, Lee Carr, Freddie Wheeler, Carrol Wallace, Tom Upton, and Don Francis.
 Drummer John McLaughlin left Rogers Bros. because of his sister's illness... Carl Sohlen, Harold Burgess, Lew Petzgold, and E. R. Gray, of Evansville, Ind., indoor shows, caught Rogers Bros. Eddie and Helene Hendricks, the Bill Fussners and Happy Kellems also visited Rogers.
 Mrs. Pat Kelly has been hospitalized at DeLand, Fla., with poison ivy... Jack Wright joined Kelly-Morris Circus.
 Charlie Campbell, contracting agent for Rogers Bros.' Circus, recently visited Calliope Bill Green in Washington, Kan. Both are charter members of the Circus Historical Society.
 The Slivers Madisons, the Ernie Wiswells, Terrell Jacobs and Mickey King held a reunion during the Frank Wirth Circus Three Rivers, Que., date... Donald Marcks, CFA, El Cerrito, Calif., recently spent several days on Polack Bros.' Circus and on the Clyde Beatty show during its stay in the San Francisco Bay area. Members of the Jorgen M. Christiansen Tent, CFA, visited the Beatty show recently at Walnut Creek, Calif.
 Jack Kaplan, of the King-Cristiani Circus, was in New York representing the organization on advertising matters for the show's program. He reported that the first Canadian stand for the show at St. Catherine's, Ont. Monday (1), resulted in a straw afternoon, with an extra evening show at 10:30.
 Aerialist Nina Karpowa suffered only bruises when she fell 25 feet from her trapeze while rehearsing last week for the CBS television show "The Big Top," in Camden, N. J.
 Jerome Medrano, operator of Cirque Medrano, Paris, has left for New York in search of circus and vaude acts. He will make headquarters at the New York office of Lew & Leslie Grade until June 13.
 Mrs. Fay Ward, who with her husband, Blonda, has a pony ride and animal school show, is at Anderson Hospital, Houston, for cancer treatment. She would like to hear from friends, who may send letters to her at 1394 Easy Street, Beaumont, Tex. She is the sister of Harry James.
 Billy Pape and Renee recently completed an 18-day engagement at Fontaine Ferry Park, Louisville, with their perch act and all-Spitz dog revue. From there they move into Pontchartrain Beach, New Orleans, for a two-week engagement.
 Duke Patterson, clown, caught the Wallace & Clark Circus at Georgetown, Ky., and again when they played Greensburg, Ind. He visited with Eddie Murello Troupe, comedy bars and trampoline; Walter Jennier, seal act, and Ethyl Jennier, trapeze; Billy Powell, wire; Gee Gee Powell, elephants; Wayne Newman, riding act; Wally Ross, Liberty horses; Dee and Eve Aldridge, snakes. Stuart Reed, photographer from Cincinnati, and Brownie and Archie, Silver Lake clowns.
 Hunkie Johnson, former trick rider and roper with the Hagan-Wallace Circus, is now taking basic Army training at Camp Stewart, Ga.
 Bill Ballantine, who designed and painted the Side Show and main show fronts for the Ringling circus, joined the show Monday (1) in Baltimore and will travel with it to gather additional material for his journalistic endeavors. His latest piece, about circus jargon, appears in the current issue of American Mercury. Previous stories have appeared in True, Esquire and other class publications.
 Bill Montague, director of public relations for the Circus Fans Association of America, writes that he has just been informed by Warner Bros. that the W-B Technicolor short subject, "Under the Little Big Top," will play in all the New York RKO theaters the first two weeks of June. The film is of the Sarasota High School Sailor Circus and was shot during last year's season.

SHOW T-E-N-T-S
 Concession—Circus—Carnival
AMERICAN TENT & AWNING CORP.
 132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

COMING JUNE 27 . . .
 in The Billboard
 43rd Annual
SUMMER SPECIAL
 1953 Fair Dates . . .
 with all current corrections and additions
 and many other valuable, exclusive features

Merry Midway Shows
 SHELburn, IND., JUNE 9 TO 13;
 ST. BERNICE, JUNE 16-20.
 Want Concessions: Glass Pitch, Pitch-Till-U-Win, Coke Bottles, Age and Weight, Basketball, any Slum Concession, Mugg, Jewelry Stand. Want Ride Help on Wheel, Swing, Merry-Go-Round. Will book small Wild Life or Grind Show. Committees have one open week.
 Contact **Albert Barker**
 Shelburn, Ind.

CONCESSIONS WANTED
 Hanky Panks; Bumper, Roman Targets or Cork Gallery, Scales and Age, Penny Pitch, Coke Bottles, Glass Pitch and Photos (no flats). Shows with own equipment. Mechanical, Fun House, Penny Arcade. Rides: Will book or buy Octopus, Tilt-a-Whirl or Spitzfire, Miniature Train. No expenses wanted. Playing Minnesota and Wisconsin territory.
STIPE'S SHOWS
 Stevens Point, Wis., June 8-14; Preston, Minn., 18-20.

AGENTS WANTED
 Scales and Age, Hanky Panks and Buckets. Have four State Fairs.
SAM CARSON
 c/o WOLF GREATER SHOWS
 Mason City, Iowa

FOR SALE
 Smith & Smith Chairplane, late model with beautiful 30 foot front lighted entrance and exit sign—with International motor. Ride good as new, price \$1000.
MAX GRUBERG
 201 East Broadway
 Long Beach, L. I., N. Y.

WANTED
 A Carnival or we will consider Independent Shows, Rides and Concessions for Labor Day Celebration in the W. G. L. Rice Memorial Park, Sept. 7-12, 1953.
 Write, wire or phone
THE REV. J. D. HUTSON, President
 Gen. Del. Ripley, Tennessee

BELLATONI'S RIDES
 41 Woodbine Ave. Newark, N. J.
 Phone: Essex 3-3141
 Can place Men for Kiddie Auto and Whip; Foreman for Spillman 32-ft. Merry-Go-Round; Rolloplane Foreman, Chairplane Foreman, Ferris Wheel Foreman. Top wages. Boozers and chasers not tolerated. Also can place Glass Pitch and Cigarette Shooting Gallery.

Ten-Passenger
KIDDIE CHAIR SWING
 Can be seen set up
\$600.00
CARL UTTER
 BOX 475 ADENA, OHIO

WANTED
WENONA, ILLINOIS, CENTENNIAL
 July 26-August 2
 Ride Unit with own Power Plant for Centennial Celebration. Contact
ALYCE HOLMSTROM, Secy.

BOONE VALLEY SHOWS
 Want to book Athletic Show or Girl Show or any Show of merit. Jack Bernard or Al Lafoone, contact.
 Belmont, Iowa, June 8-9; or per route.

GIVE TO THE RUNYON CANCER FUND

ORDER NOW Carnival Novelties AND Supplies from KIPP

Carnival Novelties

Tinselled Flying Birds	Box (3 dz.)	\$2.40	Gr. \$ 7.75
4-point Pinwheel	Box (3 dz.)	2.40	Gr. 9.00
Double Pinwheel	Box (3 dz.)	2.40	Gr. 9.00
Whips	Dz.	1.30	Gr. 14.65
"Bird's Nest" Straw Hat	Dz.	3.20	Gr. 36.00

Slum

Hawaiian leis	Gr.	\$1.95
Carton lots of 20 gross	Gr.	1.65
Long Glass Necklace	Gr.	2.75
Western Brooches, Assorted	Gr.	2.75
12" Blow Outs	Gr.	1.00
5" Finger Traps	Gr.	1.00
Crickets	Gr.	1.00
6" Flower Fans	Gr.	.95
Feather Ticklers	Gr.	1.00
1 1/2" Comic Buttons	Hundred	1.00
	Thousand	9.00

Celluloid Feather Dolls

7-inch	Dz.	\$1.60	Gr. \$17.60
9-inch	Dz.	2.60	Gr. 30.00
12-inch	Dz.	3.75	Gr. 42.00

Rayon Parasols—American Flag Designs

17-inch Diameter	Dz.	\$3.25	Gr. \$36.00
21-inch Diameter	Dz.	4.00	Gr. 44.00
23-inch Diameter	Dz.	5.10	Gr. 57.50

Carnival Supplies

Daisy Cork Gun	Ea.	\$5.75	
Cork Gun Corks	Per 1000	2.90	
Hoops (Hoop-La-Rings), all sizes	Dz.	.85	
Dart Balloons (Oak or Bluebird)	Gr.	.95 to Gr. \$ 8.50	
French Feather Darts	Dz.	1.20	Gr. 13.50
Jap Feather Darts	Box (3 Dz.)	1.20	Gr. 4.50
Imported Carnival Baseball	Dz.	2.25	Gr. 24.00
Latex Dipped String Baseball	Dz.	2.75	Gr. 30.00
Wood Milk Bottle	Ea.	.75	
Wood Milk Bottles, 1 lb. load	Ea.	1.25	
Penny Pitch Chart	Ea.	6.50	
Kenny Rack Rings	Per 100	5.50	
Table Tennis Balls	Dz.	.40	Gr. 4.50

Write for Carnival Catalog. Include postage with order. 25% deposit with c.o.d. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

ART PHOTOS

Clear and sharp. No harsh shadows. All art poses. Gorgeous models.

4x5 GLOSSY BLACK & WHITES	\$35	per thousand assorted
2x2 KODACHROME SLIDES	\$45	per thousand assorted
KODACHROME STEREO SLIDES	\$50	per thousand assorted
SAMPLE ASSORTMENT	\$5	(Cash With Order)

Shipped by R. R. Express
50% Deposit on C.O.D. ORDERS
F.O.B. St. Louis
IMMEDIATE DELIVERY
DEMUN PRODUCTS CO.
1010 DeMun St. Louis, Mo.

JOBBERS!

FULL LINE OF ANIMATED SIDE SHOWS—ENTIRELY NEW!

Hobo Bar Novelty, 12" high, beautifully hand painted. Made of durable rubber plastic. Sample—\$3.50 each. \$36.00 doz. With Swiss music, \$6.00 each, \$60.00 doz.

We manufacture 24 new Joker and Fun Making Novelties—Send \$10.00 for assorted Samples—No C.O.D.'s. Jobbers: Write for Quantity Discounts and New Catalogue.

HAWAIIAN NUDE DOLL
Soft, flesh-like plastic rubber, life-like, over 7 1/2" high. Wiglets, shimies, bumps and grinds, \$12 Dz. Without costume, \$9 Dz. Sample—\$1.25, 3 for \$3.50.

PARISIAN ART PRODUCTS
141 Fulton St., Dept. 8
New York 28, N.Y.

Men's IDENT. BRACELET

Smart, Flashy, Quality Merchandise

Per Doz. Bulk	\$9.00
Gift Boxed	\$11.00

Plus postage. With extra heavy plaque—put in with spring bar pins.

Write for New '53 Ident. Catalog!
Heath Distributing Co.
Manufacturers and Distributors
3252 Vineville Ave. Macon, Ga.

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE
THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ACTION COMEDY PARODIES, INTRODUCTIONS, song titles, MC patter, gimmick gags, stoyes, single gags; \$1 complete. Sebastian, 10934 Hamlin, North Hollywood, Calif. jn20

EMCEE MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription \$2; add \$2 for four gapped back issues and collection of heckler stoppers and comic song titles. Emcee-5, Box 983, Chicago 90. jy4

FOR SALE—CHOW CHOW DOG ACT; ALL necessary props; sacrifice. J. D. Nedios, care Western Union or General Delivery, Circleville, Ohio.

PIANO VOCALS — LEAD SHEETS, ORCHESTRATIONS and band scores arranged. Val's Arranging Studio, P. O. Box 1906, Sarasota, Fla. jn13

AGENTS & DISTRIBUTORS

ASSORTED WHITE SUMMER EARRINGS, gross \$15; 3 dozen assorted samples, \$3 postpaid. Cash with order direct from manufacturer. Jacobi, 1715 E. Mercer, Seattle 2, Wash. jn20

ATTENTION SALESMEN, WAGON JOBBERS, demonstrators, organizations, advertising jobbers. Free catalog. Select Shaker, 16147 Segundo, San Lorenzo, Calif. jy25

ATTENTION, HOSIERY—LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, 51 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cello bag, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

BARGAINS — TERRIFIC SAVINGS; JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, etc. 2000 items. Send 25c for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-37 North Desplains, Chicago 6. np

BASKET EARRINGS — WOVEN STRAW Baskets, Crystal-Glass Baskets, Hat Baskets, colorful Shell Baskets, Earrings, Necklaces, Bracelets, \$6 doz.; Chignon, Mobilies, Hoops, Fabric Flower, Earflaps \$6. Other unusual items. J. J. Lastufka Dist., Box 10248, Tampa, Fla.

BEAUTIFUL PINS AND EARRINGS CLOSE-OUTS. Many styles in tailored and stoned earrings, \$1.25 and \$1.50 per assorted dozen respectively. Also attractive tailored and stoned pins at \$1.25 and \$1.50, respectively, per assorted dozen; men's gold-plated stone rings, \$3 per dozen; men's and ladies' aluminum idols, \$12 per gross. Sample dozen regular price, 25% deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R.I. jn20

Cash In On BIGGER RETURNS
Try a Lucrative DISPLAY CLASSIFIED style of ad
see 1st page this section

CIRCULATION MEN—SOME GOOD TERRITORIES available. Write Gasoline News, 3134 N. High St., Columbus, Ohio. jn13

COLONEL STRING BOWS, PURE SILK Bows, \$6 per dozen; samples, 3 for \$1.75. Delmar Ties, 267 W. Federal, Youngstown, Ohio.

COMIC POST CARDS—CONTAINING Latest gags, printed in color on error stock; 5c retail; price to trade, \$25 per 1000. Jobbers wanted. Samples, 11. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

EARRINGS FROM \$2 DOZ.; PIERCED, \$3 doz.; Chalk White Earrings, \$3 doz.; ass't 3 doz., \$8.50 prepaid. S & E Sales Co., 2007 S. K St., Tacoma 3, Wash. jn20

FIREWORKS—BUNDLE OF 40 PKGS., 90 to pkgs.; 3600 1 1/4 inch Chinese Flash Firecrackers, extra load, \$9.95 cash with order. Danielson Fireworks Co., Danielson, Conn. jn20

FULL-FASHIONED NYLON HOSIERY—Thirlds, \$1.25 doz.; minimum order 10 doz.; Chenille Bedspreads, \$35 doz.; Cotton Pillow cases, \$3.50 doz.; 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn. jn13

GRAB BAGS — SALE GUARANTEED. 2 doz. 10c bags on display card, \$1.60 prepaid. Specialty, 1422 Poplar, Terre Haute, Ind. jn20

JOBBERS, AUCTIONEERS, CANVASSERS—We have a limited supply of Wallace 18% nickel silver 26 piece sets with guarantees, \$3.75; also 34 piece, \$4.90; wood chest, \$2.50; worth double! Other closeouts. American Products, 16 W. 23d, New York.

JOKESTER'S PRINTED NOVELTIES wholesale; fifty samples, \$1; refunded first order. Sebastian, 10934-B Hamlin, N. Hollywood, Calif. jn13

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. jy4

LEATHER GOODS — WHOLESALE ONLY. Write for free catalog sheet and price list. Clayton, Mendenhall, Miss.

MEXICAN RESURRECTION PLANTS—Special for making money, \$20 thousand; \$3 hundred; 15 samples, \$1. General Mercantile Co., Laredo, Tex.

MEXICAN NOVELTIES FOR MAKING money. Clay Turtles, Armadillos and Alligators moving the head and tail, \$7 gross; Fun Snakes in box, \$18 gross; Black Spiders (Tarantulas), \$8 gross; Shopping Bags, beautiful assorted colors, \$12 doz.; Mexican hand-made small curios, Saddles, \$4 doz. General Mercantile Co., Laredo, Tex.

NEW TYPE RETRACTABLE AUTOMATIC Ball Pens, permanent ink, \$3.50 dozen; gross lots, \$3.25 dozen postpaid; assorted colors; samples 3 for \$1. Crescent Sales Co., 150-B Broadway, N.Y.C.

NYLON LACE COMBINATION BRIEFS—All sizes, \$4.25 doz.; Nylon Tricot Briefs, \$3.25 doz.; Plastic Tablecloths, Garment Bags, Bedspreads, etc. Free samples. Rosette Mfg., 41-43 Amboy St., Brooklyn 12, N. Y. jn27

PITCHMEN, SALESMEN, DISTRIBUTORS—Red hot seller on 15 seconds demonstration. Amazing mysterious acrobatic dolls. Work in lucite covered stage. Terrific seller, nothing else like it! Hundreds of dollars weekly. Retail \$1.50, cost 60¢, samples \$1. Nica, Inc., Box 6681, Dallas 19, Tex. jn13

PITCHMEN! I HAVE ONE THAT REALLY moves. Long profit. Write for free information. J. R. Jewell, 905 S. 16 St., Lincoln, Neb.

SENSATIONAL PIN-UP GIRL CARDS THAT glow in the dark. Send 25¢ for sample card. Eagan, 2405 Elm, Dallas, Tex. jn13

TOY STICK HORSES — KID COWBOY craze moves them like mad. Pitchmen, cash-in-sellers, operating on standing deal; \$6.75 dozen, retail \$1.25 each. Write for literature. Samples, \$1. Nica, Inc., Box 6681, Dallas, Tex. jn20

WALLET-SIZE COMIC CARDS — WONDERFUL novelty advertising gift for discerning businessmen. Complete set is 15 cards; 3 different sets, \$1, \$2, \$3. Hathaway Specialties Associates, 145 S. College St., Akron 4, Ohio.

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 558-AF Roosevelt, Chicago 7. np

3, 4 AND 5 PIECE SETS—LOVELY SATIN lined boxes from \$14.50 per doz. prepaid; Earrings from \$2.00 per doz. S & E Sales Co., 2007 So. K, Tacoma 3, Wash. jy4

ANIMALS, BIRDS, PETS

ALLIGATORS, BIG BOAS, GIANT BATTERERS, Giant Iguanas "Chinese Dragons," Tegus, Monkeys, Iguana Dens \$50, include 8 fresh fat "Dragons," value over \$70. Complete Reptile Exhibits, \$100. Snake Dens, \$30 up. Buy direct and save. Tropical Import Co., Shedd, La. Phone 583 M 4, 8 p.m. to 8 a.m.

ATTENTION — SHOWMEN, EXHIBITORS. Let us supply you with well acclimated stock at the lowest prices. We guarantee live delivery on any item that you purchase. We carry an ample supply and a good variety of animals, birds and reptiles, and are prepared to fill any order regardless of size. This week's special: "7 foot heavy-bodied mahogany colored Brazilian False Cobras, nonpoisonous, and yet a gigantic hooding beauty, \$25." Tarpon Zoo, Tarpon Springs, Fla. jn20

BABY PET MONKEYS—CINNAMON RING-tails, \$30; Spiders, \$32.50; Squirrel Monkeys, \$22.50; 5 for \$100. Baby Hill mynahs, guaranteed best talking birds, \$42.50. Bronson Tropical Birds, 2228 Amsterdam, N.Y.C. jn20

BUY YOUR SEA LIONS AND SEALS
From dependable and experienced shippers. We have select specimens available, ranging from 50 lbs. to 500 lbs. for immediate delivery. Write or wire your requirements to: **MARINE WONDERLAND AQUARIUM, Municipal Pier, Santa Monica, Calif.**

COMPLETE MONSTER SHOWS — ONE Monitor, Tegus, Chinese Dragon, Leopard, Iguana, Giant Yellow Bull Diamondback Cactus, with 20 other monsters in one or only \$100. Breeding age male Bengal Tiger, \$1,400; Rock Pythons, Cobras, Vipers, Mowrer's Bird and Animal Co., Phone 67323, Springfield, Mo.

HARMLESS DENS—20 SNAKES, THREE TO six feet, \$25; two to four feet, \$15; Rattlesnakes, special, \$10 camera-baited week; Squirrels, \$7.50 pair; Demused Skunks, \$12; Royal Pastel Female Mink, \$35. Ray Singleton, Rattlesnake, Fla.

NOW THAT YOU READ ALL THE ADS, write to Tropical Hobbyland for new spring price list. Here is a sample of what it contains: 6 young Cinnamon Ringtails, \$125; 3 young Squirrel Monkeys, \$100; 100 (S.A. Caiman) baby Alligators, \$85; Boas from \$1.50 ft. Live delivery guaranteed. Tropical Hobbyland, 1525 N.W. 27th Ave., Miami, Fla.

ON HAND—KING VULTURES, FULL COLOR; Roseate Spoonbills, Jabiru Storks; Trumpets, special, \$10 camera-baited week; Giant Anteater; young Ocelots \$65; Mar-mosets, Ringtail and Spider Monkeys, Iguanas, Tegus. Southern Pet Supply, 5135-37 S.W. Eighth St., Miami, Fla.

PAIR EMUS, \$375; PAIR LARGE TIMBER Wolves, \$100; yearling Black Bear, \$75; African Lion Cub, Red Fox, White Fleecys, Fox Silver Fox, Badgers, Coatis, Lynx, Monkeys, desecrated Skunks, Woodchucks, Porcupines, Barbary Sheep, Horned Owls, Eagles, Crows, Parakeets. Other animals and birds. Charone Animal Ranch, Burlington, Wis. Telephone, Wheatland 63.

PEKIN DUCKLINGS FOR YOUR DUCK ditch; thousands available weekly at \$25 per hundred; shipped prepaid to any town. Write, wire or phone DeVries Poultry Farm, Zeeland, Mich. jy4

PEKIN DUCKLINGS MAKE BIG PROFITS for carnival men. Everybody from 8 to 60 will pitch for these cute yellow baby ducklings. Cash supply! Wholesale weekly shipments, \$25 per hundred. Write or phone us today. (Phone Vanlue, Ohio 32A.) Free catalog. Hile Duck Hatchery, Dept. 4, Carey, Ohio.

PLENTY HEALTHY SNAKES, ALL KINDS; also Armadillos, Horned Toads, Alligators, Batmans, Timber, Wolf Pups, Monkeys, Coyote Pups, Foxtail Pigeons, Wild Cats, Coati-mundis, Rabbits, Guinea Pigs, Emus, Military Macaw, Parakeets, Otto Martin Locke. Phone 141, New Braunfels, Tex. jn27

READY NOW—A FREE PACKAGE OF reptile literature, including our New Spring Price List for Reptile and Wild Animal Exhibitors. Snakes, lizards, turtles, reptile dens, wild animals, equipment, publications, reptile products and many other items now in stock. Send request, along with your name and address. Ross Allen's Reptile Institute, Silver Springs, Fla. jn13

TOP-NOTCH ANIMAL SHOW FOR SALE. See Business Opportunities ad. Deer, trained bear cub, tame monkeys, reptiles, etc. jn20

"ZOO TOWN," FAIRYLAND PARK, MIAMI Headquarters for the largest organized staff of foreign and domestic wild animal hunters in the profession. "Reptiles are our specialty." We ship the most diversified and complete "Dens" ever offered for \$10 and up. Low overhead saves you money. Now available, heavy, fierce-looking, healthy, strong, feeding 4 to 5 ft. "Cotton-Mouth Moccasins" fixed or hot (4) for \$12.50. These are "monsters" people will stare at. Unusual bird, mammal and reptile list on request. Brad Bradford's "Zoo Town," Fairyland Park, 6647 N.W. 38th St., Miami, Fla. (64-8841). Orders received up to 5 p.m., shipped same day.

E-X-P-A-N-S-I-O-N Nickel SILVER IDENT'S \$6 Doz.



Gift Boxed \$7.50 Doz.
In nickel silver. Yellow gold plate over nickel silver, \$8.50 doz. gift boxed.

NOTICE! Boxed copy in our May 23 ad was incorrect and should have read as shown herein.

*Nickel Silver Plaque and Chrome Expansion Bracelet

Low Priced—Ready for Engraving

Genuine Nickel Silver, so stamped on every plaque. You get top profits. Sells faster than any other style of ident made. Heavy-weight plaque stands engraving and hard wear without discoloring. No laries, every I.D. is finished beautifully perfect for engraving.

Order today. Nickel Silver is in scarce supply. 25% deposit with order, balance C.O.D.
\$20 min. on all orders from Canada and other foreign countries.

ALSO LADIES' STYLE NICKEL SILVER—\$7 DOZ. GOLD FINISH, \$8 DOZ.

STERLING JEWELERS

PHONE: ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO



DIRECT FROM MANUFACTURER \$6.00 PER DOZEN BOXED
SPECIAL INTRODUCTORY OFFER
OTHER SENSATIONAL ITEMS:

Beautiful 24K gold plated bracelets. Many assorted styles on Link and Stretch Bands. Each stunning piece set with a variety of genuine rhinestones and colored sparkling jewels.
Beautifully engraved Heart Lockets, \$5.50 per doz. Necklaces, Bracelet, Earring Sets, \$1.25 and \$1.50 each. Single Strand Simulated Pearl Necklaces (filigree class), \$1.40 per doz. Double Strand, \$2.80 per doz. Triple Strand, \$4.20 per doz. 4-pc. Pearl Sets with rhinestone clasps, \$1.40 and \$2.75 each. 3 and 4-piece All Rhinestone Rhodium Sets, \$2.00 and \$2.75 each. Ladies' and Men's Watches, Rhinestone and Plain Crosses on chains, Scatter Pin Sets, Earrings, \$2.50 per doz., \$3.50 and \$6.00 per doz. Adjustable Ladies' Rhinestone Rings, \$3.50 per doz. Scatter Pins, \$3.50 per doz. ALL SETS HANDSOMELY GIFT BOXED. Send for latest GIANT 1953-CATALOG!

PACKARD JEWELRY CO. 220 Fifth Ave., New York, N. Y.

ENGRAVERS with it since 1907

DAY and NITE SERVICE

Complete with No. 102 Aluminum Sister Hooks! Double Heart All-Aluminum Idents.

Call us any time from anywhere—order shipped at once! No deposit required on C.O.D. orders. We pay postage on all prepaid orders, except airmail. Send for NEW 1953 CATALOG with many new engraving items.

FREE SAMPLES TO CONCESSIONERS
"Originators of the All-Aluminum Ident"

MILLER CREATIONS 7739 Avalon Chicago, Ill. Phone: Waterfall 8-8855

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW 1953 CATALOG

CONCESSIONAIRE'S, OPERATORS, STREET WORKERS

Don't fail to send for your Free Copy of our General Catalog that is now ready for mailing. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices

GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today
IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

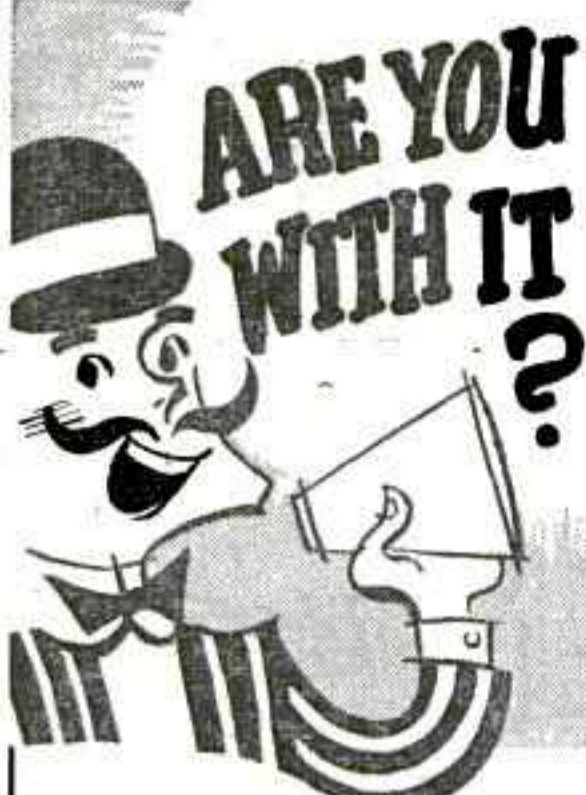
ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

PRE-SEASON CARNIVAL FISH POND DEAL
Consists of 12 dozen pieces. At least 12 different items in every deal. Some items formerly 25-cent retailers. Cleaning out odds and ends in our inventory. All sales final and NO C.O.D. ORDERS, PLEASE. About 500 deals available. No more when gone. Shipped by Express only.

FP144—PER DEAL.....\$9.00

CARNIVAL & BINGO SUPPLIES CATALOGS BEING MAILED OUT NOW
BE SURE AND MENTION YOUR LINE OF BUSINESS

MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO.



SPECIALS

- 32" BEAR\$24.00 doz.
- 18" BEAR\$12.00 doz.
- fully automatic black handle pistol lighter\$ 4.80 doz.
- fully automatic pearl handle pistol lighter\$ 5.50 doz.
- 7" hunting knives, leather sheaths, imitation stag handles\$ 3.00 doz.
- 6" fur monkey\$ 5.40 doz.
- gold finished sport key chain\$ 2.75 gr.

Send for free new illustrated catalog.

All orders shipped same day received. 25% deposit required on all C.O.D. orders.



33 UNION SQUARE N. Y. C. 3, N. Y. • AL 5-8393

Attention, Promoters!
The New Retractable **BALL PEN** Only **\$36** with New **MIRACLE INK** Guaranteed Not to Leak Not to Smudge

PRESS BUTTON—IT WRITES
PRESS CLIP—POINT DISAPPEARS
Immediate Delivery—Any Quantity
25% Dep., Bal. C.O.D.—2 Samples, \$1.00

PACKARD BALL PEN
28 East 22nd St., New York 10, N. Y.
Spring 7-7180

SPECIAL!
Full Size, 17 1/4" x 11 1/4"
HORSE CLOCKS
In Two-Toned Bronze or Gold Finish
With popular electric movement
\$5.60 Ea. in Lots of 6
Sample, \$6.25...
With 40-hour wind movement
\$5.00 Ea. in Lots of 6
Sample, \$5.50.

NEW LOW PRICE ON BRONZE HORSES
Send for free 1953 catalog, 25% deposit, balance C. O. D., F. O. B. Brooklyn, N. Y. Open account on rated concerns only. If not for resale add federal tax.

HOUSE OF BRONZE
149 Myrtle Ave., Brooklyn 37, N. Y.
GLenmore 4-1840

P D Q—World's Greatest PHOTO BOOTH CAMERAS

Dependable — efficient
Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details
P D Q CAMERA CO.
1165 N. Cleveland Ave., Chicago 10, Ill.

Jobbers Distributors Wholesalers Sub-Mfrs. ONLY
Identifying Aluminum and Brass Plaques for Ladies' and Men's Stretch Bands Raw Brass or Polished and Plated, With or without Push Pins Souvenirs, Novelty Jewelry.
Sun Mfg. Co.
509 Nicholson, N.W. Washington, D. C.

PERSONALS

INFORMATION ON JULES TOURNOUR wanted. Wish to communicate with any friends or heirs. Alice Baxter, Box 625, Southern Pines, N. C. Jn27

PHOTO SUPPLIES DEVELOPING-PRINTING

AT LAST IT'S HERE! THE NEW VICTOR portable direct positive Camera. Compact, light in weight and amazingly simple to operate. Write for details, Benson Camera Co., 166 Bowery, New York 12, N. Y. Jn27

CARNIVAL PHOTOGRAPHERS — PIEDMONT Direct Positive Cameras and largest stock Eastman D. P. Paper, chemicals, supplies. Write for catalog. Memphis Photo Supply, 123 S. Court, Memphis, Tenn. Jy4

COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. Jn27

DIRECT POSITIVE PHOTOGRAPHERS — We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. Jn27

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. Jn27

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. Jn27

SHOW PEOPLE BUY PIEDMONT D.P. Camera for dependable service; ground glass for precision focusing. Our cameras are also sold by Memphis Photo Supply Company, Memphis, Tenn. Piedmont Camera Mfg. Co., 425 S. Worth St., Burlington, N. C. Phone 6-2701, day or night. Jn20

2 SINGLE FRAME DEVRY CAMERAS FOR street photography, perfect condition. Anderson Center Theater, Sixth Ave. at 49th St., New York, N. Y. Jn20

PRINTING

ALWAYS SPEEDY, RELIABLE SERVICE. lowest prices, 14x22 three-color window cards for all indoor and outdoor amusement purposes. \$8 hundred; larger 17x26 size, \$12.50 hundred. Bumper cards, Tribune Press, Dept. BB-11, Earl Park, Ind. Jn27

EMBOSS PROCESSED LETTERHEADS! Sparkling! Dynamic! Special engravings in gold and colors. Midways, orchestras, magicians, circuses, etc. Samples 10c. Solidays Colorprint, Knox, Ind.

HELP WANTED

DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

ACCORDIONIST OR GUITARIST — WESTERN; must sing; opening July 2 for 8 weeks. Contact Ben Cotey, Duke Ranch Night Club, Atlantic City, N. J. Phone 4-9686.

DRUMMER—FOR COMBO, SHOWS, LATIN. Dixie. Give age, experience. Girl vocalists, send pictures. Others write. Ken Wolf, General Delivery, Pensacola, Fla. Jn13

FEMALE COMBO DRUMMER — VERY heavy set girl, pleasing personality, good vocalist, wardrobe. Give complete qualifications, photo, salary expected in letter. Box C-346, c/o Billboard, Cincinnati 22, Ohio.

WANT MAN AND WIFE TO TAKE COMPLETE charge of a permanent rink. Prefer man around fifty years of age. Must be fully experienced; sober, clean cut and settled. Box 247, Seagraves, Tex.

MAKE MORE MONEY

with your advertising use this eye-catching DISPLAY CLASSIFIED style of ad see 1st page this section

PRINTING AS YOU WANT IT—LETTERHEADS, Envelopes, Circulars. Send copy for estimate. Samples, prices. Mercury Press, Box 69B, Marengo, Iowa. Jn13

WINDOW CARDS—14x22 AND 11x14. THE Bell Press, Winton, Pa. Jn27

1000 BUSINESS CARDS, \$2.95 PREPAID; simulated engraved, \$3.50, seven lines. Samples free. Normandie Business Service, 406 S. Spring, Los Angeles 13.

SALESMEN WANTED

ANYONE CAN SELL HOOVER DuPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free. Write fully Hoover, Dept. N-109, New York 11, N. Y. Jy23

SALESMEN—PRINTED BUSINESS CARDS, \$1.85 thousand engraved. Send for samples. William F. Maloney, 91 Avondale Park, Rochester 20, New York.

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. Jn13

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3, Pa. Jy4

LEARN TATTOOING—15 BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies. Zeis Studio, 728 Lesley, Rockford, Ill. au15

WANTED TO BUY

CONCESSION TENTS, CARNIVAL Wheels, Hobby Horses, Kiddie Rides, Candy Floss Machines. What have you? Write details. Well's Curiosity Shop, 20 South Second St., Philadelphia 6, Pa. Jn27

WANT COMPLETE PORTABLE ROLLER rink in good condition. Describe fully. Robert Crompton, 4841 Fulton Ave., Sherman Oaks, Calif. Jn20

IT'S NEW! WOW! WHAT A HONEY!
CUDDLE BEAR
PUT HIM ON YOUR SHELVES AND WATCH THE ACTION YOU'LL GET!

ORDER A SAMPLE DOZEN TO BE FIRST WITH IT!

F.O.B. East **\$39** DOZ.
F.O.B. Milwaukee **\$44** DOZ.
SAMPLES **\$5** EA.

27 INCHES HIGH

The most adorable cuddly bear we've ever handled, every child, woman and even the men will want to cuddle it in their arms. Vinyl rubber feet and paws.

"I'm going out on a limb with this one by predicting it will be the hottest money maker of the season."—Ned.

WISCONSIN DELUXE CO.
1902 N. Third Street Milwaukee, Wisconsin
Phone: Locust 2-5431



CARNIVAL SUPPLIES

MINIATURE CHARM KNIVES
Single blade, highly polished. Length closed 1 1/2 in. No. B10C6 Per Gross\$10.50

MINIATURE HUNTING KNIFE WITH LEATHER SHEATH
4 in. overall. Pearl effect handle. No. B10C104. Per Gross\$24.00

TINSEL HEAD INSIDE HUMMER FLYING BIRDS
No. B38N27 Per Gross\$ 7.20

CELLULOID FEATHER DRESSED DOLLS
With High Hats, Earrings and Canes. No. B34N7, 4"\$ 8.40 Gr.
No. B34N3, 7"\$ 16.50 Gr.
No. B34N9, 9"\$ 27.00 Gr.

FUR MONKEYS
With High Hat No. B38N81, 7 1/2"\$ 7.20 Gr.
No. B38N18, 12"\$ 27.00 Gr.
With Celluloid Head, Hat and Pipe. No. B38N24, 7 1/2"\$ 8.40 Gr.
No. B38N25, 9"\$ 15.00 Gr.

HAWAIIAN LEIS
No. B46N27 11/16" (Imp.)\$ 1.75 Gr.

PARASOLS
No. B26N26, 18" Paper Parasols \$ 9.00 Gr.
No. B26N7, 23" Paper Parasols 16.50 Gr.
No. B26N11, 24" Rayon Parasols 3.75 Dz.
No. B26N9, 32" Rayon Parasols 6.00 Dz.

CANES
No. B15N1, Pennant Canes, Per 100\$15.00
No. B15N4, Maple Canes,\$ 30.00 Gr.
No. B15N5, Maple Heavy Canes 42.00 Gr.
No. B16N8, China Head Canes 14.50 Gr.

CARNIVAL SUPPLIES
No. B38N9, Lizards with 20" tube\$16.50 Gr.
No. B38N10, Frogs with 20" tube 16.50 Gr.
No. B38N85, Tulip Flowers with snake 16.50 Gr.
No. B38N28, Frogs with 12" tube 8.50 Gr.
No. B38N29, Spiders with 12" tube\$ 8.50 Gr.
No. B38N20, Rubber Ring Tail Monkeys 36.00 Gr.
No. B38N42, Squeeze Monkeys 4.50 Dz.
No. B38N52, Squeeze Clowns 4.00 Dz.
No. B5R1, Boulder Balls (Imp.) 22.50 Gr.
No. B21R16, Cork Guns\$ 5.34 Ea.
No. B21R26, Corks (per 1000)\$ 2.75

WRITE FOR NEW CATALOG
Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. Please State Business. (Catalogs not sent to individuals.)

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

RODEO—STATE FAIR—RESORT JOBBERS ONLY
New Sensational Scarfs in Beautiful Multicolor Imprints

Thousands of Regional, Special or Stock designs on hand. NO CHARGE FOR YOUR OWN DESIGN. Different qualities available. Rock Bottom Prices!

Head Scarf **WRITE FOR QUANTITY PRICE LIST**
Visor Scarf (Visor can be embroidered)

ALAMO SALES CO. 220 FIFTH AVENUE NEW YORK, N. Y.

NEW!
RED GREEN YELLOW BLUE RED GREEN
100 Feet of 54 12"x18" Pennants. All Weather Durafilm, only \$6.00
Money cheerfully refunded if not completely satisfied.

148 W. 25TH STREET **MYRLO CO.** CLEVELAND 13, OHIO

FREE! MONEY-MAKING CATALOG
BIG CASH PROFITS FOR YOU

Write today for our latest 32-page illustrated catalog of the fastest selling Religious Jewelry and Novelty line ever offered. Sell the year 'round. No competition. Amazingly low prices. Tremendous profits. No experience needed. Don't miss this opportunity to make big money. Act NOW!

STEPHEN PRODUCTS CO.
1947 Broadway, Dept. B, New York 23, N. Y.

PRICE LIST NOW READY
Whips, Batons, Canes, Hats, Balloons, Flying Birds, Leis, Mexican Bird's Nest Hats, Slum, etc. Write today.

ADVANCE NOVELTY CO.
7000 W. WARREN AVENUE Phone: TYler 8-5240 DETROIT 10, MICH.

Coming July 4

THE BILLBOARD
3rd Annual **AUDITORIUM-ARENA**
REVIEW NUMBER

... with a host of valuable editorial features, pointing up the business link between showbusiness and auditoriums and arenas that mean greater profits for both!

For full details and rates contact any Billboard office now.

AD DEADLINE
JUNE 24th

THE "The Amusement Industry's **BILLBOARD** Leading Newsweekly"

... with Audited Paid Circulation to match!

AUDITED PAID CIRCULATION

OUR NAME BRAND LINES INCLUDE:

- Jacque Kreistler
- Blue Heaven
- Elgin-American
- Bonus
- Bulova
- Penn
- Airflex
- Apex
- Spindel
- Richelieu
- Motorola
- Anso
- Ranson
- Evans
- Parker
- Hickok
- Eversharp
- Wales
- Sheffield
- Forgocraft
- Jefferson
- United
- Sessions
- West Bend
- Oster
- Borg
- Remington-Rand
- Dormeyer
- Schatz Clocks
- A. C. Gilbert
- Rogers & Bro.
- Harrocks-Ibbotson
- Ocean City
- Paper Mate
- Alcamatic
- Camfield
- International Silver
- And many more.

Great Double Value! LEADING LADY



Double Compartment FITTED BAG (Box Style) Only \$6.00 Complete



Beautifully styled to give you double sales action this summer. Upper compartment contains mirror, perfume bottle or comb, new Evans ladies' safety razor with 3 surgical steel blades and case, stunning compact and key chain flash light.

Lower compartment contains gorgeous 3-piece 24K gold-plated jewelry ensemble set with dazzling white and colored imported rhinestones. Box bag choice of navy or black faille—alligator grain plastic or white plastic. Beautifully gift boxed.

Minimum order \$20. Federal Tax additional if not for resale. 25% deposit, balance C.O.D. F.O.B. Philadelphia.

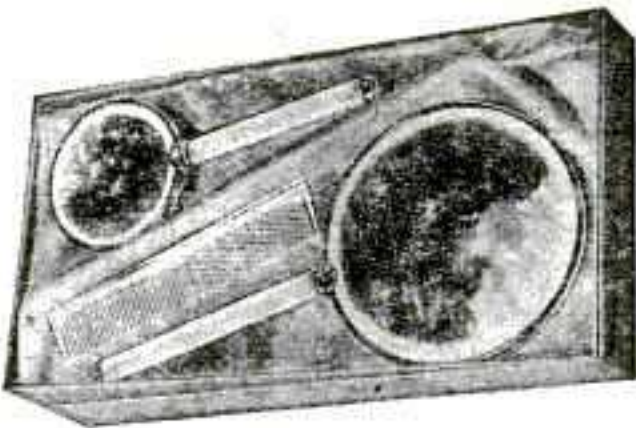
SEND FOR FREE COPY OF TEMPLE'S SUPPLEMENT Visit our showroom when in Philadelphia

TEMPLE COMPANY INC. 708 Sansom Street Philadelphia 6, Pa. Market 7-8242

HOT ITEM

Never before at so LOW a price!

Gold Metal Trim Dresser Set



- Scenic Design
- Old Master Portraits
- Colonial Scenes
- Dutch Figures

Combines durability of all metal construction and luxury of gold trim. All metal non-tarnishable brass finish. 5 1/2" mirror brush bristled with Hylon Ivory color metal handles trimmed with gold. Packed in window gift box.

\$10.50 SAMPLE DOZEN LOTS \$1.00 Standard Industries, Inc. 2118 So. Wabash Ave. Chicago 16, Ill.

ENGRAVERS-CONCESSIONAIRES AND OPERATORS SEND FOR OUR GENERAL CATALOG LISTING IDENT-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

RINGS \$5.50 Per Gross and up HAND POLISHED IDENTS \$7.50 Per Gross and up

WE PAY POSTAGE ON ALL PREPAID ORDERS WITH THE EXCEPTION OF AIR MAIL Free Vibro-Graver Outfit With Each Order Amounting To \$100.00 Or MORE Free Parking For Our Customers In Parking Lot—Directly Across The Street

FRISCO PETE 604-606 W. Lake St., Chicgo 6, Illinois All Phones—Franklin 2-2567

SEND FOR FREE 1953 CATALOG

Lowest possible prices on Gruen, Benrus and Dumont Watches. Also Diamond Rings.

YORMARK SALES CO.

131 WEST 46TH STREET NEW YORK 36, N. Y.

Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63 JUST OFF THE PRESS—NEW CATALOG No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company Showing Over 750 Ring Styles. Orders shipped same day at Providence prices plus 10% discount. Consult catalog. McBRIDE JEWELRY CO. 1261 Broadway at 31st St. N. Y. 1, N. Y.

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

AT LIBERTY—ROCK HOUSE RECORDING Band. For dates and records write Johnny Perry, 5 W. 107 St., New York, N. Y.

AT LIBERTY—5 PIECE WESTERN BAND for nite clubs, radio, TV, etc., around Detroit, Mich. Fiddle, rhythm guitar, bass and steel; two singers; appeared coast to coast; union; records if desired. Wire or write Western Band, Box 364, Forest City, N. C.

AVAILABLE—TEN PIECE (INTRERACIAL) orchestra. Prefer society club, country club or hotel week-ends near New Haven Conn. Girl leader, sax player. Marion Freeman, 99 Elliott St., New Haven, Conn. jn27

FIRST CLASS TRIO AVAILABLE—SAX, drums, piano, doubles organ, vocals, entertain, etc. Leader, Apt. #1, 378 1/2 N. Walnut St., Grand Island, Neb.

HANK BRANDON TRIO—AVAILABLE FOR summer resort or club in Minn. or Wis. Combo consists of accordion, doubling on piano and vocals, electric guitar and drums; girl vocalist if desired. Modern commercial and Latin. This is dependable, clean cut unit. Contact Hank Brandon, Claude Hotel, St. Paul, Minn. Phone Garfield 4887.

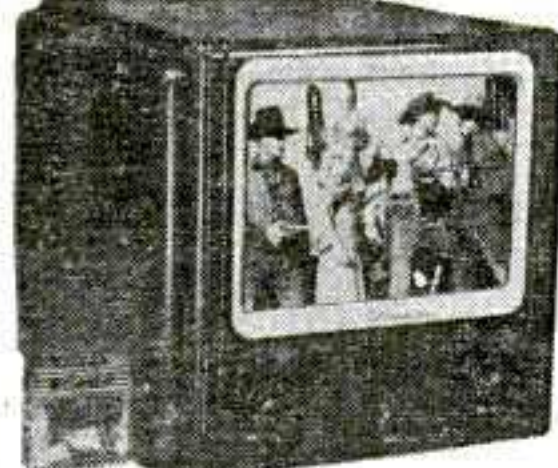
CIRCUS & CARNIVAL

AT LIBERTY—BAR PERFORMER AT Liberty for coming season. Louis Dezvirk, 127 W. North Ave., Chicago, Ill. jn20

AVAILABLE—INSIDE LECTURER, MC, magician; wife, ticket box daughter, electric chair and assistance. Have blade box, electric outfit, sword ladder, gimmick for fish bowl and other useful items for either 10-in-1 or illusion show. Make your best offers. Wallace, Route #1, Box 276, Greenwood, Ind. jy4

FANNIE BLAIS, THE DIFFERENT HALF and half. Experience, ability; make openings; have banner Jack Bragdon, 901 West End Ave., Apt. 7A, N. Y. C., N. Y.

EXCEPTIONAL OFFER



A TOY TELEVISION SET FOR THE KIDS Real Motion Picture Projector in cabinet shows clear and bright pictures on 7" screen just like real TV. Westerns, Comedies, Cartoons. Black and white, and color. 50 ft. reel Western included without charge. Simple and safe to operate. U.I. Approved. Retail \$24.95 6 or more \$5.80 Sample order \$6.25 Write for special price list and flyer on closeouts and regular line merchandise. Name brands included.

STEINBERG-ROSS COMPANY 628 W. Roosevelt Road CY Chicago 16, Illinois

SI-FUN

Finger-Tip Control for Whizzing up Your Drinks and Fun.

FITS STANDARD BOTTLES

of charged water or ginger ale. Just Push—and SI-FUN does the work. Individually Packaged in Transparent Gift Box.

Send \$2 for Sample and Catalog. Returned by prepaid postage.

\$1.49 ea. Retail \$9.50 Doz. Postage Paid HOLLYWOOD HOUSE Mfg. 2262 Norwic Pl. Altadena, Calif.

DIRECT FROM MANUFACTURER 30" GIANT PLUSH BEAR

Terrific value, asst. colors. 1 doz. to ctn. \$20.00 dz. 20" RAYON PLUSH BEAR, asst. colors, 4 doz. to ctn. \$11.50 dz. 30" TUBBY SOFT BODY DOLL with plastic face, bonnet, and apron. Samples available in 3 sizes and prices. N. Y. C. 25% Deposit with order, bal. C.O.D. In 6 Dz. lots: \$7.50 Dz.

TEE JAY TOYS 48 W. 20 St. N. Y. 11, N. Y.

Big Profits

Own your own business stamping keys, chains, name plates, social security plates. Sample with name and address, 25c.

Bart Mfg. Co. 303 Degraw St. Brooklyn 2, N. Y.

MISCELLANEOUS

HARVEY THOMAS, 182 NORTH STATE, Chicago, Illinois Dearborn 2-2735, has white and colored singers, dancers, musicians. acts. All occasions, will travel. jy4

MUSICIANS

ALTO SAX, CLARINET—AGE 29; WILL travel; draft exempt; single; don't drink; experienced; co-operative; available immediately. Eddie "Dei" Giudice, 136 Oak St., Paterson, N. J. Phone Lambert 3-0491.

AVAILABLE JUNE 8 DUE SEMI-NAME band disorganizing; tenor, clarinet, some violin; prefer 2d or 3d chair; no jazz or combos; read, transpose; single, dependable; location only. Musician, Room 701, Hotel Tennessee, Memphis. jn27

BASS MAN—AVAILABLE IMMEDIATELY; combo or band; read; fake; congenial; cut or no notice. Paul Seymour, General Delivery, Ludington, Mich.

DRUMMER AT LIBERTY—HILLBILLY, Dixie. Latins; floor shows a specialty. No circus. Will go anywhere. Small combo, good outfit; no drifter, good personality; can cut; can come at once. W. G. Scott, c/o General Delivery, Cincinnati, Ohio.

NAME DRUMMER—UNION; WANTS JOB with name dance band. Write to William A. Burden, 421 Catherine St., Ashokie, N. C.

PIANIST—EXCEPTIONAL ENTERTAINER for dining, dancing, drinking. Novelties on Solovox. No vocals. Prefer summer resort or ranch. Box C-349, c/o Billboard, Cincinnati 22, Ohio.

PIANIST—EXCELLENT SOCIETY, COM-mercial styling; fine reader, good Latin; widely experienced best hotels and clubs; available immediately; age 31. Wire Box C-351, c/o Billboard, Cincinnati 22, Ohio.

TENOR AND TRUMPET FOR COMM-ercial combo. Do comedy. Write E. B. Berry, General Delivery, Omaha, Neb. jn13

TENOR CLARINET AND ARRANGER—Semi name name band and combo experience; age 29; single; no draft exempt. Two weeks' notice on present job except. Will travel. Box C-318, c/o Billboard, Cincinnati 22, Ohio. jn20

TROMBONE—11 YEARS' EXPERIENCE; all styles, including legitimate and formal music education. Age 28; vel. Please contact me for more specific information. I will acknowledge. Hal Vignos, 799 Eppley Ave., Zanesville, O. Phone 2-1234.

TRUMPET VOCALS—SHOW SOCIETY, combo, name exp.; read, fake, transpose; arrange, dance, sing, solo, reliable. Prefer Southern location. Box C-317, c/o Billboard, Cincinnati 22, Ohio.

TRUMPETER VOCALIST—COMMERCIAL, jazz; read, fake anything; married; prefer summer resort deal. Rick Shorey, Colonial Beach Trailer Park, Tampa, Fla.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. jy4

CHARLES LA CROIX—OUTSTANDING entertainer. Available for outdoor celebrations, homecomings, etc. (platform required). For all parties, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

CLEVER, PLEASING MAGICAL ACT FOR your celebrations; also a "Guess-Your-Weight" contest. Let's get together. Work within 100 miles of Peoria. W. Woolley, Box 1076, Peoria, Ill. jn27

OUTSTANDING ENTERTAINMENT—PRO-fessor Wright and his 5 person variety show of Magic, Rhythm and Quiz. Professor Wright, Casey, Ill. jy4

PRESENTING A WORLD'S FAIR ATTRAC-tion. Just one mistake and it's all over for the Hollywood stunt man who somer-saults backwards into swags and lands with a crash impact of 5000 lbs. If this act can be duplicated, to date no attempt has been made to do so. Features flaming oil and "no-no" show, ugly sweats, small tank top, no body protection or safety devices. Spectial high rigging, etc. A qualified standard attraction. Twenty years of impressive results. Featured by the world's champion tight-rope walker, diver, Capt. Earl MacDonald, 486 Lamphier Pl. N.E., Warren, Ohio. Tel. 45337. jn20

SUPREME NOVELTY ATTRACTION—ONE to four acts, 15 to 60 minutes; literature; agents welcome. 808 High St., Fort Wayne, Ind. jn13

TINY PONY, LITTLE MULE, FIGHT DOGS and Monkey. Three acts or thirty minutes show as desired. Maloon, 2569 W. Michigan St., Indianapolis, Ind. jn20

TWO BIG ACTS—5 PEOPLE; ACROBATIC and balancing; 35 minute program; literature on request. Variety Artists, 2015 Oliver St., Fort Wayne, Ind.

Bubble Boy FOR YOUR BAR

NEW! NEW! NEW! Brussels Boy Fountain comes to "Automatic" Life!

MYSTERIOUS-MAGIC-ACTION No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phoney Action Hi-ball. Greatest Bar Gadget ever invented.

Send \$1 for sample 30 day Money Back Guarantee 1 doz. \$6.50—Gross \$78 P.P. Prepaid HOLLYWOOD HOUSE, Mfg. 2262 Norwic Pl. Altadena, Calif.

JIMMY THE ACROBAT

Newly arrived from Europe... worth \$25.00 entertainment value on any bar. Many want to take "Jimmy" home, 500,000 sold in niteries, resort spots. Press the lever, it's automatic. "Jimmy" swings, bal-ances, somersaults. Very high quality. Ht. 16 in.

SAMPLE \$5.00 (50% off in doz. lots) POSTPAID

WEBB CORP. 5200 W. Chicago Ave. Chicago 51, Ill.

Sensational Deal On EXP. IDENT BRACELETS

Lowest Prices In History

FREE—A brand new electric (AC-DC) engraver, with all orders of \$100 or over.



LADIES' EXPANSION IDENTS

Beautifully finished, ready for engraving. Chromium plated; \$5.90 dz.; Gold plated; \$4.90 dz. bulk. Available in 3 new attractive bracelet styles.

MEN'S EXPANSION IDENTS

No. 999 with latest style expansion bracelet, Chromium pl. \$5.90 dz. (compare it with \$18.00 per dz. ident.). Gold pl. with extra heavy plaques, assembled with spring bar pins, \$8.50 dz. (This is a copy of ident's selling for \$12.00 each.)

CHILDREN'S EXPANSION IDENTS

ONLY \$4.50 DZ.

JUST ARRIVED: Combination watch bracelets with ident tags for engraving, \$4.50 Dz. carded. Rhinestone ident bracelets, ladies' \$12.00 dz. Rhinestone exp. bracelets, 3 rows, pronged, available in crystal and 12 multi-colors \$21.00 dz. Ladies exp. bracelets with rhinestone ornaments \$6.50 dz. (ALL PRICES ARE BULK) SATIN LINED GIFT BOXES, \$1.00 dz. EXPANSION watch bracelets, all carded (ladies' & men's) Chromium pl. \$2.90 dz.; gold pl. \$3.90 dz.

25% with order, bal. C.O.D. ORDERS FILLED SAME DAY

Abco Jewelry Mfg. Co. 34 Park Row N.Y., N. Y.

"JOLLY HANS"

Gr. \$7.20 Lots dz. Doz. \$8.00 Sample \$1.50 Ppd.

ANIMATED! WILL SELL ANYWHERE! No. 3866

A new imported "Squeeze Me" Toy with real action. Made of composition, with felt coat and full painted features. When squeezed together and then released the right arm automatically raises mug to the mouth and at the same time emits a pleasing sound. Overall height, 6 1/2 inches. Individually Boxed. No sizes.

Wisconsin Deluxe Co. 1902 N. Third St. Milwaukee, Wisc.

SIGN ON THE LINE

With our NEW RETRACTABLE BALL PEN

Bank Approved! At the lowest price Precision you can Made! Push Button find Action! Smudge Proof! \$27 Leak Proof! per gross Sample Doz. \$2.50 Assorted Colors A CHILD CAN WRITE WITH IT! Ask for FREE Catalog of Tremendous Bargains BURKE 10 W. 27 ST., N. Y. C.

1000 PIECES OF SLUM

ONLY \$6.75 NOVELTIES ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES Dart Balloons Gro. \$.75 11-Inch Circus Print Balloons Gro. 5.40 Cow Voice Doz. 2.00 30-Inch Plush Bear Doz. 30.00 4-Inch Fur Monkey Gro. 4.20 25% deposit with order, bal. C.O.D. Send for FREE C-53 Carnival Catalog.

OPTICAN BROTHERS

WANT TO MAKE REAL MONEY! Make up to \$50.00 in a day selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. Sustained by national publicity program. Write for free details today to UTILITY DURAWEAR CO. 53 West Jackson Blvd. Dept. BB-613 Chicago 4, Illinois

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

**GIANT AIRSHIP
BIG FLASH
BALLOON**

A GOOD JOINT!

No. 1242 SAG

BIGGER-FLASHIER-SURE STOPPERS!

- Available S-T-R-E-T-C-H-E-D for bigger value at the handout.
- Made from a brand new compound especially developed for outdoor selling.
- Priced right... ask your jobber for these and other hot selling

The OAK RUBBER CO
RAVENNA, OHIO.

**OAK BALLOONS
PARK CARNIVAL
Souvenir Merchandise
IMMEDIATELY DELIVERY
SAUNDERS NOVELTY CO.**
708 Franklin Ave. Cleveland, Ohio

Oak Balloons
For Immediate Shipment
Write for FREE Catalog.
STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

Pitchmen!

Your Sales Skyrocket with these **PIONEER Qualatex SUPER-Agate BALLOONS!**

Hotter 'n a firecracker in bright shiny colors that can't rub off... carnival crowds clean you out in a hurry! Order No. 10 MSG house Head and other profitable SUPER-Agates from your Wholesaler or write The PIONEER Rubber Company, 407 Tiffin Rd., Willard, Ohio.

COMMENDED BY PARENTS' MAGAZINE

NEW-FAST SELLERS for Men & Women-BIG Profit
Everyone wants these beautiful copies Set your own HUGE Profits.

WRITE TODAY FREE CATALOG

and details. Mds for resale only. Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry.

TITANIA GEM We sell only best quality stones-10K & 14K mtd
DES MOINES RING CO.
1155 26th St. Des Moines 11, Iowa

WE ARE MANUFACTURERS
All Kinds-PULL TICKET GAMES
TIP BOOKS

Buy Direct from Manufacturers at Very, Very Reasonable Prices.

Columbia Sales Co.
302 MAIN ST., WHEELING, W. VA.
Phone: Wheeling 340

IDENTIFICATION BRACELETS
Aluminum, gold plated and nickel silver. 5 styles of chrome expansion Ident Bracelets: girls', boys', men's. Heavy-weight Mexican Rings, gold-plated Anklets. Rings for grab bags from \$8.00 to \$15.00 a gross. Send \$2.00 or \$5.00 for samples.

MILWAUKEE NOVELTY CO.
1012 N. 3rd St. Milwaukee 3, Wis.

Pipes for Pitchmen

By BILL BAKER

ROBERT R. DOEPKER... who for many years conducted the Pipes column under the byline of Bill Baker, died suddenly Monday (1) of heart attack at his home in Cincinnati. Details appear in the General Outdoor section.

GEORGE H. BROOKS... known to his friends as Scotty, pens from St. Louis that he has been working there for his old friend, Austin Potter, who had a refreshment stand in the East St. Louis bus station on Washington Street. Scotty says, "I have been working peanuts, candy, crackerjacks and gum since May 16, Armed Forces Day. The parade that day was called off on account of rain, but Sunday, May 17, was a winner for me at the big shindig in Kiel's Auditorium. Archbishop Ritter's World's Exposition brought 5,000 kids there to visit the exhibits. I cleaned up with peanuts, candy, gum and crackerjacks because the deal

lasted five days. The Decoration Day parade was a terrific bust. Ice cream was the only thing that sold, as it was too hot for anything else. Sundays on the highways and at Busch Stadium are no good. I'm leaving St. Louis June 9 for Springfield, Ky., to work the June 15-20 fair, to be followed by the fair at Metropolis, Ill., June 28. I'll continue with fairs until November, winding up in Houston."

CHARLES VAN CASTLE... who works his own foot aids and foot creams in department stores, is thinking about doing a hair shampoo and perfume pitch next fall. He's moving his headquarters from Chicago to Los Angeles.

SOLLY FIELDS... scribbles from Tucson, Ariz., that he worked the Navajo tribal reunion in Owl Head, Ariz., with gadgets and picked up a lot of loose geedus. All the boys did

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

With the outdoor sporting season now getting into full swing, General Scientific Equipment Company, Philadelphia, has introduced a service kit designed to give the sportsman a complete pocket pack that will enable him to handle practically any emergency that might arise on a trip. The kit is designed to completely eliminate the need of carrying bulky packages for the repair of gear and first-aid treatment. Weighing only 10 ounces, it is so compact it may be carried in the hunting or fishing jacket. Selling at \$6.95, the firm believes the item would be attractive to premium users.

Bonley Products Company, Chicago, calls its Bonnie-Beau chignons the new, easy way to smart hair styling for women. With the devices the hair may be worn in a variety of styles, such as a bun at the rear of the head, the Bonnie-shell, a Bonnie pair worn at the back of the neck, Bonnies on each side of the head and the pony tail style.

Rek-o-Nut Company, New York, announces the new twin-speaker "Rhythmster" portable high fidelity sound system for use in recreational activities. The Rek-o-Nut is equipped with a turntable which plays records from six to 16 inches in 33 1/3, 45 and 78 r.p.m. and at any variation of speed from 25 to 100 r.p.m. without distortion. It may be used indoors or as phonograph or public address system. Model RT-43VC with crystal cartridge, complete with speakers, cable and jacks, is priced at \$309.95. Model RT-43VM, with magnetic cartridge and built-in pre-amplifier, is \$329.95. Portable twin speakers alone are available at \$50.

The great demand for a large-capacity hot dog steamer and bun warmer has now been fulfilled by Star Manufacturing Company, St. Louis, with introduction of the Star Steamro Sr. This large-capacity counter combination holds 350 hot dogs and 200 buns. Because frankfurters and buns require different temperatures, the

Steamro Sr. has been designed as two matching units with a thermostat in each to provide proper heat. Each unit has its own water reservoir for pin-point control, preventing frankfurters from shriveling. Steamro Sr. is designed in stainless steel with "Hot Dogs" lettered in red across glass panels on the front. It is completely finished in front and rear to permit use on counter or back bar. Stainless steel doors are removable for ease in cleaning.

Temple Company, Inc., Philadelphia, distributor of packaged name-brand gifts, premiums and incentive awards, will exhibit in Booth 32 at the National Association of Direct Selling Companies convention, Hotel Drake, Chicago, June 1-3. On hand to greet visitors at the booth will be Samuel Cohen, president, and Robert Pincus, sales manager.

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The Animated Swizzler

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BEAUTIFUL BRONZE FINISH

A Riot at Parties

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100 Signs, 7"x11", \$7 (Cash With Order) Rake in orders for these fast selling "Eye Catcher" Display Signs from every kind of retail store—large or small—in big town or small city. More than 2000 different, snappy COMEDY, GENERAL, RELIGIOUS SLOGANS

Marvelous full or spare time money-maker OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 50¢ EACH!

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15 Samples Ultra-Blue Relig. Signs, 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00

Above Samples Mailed Postpaid.
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FLORIDA FLAMINGOS
Cast Aluminum—True life colors—Stand about 30 inches high, \$40.00 a dozen pair. Samples cash with order post paid \$3.75 pair.

BLOYD MFG. CO.
Valley Station, Ky.

pretty well for themselves at the Hopi and Zuni Indian Convention. He's now headed for Colorado to work the Ski Festival.

"QUITE A FEW PITCHMEN... are working in New York in spite of the stiff fines handed out when the law puts the snatch on them," says Ben (Hobo) Benson. "I haven't written you in more than a year and some of pitchmen pals tell me they miss my occasional item "in your column."

G. W. EDWARDS... veteran med showman of Kingston, N. C., is in Veterans' Hospital, Tuskegee, Ala., for an operation and would like to receive mail from friends.

Auctioneers! Salesmen

20" 3 SPEED WINDOW FAN NAME BRAND

1 Yr. Guarantee

Cools 4 to 6 rms. Adjustable from 29" to 38" wide. Beautiful ivory enamel finish.

\$34.35 Ea. Lots of 6 F.O.B.

\$54.50 Retail. Sample \$38.17 prepaid

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Lots of 6 F.O.B.

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1550 RPM cont. duty weather-proof AC motor. All-steel construction. Adj. 24" to 34".

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Lots of 6 F.O.B.

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Lots of 6 F.O.B.

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BIG 18" BLADE

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(With matching gold plated link expansion band, \$1.00 additional.)

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(With matching gold plated link expansion band \$1.00 add'l.)

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- Brand new nationally advertised watch, gold plated case and matching expansion band
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- Written service guarantee
- Copy of \$150 retailer
- 5-day money-back guarantee

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REDUCED PRICES ON ALL TOYS

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- 32" Rayon Plush BEAR. \$24 doz. In 6 doz. lots. \$23.00
- 29" White POLAR BEAR, Plafilm bag. Woolly material. \$27 doz. 6 doz. lots \$25.50
- 30" Real FUR Grizzly BEAR. \$30.00 doz. In 3 doz. lots \$28.50

No extra charge for samples. 18 piece asst., \$18.75.

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 CAnal 6-8016

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

- MAIL ON HAND AT CINCINNATI OFFICE**
 2160 Patterson St.
 Cincinnati 22, O.
- Parcel Post**
- | | | | |
|---|--|--|--|
| Broudy, Paul M., 66
Eddels, Mrs. Harry F., 284 | Egan, Amelia (17 License Plates)
Marsh, Mrs. Etta, 74
Spitzer, H., 20e | Hubbard, Mrs. Paul
Huber, Edw.
Hudson, DeWitt
Huffie, Thos.
Hughes, Jack
Hughes, T. J.
Honeycutt, Jack
Houston, Lee
Howard, J. R. & Larkie | Hubbard, Mrs. Paul
Huber, Edw.
Hudson, DeWitt
Huffie, Thos.
Hughes, Jack
Hughes, T. J.
Honeycutt, Jack
Houston, Lee
Howard, J. R. & Larkie |
|---|--|--|--|
- MAIL ON HAND AT NEW YORK OFFICE**
 1564 Broadway
 New York 19, N. Y.
- MAIL ON HAND AT CHICAGO OFFICE**
 188 W. Randolph St.
 Chicago 1, Ill.
- MAIL ON HAND AT ST. LOUIS OFFICE**
 390 Arcade Bldg.
 St. Louis 1, Mo.
- Parcel Post**
- | | | |
|---------------------------------------|--|---|
| Murphy, James E., 8/Parks, Ernest, 94 | Allan, H. S.
Arnold, Mae Joe
Azbill, O. D.
Babcock, F. W.
Baker, Charles
Baker, D. C.
Barnes, Mr. & Mrs. L. E. | Berryhill, J. W.
Boone, George
Boone, George W.
Boudreau, Mrs. G.
Bryer, Mae
Burton, Joseph
Bynum, Frank
Cade, Beulah Pat
Caldwell, Sam
Canipe, Walter |
|---------------------------------------|--|---|

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- Carey, Thomas P.**
McCrory, W. H. (Tex)
McGehee, Pat
McLendon, Louis
Leon
Madison, Harry
Malone, John F. & M. A.
Martin, Sam
Mathis, Edward
Mattick, Paul R.
Mayberry, Wayne
Middleton, Mrs. Ann
Miller, Curtis
Miller, Mal & Toy
Miller, Melvin A. & Mrs. Anne N.
Miller, Mr. & Mrs. Obert
Miller, R. A.
Mitchell, H. J.
Moore, Mrs. James
Moore, Ed
Moreno, Geraldine
Morgan, Mrs. Hester
Morgan, Katherine S.
Morgan, Mrs. Tod Lance
Murphy, Donald
Murray, Mrs. Lena
Norwood, Wm. H.
Oldei, Mrs. W. & Joe
Owen, Buck
Parker, Frank
Perkins, O. E.
Petrie, Nina
Pinkerton, Victor
Reed, Delbert
Reed, Ivan C.
Richardson, Joseph G.
Roeder, Richard J.
Roger, Clarence E.
Rosenfeld, Sol
Row, Robert
Rowe, Terrance
Sandusky, A. D.
Schaffee, Jimmy
Schick, Frank W.
Schneekloth, Harry
Seydell, Richard J.
Sheridan, Johnny
Sherman, Stachio
Silverlake, Myron
Stadel, Mrs. Wm.
Smith, Charles W.
Smith Jr., H. Norman
Smith, Jack
Smith, J. H.
Smith, Leland (8 Ball)
Sproull, A. J.
Stallings, Ruth A.
Stevenson, George
Stewart, Miss Caro
Swan, D. Slim
Taylor, Grace
Taylor, Robert
Teer, James
Thomas, I. D.
Townsend, Cal
Travis, Earl
Walsh, Earl
Webb, Mary
Whisman, Mrs. Virgie
White, L. D. (Corky)
Widaman, Arzella
Widaman, Edwin
Williams, Charles W.
Williams, Mr. & Mrs. Leo
Williams, M. O.
Williams, Guy
Willis, Miss Polly
Yow, Owen D.
Zacchini, Bruno

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Write for Catalog
The GALENTINE CO., Dept. B
 South Bend 24, Indiana

Keeney Ships Domino Bowler 6-Player Game

CHICAGO, June 6.—J. H. Keeney & Company has started quantity deliveries on Domino Bowler, a six-player shuffle game which can be used four different ways, Sales Manager Paul Huebsch announced Thursday (4).

There are three matching score plays on Domino Bowler. This works as follows: First the player must match, with the last digit in his score, the number which lights on the backglass; then the diamond must light over the matched number, and finally the domino must appear over the diamond. The matching score play can be used in two ways, either on a mystery basis at the end of the 10th frame or already lit up before the game starts.

The four ways the game can be played below:

1. Straight 20-30 scoring.
2. 10th frame feature double all scores in last frame.
3. Bonus scoring in every frame.
4. Double scoring in third, fifth and seventh frames.

To convert to any of the four ways, the operator merely makes a small adjustment on location. Huebsch emphasized that the adjustment in no way decreases or enhances the player's opportunity to make a good score since the game is a 100 per cent skill amusement unit.

Domino Bowler has a hinged cabinet for easy servicing, direct dial scoring, jumbo fly-away pins as well as several other proven shuffle game features. The playfield is eight feet by two and made of a permanent plastic.

Taran Distrib Plans Opening Fete June 14

MIAMI, June 6.—The Taran Distributing Company will celebrate the opening of its new headquarters with a two-day open house party June 14-15, President Sam Taran, announced. The firm is factory representative for United, Keeney and Bally games and AMI music machines.

The new building at 3401 N.W. 36th Street, provides 15,000 square feet and is air conditioned including the shops. It has a built-in vault for the safekeeping of business records. All phases of Taran's activities, including the warehouse and phonograph record department are under one roof. Another modern feature is an inter-communication system to all parts of the building.

The open house dates coincide with the first showing of AMI's new juke box in Florida.

BUSINESS TAX

Pass Michigan Tax Affecting Coin Ops

LANSING, Mich., June 6.—The Legislature voted into law without Governor Williams' signature a new business tax, effective July 1, of 4 per cent on the "adjusted receipts" of all Michigan businesses with limited exceptions. It appears to directly include coin machine operators.

The law will need interpretation as to its application to inter-state business. The law appears directly applicable to show business and retailers in general, including coin machine operators.

Some concession has been given businesses which have small deductible expenses in that they may use an arbitrary 50 per cent figure. Still another break for this category is the exclusion of the first \$20,000 of gross receipts,

COIN-OPERATED GOLF RANGE IS PATENTED

PORTLAND, Ore., June 6.—The coin machine industry is getting sports-minded. Coin-operated baseball batting ranges have been meeting with fair success, and Joe Mozel here has patented a coin-operated golf range. It works this way: instead of buying a bucket of balls at the driving range, the golfer can insert the coin and have them automatically teed for him. Mozel already holds a patent on an automatic golf ball tee; his new invention adds the financial feature, regulating the number of balls a player gets for his quarter.

MARTIN-LEWIS

Arcade Skit Figures in Video Seg

NEW YORK, June 6.—The coin-operated amusement machine industry figured in Sunday's (31) "Colgate Comedy Hour" over NBC-TV. Comics Dean Martin and Jerry Lewis cut their capers in an Arcade, using as props Midget Movies, pinballs, a derrick, rocket ride and electric shock machine.

Highlight of the skit was a scene in which Lewis played pinball, lifting it up and banging it to control the ball. The result was nary a tilt.

Martin berated his partner for using unsportsmanlike methods, then demonstrated the proper method to play the machine. As soon as Martin inserted the coin, the light registered jumbo-sized "tilts."

Pinball Answers

At that point, Lewis called the location owner and told him that his partner had tilted the pinball machine. When Martin protested his innocence, the machine lit up an over-sized "liar."

Another scene had Lewis standing in the rear of the derrick, using his hands as a scoop-shovel.

Theme of the skit was a father taking his young son to the Arcade.

T & L Opening In Cincy Set

CINCINNATI, June 6.—The stage was set for the grand opening of T & L Distributing Company's new headquarters at 1663 Central Parkway Sunday (7). Owner Len Goldstein expected upwards of 200 operators, servicemen and factory representatives and guests to attend the open house festivities.

T & L is factory distributor for Genco, Chicago Coin, H. C. Evans, Wurlitzer, Silver King and the American Hand Dry Company. The firm also is jobber for equipment made by Bally, United, Gottlieb and Williams.

CHI TRADE BOOM NEAR?

By TOM McDONOUGH

CHICAGO, June 6.—The way appeared clear this week for the licensing of shuffle games here. The Illinois Supreme Court ruled that this type of skill amusement unit did not come under the ordinance concerning the prohibition of bagatelle or pigeonholes. In its ruling on a two-year-old suit involving a four-player game, the high court reversed a ruling of the Appellate Court which in turn had previously reversed a Circuit Court ruling which approved shuffle games.

The ruling by the Supreme Court was made May 20 after taking the case under advisement March 31. The City of Chicago was given 15 days or until Thursday (4) to ask for a rehearing. This the city did not do.

While there was much speculation in local manufacturing, distributing and operating circles as to whether the city would license shuffle games immediately, the overwhelming consensus was there was no alternative. Two things were definitely in the trade's favor:

1. In its lengthy opinion

(see complete text elsewhere on this page) the Supreme Court clearly indicated that the shuffle game in no way resembled the description of a bagatelle or pigeonhole unit. 2. The city treasury is hard pressed for new sources of income and the license fees derived from the licensing of thousands of shuffle games would help to relieve this situation.

If the license is granted (at least two manufacturers are slated to seek one early next week) it would improve trade conditions here in several ways and also the prestige of the industry.

Among the ways the trade would benefit are:

1. Thousands of new locations would be available for local amusement operators, who currently have been limited to music routes exclusively.
2. Local distributors would not only have volume business thru the sale of new and used shuffle games but also many new sources of service and repair business.
3. Local factories would probably be several months in catch-

ing up on back orders for the new Chicago market.

4. Location owners thru commissions would receive a new source of income. While this would benefit all locations it would have particular significance in the case of tavern owners whose business has been on the downgrade for many months. In May nearly 600 failed to renew their liquor licenses.

Tho there was much optimism on a shuffle game boom in the city Friday (5) with estimates that Chicago could support from 10,000 to 20,000 units, there was also a note of caution in some circles. This stemmed from past experiences, wherein some over-zealous operators brought in all kinds of coin-operated pieces specifically barred by the ordinance, permitting temporary licenses for some amusement type and arcade gun games. Many in the trade believe these unfortunate incidents have postponed amusement game licenses in the past.

Conn. Group Adds 5, Total Membership 80

HARTFORD, Conn., June 6.—The Connecticut State Coin Association added five new members, bringing group standing up to 80, President Abe Fish announced Wednesday.

The new members are Ralph Ricciardi, Waterbury; Michael Pellegrino, Park City Amusement; Michael Kelly, Nash Amusement; Arthur Moss, Supreme Amusement, and Michael Nicholas, Bridgeport Amusement, all of Bridgeport.

A dinner meeting of the CSCA is slated for June 11 at the Colonial House, New Haven.

Marmer Plans New Building

CINCINNATI, June 6.—Architects are completing plans for a new building to be erected for Marmer Distributing Company, coin machine outlet here, on a large lot at 1519 Central Parkway, the local coin row. Construction is expected to start within two weeks and is scheduled to be completed about September 1.

The firm, headed by Bill Marmer, and his son, Milt, now occupies temporary quarters at 300 West Court Street.

The new building will be modern in every respect and have a floor space of more than 20,000 square feet, according to firm officials. The site will provide parking space for 65 cars.

18 French Games Arrive at Mondial

50 Due Next Month; Basketball Unit Is Lighter, Smaller; Football Is Unchanged

NEW YORK, June 6.—The first major shipment of coin-operated games from the Nova factory in Marseilles, France, arrived here this week. The 18 units, six Football games and 12 Basketball games, will go to the Mondial Commercial Corporation, exclusive United States distributor for the French firm.

Suren D. Fesdjian, Mondial president, said that the second shipment—some 50 or 60 games—is slated to arrive in New York in early July.

The Basketball games which arrived this week are the first 1953-'54 Nova models, differing from the previous models in that the weight had been reduced from 280 to 130 pounds, with the overall dimensions four inches less than the older models, both in width and length.

Both games are mechanically operated, with the Basketball game operating on a magnetic principle. The newer Basketball game has some design changes, principally chrome backstops which replace the cage top, but

the operating principle remains the same.

The Football game is unchanged, operating similar to the Basketball game, except that no magnets are used. This game may be played with either two or four contestants, while the Basketball game is designed for two players.

The games are currently being played at a nickel each, altho the coin chute can be adjusted for dime play. The Football game is four feet long and three feet wide, with the Basketball game four inches shorter in each dimension.

Locations

Both games are in operation in the Mardi-Gras Arcade, Boston, and Pennyland, New York.

Meanwhile, Fesdjian revealed that he will visit Europe July on a sales trip. Mondial, in addition to acting as Nova distributor here, exports some 200 American coin-operated games to Europe each month as well as juke boxes.

Fesdjian said that France is the biggest buyer of games, but that the North African market, particularly Morocco, Algeria and Tunis, is the fastest-growing area. Most of the demand, he said, is for pinball games, with the Shuffle Alley games not too popular on the Continent. Most of the equipment exported by Mondial is used.

According to Fesdjian, no pinball game manufacturing is done in Europe, and Nova is the only plant with a complete service and parts department.

OLD HOME WEEK AT UNITED MFG.

CHICAGO, June 6.—The sales offices at United Manufacturing Company resembled a coin machine convention Tuesday and Wednesday (2-3) as trade members, mostly distributors, dropped in for conferences with Billy DeSelm, sales manager. Since almost all of them were AMI representatives also, they later planed to Grand Rapids, Mich., for that firm's annual distributors meeting.

Among those visiting United were: Peter Geritz, Mountain Distributing Company, Denver; Budge Wright, Western Distributors, Portland, Ore.; and Al Knowles, who heads Western Distributors' Salt Lake City office; Charlie Kagel, Norwood Veatch and Tony Koupal, Central Distributing Company, St. Louis; R. Laniel, Laniel Amusements, Montreal; I. H. Rodstein and Al Rothstein, Banner Specialty Company, Philadelphia; Leo and Mort Weinberger, Southern Automatic Music Company, Louisville, and Sam Taran, Taran Distributing Company, Miami.

SKY GUNNER BOWS

Genco Distribs Show New Type Gun Game

CHICAGO, June 6.—Distributors of Genco Manufacturing & Sales Company started operator showings this week of Sky Gunner, a new straight skill amusement gun game for typical neighborhood locations, plus Arcades, bowling alleys, transportation terminals and resort stops. This is the first such amusement piece made in the postwar history of the firm and marks another step in the steady expansion of Genco since its active ownership was acquired by Sam Lewis and Sam Gensburg last December.

Sky Gunner gives players the opportunity to simulate the acti-

vities of an aerial gunner. It has a big 3-dimensional sky scene with enemy planes speeding thru moving clouds. When the planes are hit they appear to explode in mid-air. The gun game has an ABT drop chute with slug ejector and offers the players 300 shots for a dime and has an average playing time of one minute and 12 seconds. By making from 180 to 250 hits (adjustable) on the plane targets the player qualifies for another 300 shots without inserting an extra coin.

Genco's Sky Gunner can be converted from 300 shots for a

(Continued on page 72)

HERE AT LAST ARE QUALITY TV SETS FOR THE COIN OPERATOR!

Here they are at last, Mr. Operator! Quality engineered TV sets for you to sell hotels, motels, bars, game rooms, etc. Designed by Bendix . . . the name millions trust . . . you can offer not just one screen size . . . but 3, all big. Not just one model . . . but 19! You can offer a complete finance and pay out of profits plan.

Get all the information today!

Quality TV had to come for the coin operator! And this year for the first time since TV . . . you'll go on the road with a sales story that can't be topped!

Quality design and engineering

Each one of your Bendix TV sets comes right off our regular production line. Each has the same complete circuits . . . the same full power . . . the same full components . . . the same hand rubbed wood cabinets . . . as does every one of our fine sets for home use. Now you can really offer the "truest picture in Television."

19 different models

We don't choose the model for you. You can offer your trade 17",

TO SELL MORE COIN TV SETS... YOU'VE GOT TO CHANGE YOUR PITCH!

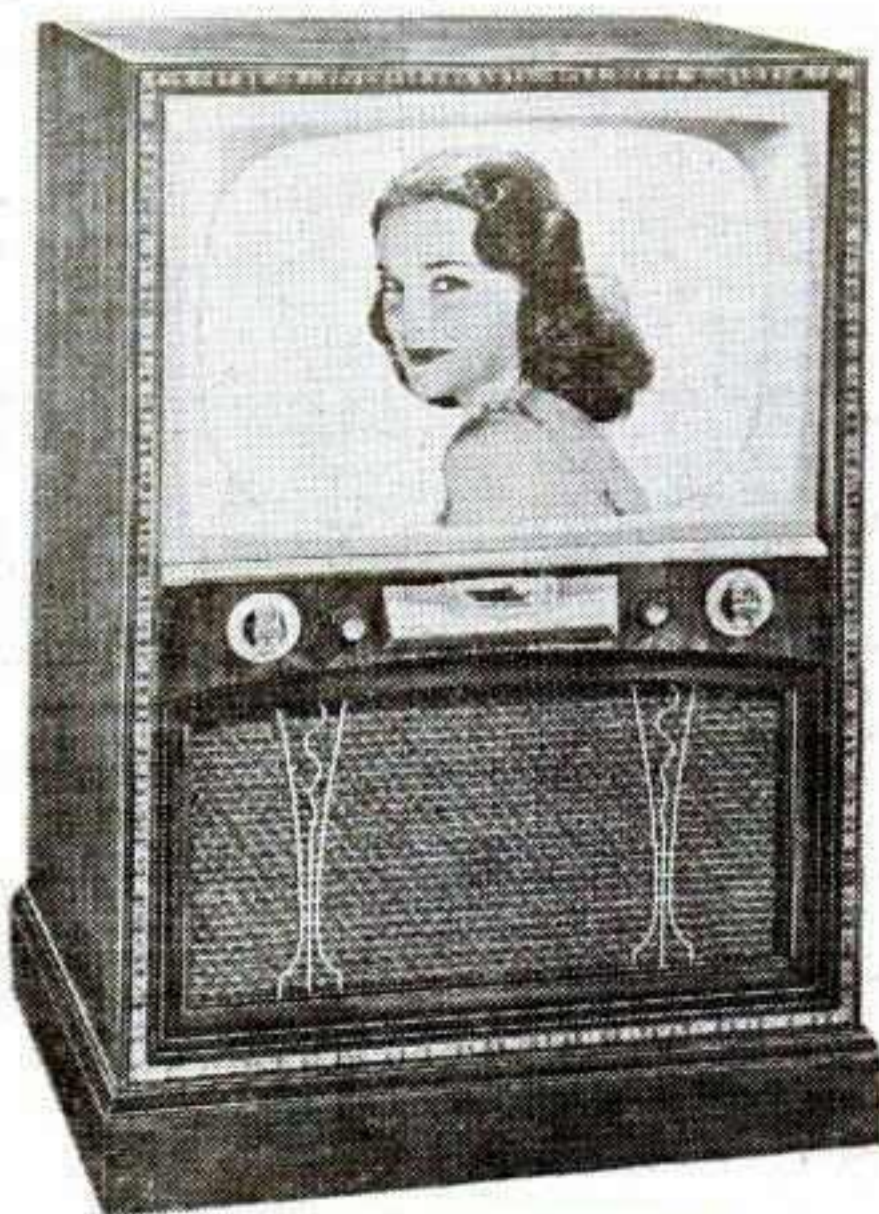
21" or 27" screens. You can let them select from table models, . . . consoles . . . or table models with different bases to get console styles and these nationally famous Bendix TV sets are all beautiful wood cabinets.

Put yourself in the picture today

The market is wide open. Hotels, motels etc. have been begging for good TV sets!

We want qualified and responsible sales representatives and area distributors to get in on the ground floor with this promotion that's a complete wrap-up. Write wire or phone Bendix Television, Baltimore, Maryland for literature, complete information and all the details that can mean money . . . big money for you.

PAY FOR THEMSELVES IN 24 MONTHS AND ARE A TAX DEDUCTIBLE EXPENSE



Handsomely styled console . . . 21" screen. A beautiful piece of furniture with all the exclusive Bendix features that have made the name nationally famous.



Console style . . . 21" screen table model . . . with open base, to hold books . . . flowers or other decorations. Available in blond or mahogany. Perfectly matched woods.



The Bendix leg frame base converts this table model set into an ultra-modern console. Here is just another indication of the wide variety you have to choose from in the Bendix coin operated TV sets. Available in Blond and Mahogany.

National Distributors for coin operated Bendix TV...TELCO LTD. 1114 Howard St. Omaha, Nebraska

WRITE . . . WIRE . . . OR PHONE TODAY



MADE BY
Bendix TV
"THE NAME MILLIONS TRUST"

Engineered by Bendix TV... hand rubbed woods... positive coin action... sealed in back... service costs cut to minimum!

COMPARE THESE FEATURES!

- Noise elimination circuits!
- 21 to 24 tubes... not 16 or 17... but 21 to 24 tubes!
- 41 megacycles IF... not 21 megacycles!
- All wood mahogany cabinet... (not plastic or metal!)
- 3 to 4 stages of IF... not 1 or 2... but 3 to 4!
- Keyed automatic gain control not "brute force."
- Transformers... not selenium rectifiers!
- Automatic blanking... no streaky, retrace lines.
- Largest viewing area. It's a rectangular tube... not round!
- Plus a tuner ready for UHF installation.
- All this backed by a honey of a finance plan!
- There's nothing like it on the market! (Write, phone or wire today!)

TAMPERPROOF!
 BOTH COIN BOX & TV MECHANISM

1 This Bendix TV coin box is not "tacked on"... it's "engineered in"! No protruding knobs or levers. Positive coin mechanism... takes 23 quarters for continuous uninterrupted operation.

2 Completely enclosed back. Nobody can fiddle with the delicate TV controls... or have access to the coin box except authorized personnel. The back is sealed shut. Two more quality and client protective features. These features reduce service costs to an absolute minimum!

REPLACEMENT OR REFUND OF MONEY
 Guaranteed by Good Housekeeping
 IF NOT AS ADVERTISED THEREIN

BACKED BY 2 GREAT GUARANTEES



Quality engineering and coin application cuts service costs to minimum!

BENDIX TELEVISION & RADIO

BALTIMORE 4, MARYLAND

A DIVISION OF BENDIX AVIATION CORPORATION

... Today's the day to start to make money!

Operator Sets Sights On RR for Shoppers

PITTSBURGH, June 6.—A coin machine operator here has envisioned the possibility of a miniature railroad in the near future carrying shoppers to stores in a suburban shopping center and kiddie area to be built in Allegheny County at Monroeville.

The idea of a miniature railroad transporting passengers to the store in the proposed new 30-acre

shopping center was advanced by Sidney Reinwasser, who has operated a variety of coin machines in this area for many years.

The proposed shopping center would cost \$10,000,000, provide room for 100 stores, do an estimated \$25,000,000 business annually and be one of the "largest suburban shopping centers in the nation" Construction work on the center would start in July.

Genco Distribs Start Sky Gunner Showings

Continued from page 69

dime to 200 shots for a nickel with the bonus shot arrangement also being altered. Lewis and Gensburg pointed out that this conversion possibility was designed for areas where the dime play has not had satisfactory results for this type of game. However, they stressed that operators should at least test the game out on dime play since factory field tests indicated that even traditional nickel territories went for the unit at the 10-cent level.

The playing cycle on Sky Gunner follows: After the player inserts a dime the hit and shot dials in the scoring backglass reset. He then looks thru two eye pieces in the front of the gun and lines up the sight with the jet planes moving thru the target area. The player actually sees a third dimensional picture with five different vision depths. When the sight draws a bead on the scoring rivets on the plane, the player presses either or both triggers and moves the gun to trail the plane. Each shot and hit is recorded instantly on dial units on the scoreboard. The gun has realistic recoil action and the shots sound like machine gun fire. Every time a hit is made a bell rings (this feature may be disconnected by pulling a jack plug) and lights, which illuminate

the scene, flash out and a red light, signifying a hit, flashes on.

Sky Gunner has several other action features. One of the foremost is the gun flashes as the firing takes place. This gives spectators a feeling of stimulation. The height of the player is not a factor in making a good score as the gun may be instantly angled up or down, so that even a small child can fire it. In instances where the player does not finish a game the interior lights of the game go out after a three-minute period.

Servicing of the Genco gun game is made easy by a slide out panel reached thru the front of the game. All electrical components, except those in the back rack, are located on this removable panel. As in all Genco games, all switches and other parts, which may occasionally need servicing, can be removed from the sub-panel by simply pulling out cotter keys which hold them in place.

Other operator features of the gun are an oversized coin box, capable of holding hundreds of dollars in dimes; assembly on location in minutes; the gun and light rack pack inside the cabinet for shipping, making a total weight of 205 pounds (a particularly strong point in exports).

SOMETIMES IT PAYS TO TALK TO STRANGERS

NEW YORK, June 6.—Charlie Katz, National Kiddie Ride sales executive, doesn't believe in the adage about not talking to strangers on the train—or the plane either. Last week Charlie boarded the plane at Memphis, en route to Nashville, and struck up a conversation with a stranger seated beside him. Charlie told the stranger all about the Kiddie Ride business and about National's Kiddie Karousel. Before the plane landed, the stranger handed Charlie his card—he is president of Goldsmith's, one of Memphis' largest department stores. Mr. Goldsmith said he would like to have a Kiddie Karousel in his store. Charlie's first move in Nashville was to a phone booth, where he called the Memphis National operator and told him about the location. The Karousel will soon be on its way to Memphis.

Meteor Exhibit Set For Show

NEW YORK, June 6.—The Meteor Machine Corporation, manufacturer of four kiddie rides, will exhibit at Booth 114 in Madison Square Garden, Tuesday thru Friday (9-12), at the Fourth Annual National Store Modernization, Building and Maintenance Show. Exhibit Supply Company, Chicago, will also exhibit (The Billboard, June 6).

Al Blendow, Meteor sales manager, said the firm now has a new sales policy of guaranteeing rides for either one year or 10,000 rides. Meteor makes a Rocket Ride, Flying Saucer, PT-Boat and Pony Ride.

GENCO ADDS 2 NEW REPS

CHICAGO, June 6.—Genco added two more leading distributors to its growing sales network, the factory announced thru Sam Lewis Friday (5). Last week (The Billboard, June 6), the firm appointed nine distributors. The new appointees are:

Southern Automatic Music Company, representing Genco products in Indiana, Kentucky and Southern Ohio. The firm has five offices. Leo Weinberger, owner and founder, has headquarters at 735 S. Brook Street, Louisville. The other offices are at 1000 Broadway, Cincinnati, managed by Joe Weinberger; 129 W. North Street, Indianapolis managed by Sam Weinberger; 3011 E. Maumee, Fort Wayne, Ind., managed by Sam Dieter, and 1535 Delaware Avenue, Lexington, Ky., managed by Homer Sharp.

Miller-Newmark Company, headed by Bill Miller. The firm has offices at 5743 Grand River Road, Detroit, and 42 Fairbanks, N.W., Grand Rapids, Mich.

Calendar for Coinmen

- June 8—NAMA Area Meeting, Hotel Van Curler, Schenectady, N. Y.
- June 10—NAMA Area Meeting, Hotel Douglas, Newark, N. J.
- June 11—Music Operators of Northern Illinois, monthly meeting. Place to be announced.
- June 15—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.
- June 16-18—National Confectioners' Association, annual convention and exhibit, Waldorf-Astoria Hotel, New York.
- June 17—NAMA Area Meeting, Tutweiler Hotel, Birmingham, Ala.
- June 22—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.
- June 23—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.
- June 23—NAMA Area Meeting, covering six Region I States, Sheraton Plaza Hotel, Boston.
- July 2—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

Coinmen You Know

Chicago

Added proof that the games business was enjoying its biggest rush in recent years was the appearance of droves of distributors in Chicago this week.

Among those stopping at Genco for a look at the new gun game, Sky Gunner, were the following: Leo Weinberger and his son, Mort, Southern Automatic Music Company, Louisville; Lou Dunis and John Michaels, Dunis Distributing Company, Portland, Ore. and Seattle; Budge Wright, Western Distributors, Portland Ore.; Ray Powers, Badger Sales, Los Angeles; Jack Rosenfeld and Joe Deutchs, J. Rosenfeld Company, St. Louis; Phil Robinson, Los Angeles, and Clarence Camp and his son, Joe, Southern Amusement Company, Memphis.

Dorothy Johnson celebrated her fourth anniversary as office manager of the Purveyor Distributing Company Thursday (4). The firm's president, Herb Perkins, reports business on late model games and particularly shuffle units in high demand. Col. Lou Lewis, Merit Industries, finds play on the South Side in high gear.

At Chicago Coin Machine Company, Ed Levin, sales manager, reports repeat orders on Crown Bowler, 10th Frame Bowler and the Super Jet ride coming in at a fast pace. Owners Sam Wolberg and Sam Gensburg and Levin greeted a steady run of distributor visitors during the week.

Joe Kline and Wally Finke, owners of First Distributors, say that operator reception to the Keeney Domino Bowler game

B & K CHAIN GETS HORSEY

CHICAGO, June 6.—The Champion, horse ride made by Bally Manufacturing Company, has become a familiar attraction at several Balaban & Katz theaters in this area.

Jack Nelson, Bally general sales manager, stated that in recent weeks several of the B & K houses also had added Space Ships and in every instance the horse play held up while the rocket-type ride had steady patronage.

The rides at the theater locations are usually installed just outside the entrance in favorable weather, Nelson added.

was encouraging. They claim it has all the top features of shuffle games, plus a few new wrinkles. One of their operator guests was Ken Sauder, Wyoming, Ill.

George Moritz, bookkeeper at First, was rushed to the hospital Tuesday (2) for an emergency appendectomy. Mal Finke and Ben Michaels, of the premium merchandise division, have been putting in long hours keeping up with orders developed thru the

(Continued on page 76)

METEOR RIDES HAVE EVERYTHING!

- Lifetime ALL STEEL Construction!
- Service-Free Mechanisms all with INTEGRATED Gear-Box Motors!
- Sensationally ORIGINAL Ride Movements!

RUGGED ATTRACTIVE SAFE METEOR FLYING SAUCER



Flying Saucer

Pat Pend

DISTRIBUTORS! OPERATORS!

WRITE - WIRE - PHONE TODAY for full particulars

METEOR UNCONDITIONALLY GUARANTEES:

- 1—All its rides for a period of ONE YEAR or 10,000 rides—whichever comes first after date of purchase!
- 2—IMMEDIATE DELIVERY!
- 3—LOW PRICES, consistent with Sturdy Construction!
- 4—LIBERAL FINANCE PLAN—takes 12 to 15 months to PAY OUT OF PROFITS!

METEOR MACHINE CORP.

319 Minsdale Street Brooklyn 7, N. Y. Phone: HYacinth 5-2756

I'M ON MY WAY TO DISTRIBUTORS OF EXHIBIT SUPPLY'S

- Roy Rogers Trigger • Sea Skate • Rawhide • Buzz Corey's Space Patrol • Pete the Rabbit • Big Bronco • Rudolph the Red-Nosed Reindeer • El Toro the Bull • Ferdie the Bull • Space Gun.

EXHIBIT SUPPLY 4218-30 W. Lake St., Chicago 24, Ill. Est. 1901



ATTENTION

Manufacturer of KIDDIE RIDES wants distributor to handle sales in Eastern, Central and Western areas of United States. Appointments made in person only.

WRITE 601 ELLICOTT SQUARE, BUFFALO, 3, N. Y.

INSURANCE LIABILITY & FIRE

For the Amusement & Entertainment Field

BROADWAY BROKERS CORP.

150 Broadway, New York 38 REctor 2-2195

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

AUCTION SALE! KIDDIE RIDES

Illness forces me out of business. All equipment in top condition. Please make offer. Anything reasonable accepted.

- ★ ATOMIC JETS (CONAT)
- ★ BEAUTY ROCKETS (B & R)
- ★ ATOMIC SPACE RANGERS (DECO)
- ★ MEMPHIS CRUSADERS
- ★ THUNDERBOLT HORSES

BOX D-42
c/o The Billboard, Cincinnati 22, O.

"LITTLE CHOO-CHOO"



Designed by World Famous Manufacturer of Amusement Rides

Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

KING AMUSEMENT CO.
Mt. Clemens, Mich.

QUALITY DURABILITY APPEARANCE

That is what Kiddy-Ride operators must have, and that's what they get with Bally SPACE-SHIP and THE CHAMPION. Big profits, too!

Write for Prices Terms Available

DONAN

DISTRIBUTING COMPANY
5007 N. Kedzie Chicago 25, Ill.
Phone: JUNiper 8-5211

Bally Distributors for Wisconsin and Northern Illinois

Dairy Official Sees Milk Venders in All Factories, Schools

Tiedeman Tells 300 Creamerymen Machines Are Top Marketing Aid

DES MOINES, June 6.—Milk venders were emphasized as a marketing aid for the dairy industry during a conference of creamery operators here Friday (29) by E. W. Tiedeman, of Chicago, an American Farm Bureau dairy specialist.

Speaking before a group of 300 dairy operators and processors, meeting under the auspices of

the Iowa Farm Bureau Federation, Tiedeman declared, "I won't be satisfied until every factory and school and public gathering place has one of those (vending) machines." He pointed out that it would take only a 3 per cent increase in volume to make the difference between a good and a bad situation in the dairy industry.

With milk venders heading the list, Tiedeman stated that other sales aids for the dairy industry include the use of its products in reducing diets and the establishment of more efficient creameries.

Cig Industry Eyes Two New Illinois Bills

Propose 1-Cent City Levies, Mfr.-Affixed State Tax Stamps

SPRINGFIELD, Ill., June 6.—The Illinois House passed and sent to the Senate two bills which would affect the cigarette industry in general and Illinois smokers, wholesalers, operators and other retailers specifically.

The most recent bill, which passed the House Tuesday (2), would give cities permission to impose a penny tax on each pack of cigarettes, sold in their areas. Gov. Stratton, however, stated that the tax would in effect mean to the consumer an increase in the State cigarette tax. He said he was opposed to any such increase at the present time.

The first bill passed by the House, last week, requires the cigarette manufacturer to affix the Illinois tax stamp to each pack sold in the State. The measure, HB 551, was presented to end the bootlegging of cigarettes and counterfeiting of State tax stamps which has been on the increase in Illinois cities.

Bill Provisions

If passed by the Senate, the bill would make the cigarette manufacturer a distributor in Illinois. This would mean that the Illinois wholesalers would lose the 5 per cent allowance given them by the State to affix the stamps. State and city tobacco associations, claiming that this allowance is an important factor in the business of many wholesalers, favor defeat of the measure.

Cigarette manufacturers hold that having to place Illinois tax stamps on packs shipped to the State might herald enactment of similar laws in many of the other 40-odd States having cigarette taxes. The spread of such a measure, they contend, would mean serious repercussions in their production, credit policies, capitalization, shipping and book-keeping procedures.

NCA Convention Will Analyze Packaging, Ad, Sales Factors

CHICAGO, June 6.—National Confectioners' Association 27th exposition and 70th annual convention, June 14-18 at Waldorf-Astoria Hotel in New York, will feature analysis of sales, ingredient, advertising, packaging and production factors.

Tuesday (16), John Betjemann, A. C. Nielsen Company, Chicago, will talk on "Economic Trends in Confectionery and Other Food Industries." Robert Watson, Sears, Roebuck & Company, Chicago, on "Quality Control Essential to Sell Candy."

Wednesday (17), "The Ingredient Outlook" will be discussed

2 Firms Ready New Cig Units For NAMA Meet

CHICAGO, June 6.—At least two new cigarette venders will be unveiled at the National Automatic Merchandising Association convention here August 23-26. A third, which industry rumor has had on the availability list prematurely, should be ready for initial delivery in July.

Andrew Gorreta & Company, Cleveland, will introduce one of the new models, while Hawkeye Novelty Company, of Des Moines, has another. Construction, operation and price details have not been released.

The third vender, long in the works at Stoner Manufacturing Company in Aurora, Ill., will be a mechanical model.

Production of the three new machines will mean that 11 manufacturers are active in the cigarette field. Of the 11 firms, nine will be producing for the operator market only.

NAMA Names 6 New Exhibitors

CHICAGO, June 6.—National Automatic Merchandising Association announced six new exhibitors for the 1953 convention at the Conrad Hilton here August 23-26.

The new firms are Delicia Chocolate & Candy Company, Inc., New York; Fewel Bros. Packing Company, Selma, Calif., showing a raisin package; Peter Paul, Inc., Naugatuck, Conn.; Tux Handkerchief & Vending Machines, Rock Island, Ill.; Sero Syrup Company, Brooklyn, and Universal Match Company St. Louis.

by four experts on sugar, corn products, cocoa and peanuts. A panel of production executives will analyze production techniques, while advertising policies will be explored by Arno H. Johnson, of the J. Walter Thompson Company. "Packaging That Sells" will terminate the business session; it will be a design clinic conducted by two leaders in the field.

Thursday (18), the production and selling of candy in Europe will be discussed. "Merchandising for Increased Sales" is to be explored by representatives of wholesalers, theaters, supermarkets and chain drugstores.

NAMA Announces Final-Stage Plans for Convention Program

Set Exhibit Hours, Dramatic Skits, Brass Tack Sessions for Aug. Meet

CHICAGO, June 6.—Final-stage plans were announced by the National Automatic Merchandising Association's Convention Committee for the 1953 convention and exhibit this week. This year's meeting will be at the Conrad Hilton Hotel, August 23-26. All exhibits will be on one floor, where 42,000 square feet of air-conditioned space will be utilized.

More than 95 per cent of available display space had been sold up to this week, almost three months prior to the opening date of the convention, according to exhibit sales committee chairman John Pero III.

The schedule of exhibit hours for each of the four days was announced by general chairman Thomas E. Hungerford. They are: Sunday, August 23, 12:30 p.m. to 6:30 p.m.

Monday (24), 3 p.m. to 9 p.m. Tuesday (25), 12:30 p.m. to 6:30 p.m.

Wednesday (26), 12:30 p.m. to 4 p.m.

As announced earlier by Herb Geiger, chairman of the convention program committee, the theme of this year's meeting will be "The Challenge of Change." A tentative program has been

recommended to coincide with the theme, considered especially appropriate at this time because of anticipated effects of economic and governmental changes on automatic merchandising management and operations.

Program Highlights

As set up in the preliminary outline, highlights of the proposed program include the appearance of industry and guests speakers on personnel hiring and training; cutting costs; sanitation; business trends; public relations; business insurance; direct sales to locations; successful selling, etc.

Panel discussions will feature such subjects as "As Our Customers See Us"; "How to Sell by Personal Contact, Direct Mail and Thru Routemen"; "Cutting Office Costs" and "Where's the Money for Expansion Coming From?"

This year, special skits, by amateur and professional actors, will be built around selling, employee training and sanitation.

John W. Mock, Chicago management consultant, has been retained to moderate "Brass Tack" evening clinics. Industry representatives will be on hand to participate in open discussion on how to meet the management challenge of efficient buying, in-

ventory control, servicing, organization, administration and profitable merchandising.

Evening Sessions

In addition, other special evening sessions have been planned to explore problems and opportunities in vending for bulk operators, bottlers and dairy representatives. Also, a series of meetings will be held for participants in the 1952 operator accounting study, for exhibitors, young executives, owners and employers.

As is the custom, the annual banquet will be held on the final evening of the convention. It will be held in the Grand Ballroom of the Conrad Hilton.

Mrs. William Fishman, chairman of the ladies committee, has arranged a four-day program. Luncheons, tours, entertainment and a trip thru a candy plant, Mars, Inc., have been scheduled. A Hospitality Center also will be maintained by the committee.

U. S. Predicts New Record in Cigarette Sales

To Top Last Year By 5%, '51 by 9%; 1c Hike No Damper

WASHINGTON, June 6.—The Agriculture Department predicted this week that cigarette output in the United States during the fiscal year ending June 30 would approach 445,000,000,000 to top 1951-'52 production (422,100,000,000) by 5 per cent and 1950-'51 production (407,300,000,000) by 9 per cent, while 1953-'54 output will "continue at a high level." The record cigarette output, Agriculture forecast, would utilize more flue-cured and burley tobacco than in "any previous year." Consumption in this country and by overseas forces will account for 96 per cent of the output, and there will be "increasing emphasis" on the king-size cigarette, Agriculture said in summarizing the outlook.

Altho no statistics are yet available, Agriculture does not expect the 1 cent per pack boost in the retail price of cigarettes last February to curtail consumption, since cigarette demand is relatively inelastic. Proof of this is seen in the fact that cigarette consumption increased 9 per cent since 1950, altho prices to consumers rose 15 per cent. Agriculture pointed out. Under present law, the 8-cent-per-pack federal excise tax will revert to 7 cents on April 1, 1954.

The Bureau of Labor Statistics index of wholesale prices (excluding federal and State taxes) of standard brand cigarettes soared 10.7 per cent from February to April and is 24 per cent above the 1947-'49 average.

Open House Set June 12 At NW Sales

NEW YORK, June 6.—Moe Mandell, president of Northwestern Sales & Service Company, announced this week that his firm would hold open house Friday (12) at its new headquarters at 446 West 36th Street.

The firm uses two of the three floors, with a 5,000-square-foot area, for its bulk vender distributing business. Included in these floors are showrooms, salesrooms, offices, warehousing facilities, repairing and servicing departments.

Mandell said operators and distributors of vending equipment were invited for the open house.

Test Vend Batteries In 2 Chi High Schools

First Installation by Automatic Merchandising, Final School Board Decision at Term End

CHICAGO, June 6.—The recent installation of batteries of venders in two Chicago public high schools was the result of two operating firms' desire to expand their in-plant and in-office feeding systems.

The first installation, at Lakeview High School, was made by the Automatic Merchandising Company under the supervision of William Fishman, vice-president, and Frank Washman, superintendent of schools.

The second installation was made by the Automatic Canteen Company in Hyde Park High. Both, it was emphasized, were experimental. Washman said that the school board would not arrive at a definite conclusion regarding the permanency of the operations until after mid-term classes end June 26.

Lakeview Story

The 15-machine battery at Lakeview High School draws continuous line-ups of students. Five days a week, during a two-hour-and-15-minute period, three groups of several hundred pupils descend upon the venders for their full lunch menu, for a dessert or snack treat for their "brought-from-home" lunch or as a supplementary dessert source for their cafeteria - purchased meals (the June issue of Vending, sister publication of The Billboard, carries a special pictorial feature on the installation).

Standard retail prices are charged for most vended items. However, milk is vended for 3 cents per half-pint, chocolate milk 4 cents a half pint. Cold sandwiches, depending upon the type, are 15 and 20 cents, hot dogs 20 cents. Hot soup, ice cream sandwiches, pies and cakes are a dime; popsicles, French fries, potato chips, candy and carbonated drinks, a nickel.

Milk Price Ruling

Automatic Merchandising Company does not make a profit on its school milk sales; the milk venders were installed strictly as a service to students.

According to student line-ups before the various venders, the most popular are the two cup drink units, with four candy machines in close second place.

The heavy volume done by beverage and candy venders can be explained by the fact that both soft drinks and candy are not available in the cafeteria, and by the large number of students who bring their own lunches.

This means that sandwich, milk and to some extent ice cream venders are faced with competition not experienced by the other types of equipment in the battery.

Milk venders, of the equipment types that do not attract the plus - patronage accorded candy and beverage units by cafeteria and home-lunch students, appear to lead over the cold and hot sandwich and pastry machines. This, apparently, is because the cafeteria and home lunch customers prefer to buy their milk from the venders rather than go thru the cafeteria line for the single item.

NAMA Sets New June Area Meets

CHICAGO, June 6.—Two additional area meetings have been scheduled this month by the National Automatic Merchandising Association, bringing the number to six for June.

The latest meetings announced are Wednesday (17) at the Tutweiler Hotel, Birmingham, and Tuesday (23) at the Sheraton Plaza Hotel, Boston. Both will be dinner meetings, starting at 6 p.m.

Harry de Buys, Canteen Service Company of Alabama, will be chairman of the State-wide Alabama meeting, while Louis Risman, Mystic Automatic Sales Company, Medford, Mass., is chairman of the Boston meet. Latter will include the six New England States making up Region I.

As in the area meetings announced earlier (The Billboard, June 6), ideas for cutting costs and a film, "Closing the Sale," will be featured.

What do you need in BULK VENDING?

VICTOR Has it!

VICTOR'S New Combination ROCKET CHARMS and BABY GRAND DELUXE

(TRADE MARK)

From the finest in a standard bulk vending . . .
As exemplified by the World-Famous Topper line . . .
To our Latest Sensational . . .
ROCKET CHARMS and BABY GRAND DELUXE
Packed with all the earning power that can be built into a Bulk Vender.

Test locations show that ROCKET CHARMS and BABY GRAND empty in 4 to 5 days. BABY GRAND holds 500 ROCKET CHARMS.



BABY GRAND DELUXE and CHICLE TREETS

Featuring Victor's Project-O-View Window of transparent Lucite . . . shatter-proof for safety. Two locks . . . one for fast loading . . . one for money compartment. Cabinet of solid Oak with natural finish. Vend Chicle-Treets 330 Count . . . 6 colors . . . 6 flavors . . . 2 for 1¢. Capacity: 6½ lbs. Packed and sold 4 to the case. Also vends Chloro Treets 2 for 5¢ . . . 250 count. Or will vend average of 4 for 5¢ when equipped with Merchandise Wheel (part No. 50).



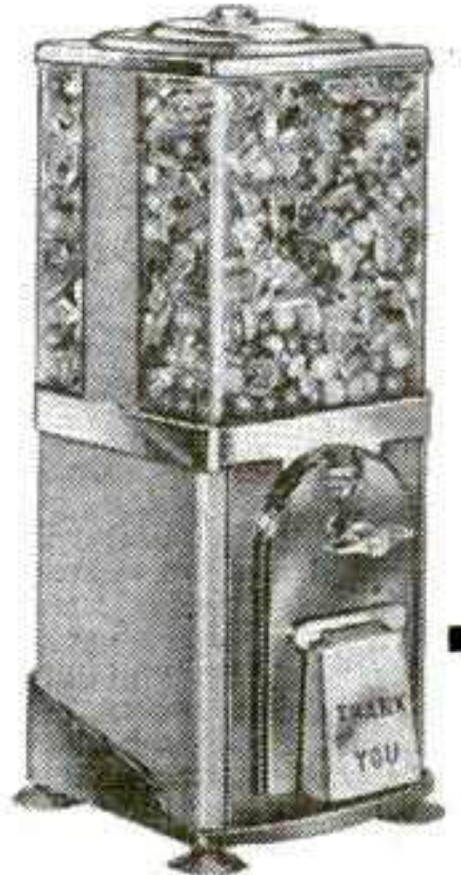
TOPPER DELUXE HALF-CABINET STYLE

The perfect combination of steel and Lucite finished in red, black and yellow, trimmed with chrome. Large square opening at top for fast, easy loading and dressing of charms. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of ball gum. Packed and sold 4 to the case.



TOPPER DELUXE GLOBE STYLE

Rugged, durable Globe Style vender finished in red and black, trimmed with chrome. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of Ball Gum. Packed and sold 4 to the case.



TOPPER DELUXE

Twin Window Style

Of Transparent Lucite for Maximum Display . . . and featuring all the refinements and innovations embodied in all models of the famous TOPPER DELUXE . . . Same capacity . . . same large square opening at the top for greater efficiency.

FOR INFORMATION ON ROCKET CHARMS
(TRADE MARK)
Contact
EVERETT GRAFF
2841 W. Davis St. Dallas, Texas
Ph. Yale 8323

VICTOR VENDING CORP.
5701-13 W. GRAND AVE. CHICAGO 39, ILLINOIS

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES—WRITE!

SPECIAL
DuGrenier V, 7 col., vends all King or Regular Size, up to 295 cap., \$95.00. Silver Quarter Operation.

SILVER QUARTER OPERATION KING SIZE INCLUDED!

Rowe Royal—8 col.	\$90.00
Rowe Royal—10 col., 400 cap.	95.00
U-Need-A "A," 6 col., 180 cap.	87.50
U-Need-A "E," 8 col., 100 cap.	80.00

Add \$5.00 to Above Prices for 30¢ Vending.

CANDY MACHINES

DuGrenier Candyman (with base), 72 Bar Cap. . . \$49.50
Uneda Candy Vendor (wall model), 5 Col., 102 Cap. 65.00

SPECIAL!
Uneda Monarch, Vends All King or Regular Size, 6 Col., 380 pack cap. \$87.50

WE HAVE A FINE STOCK OF 6 & 8 COL. NEW CANDY VENDORS—WRITE!

Our Paints Are VENERIZED Prevents Peeling Flaking & Rusting.

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW . . . RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • EVERGREEN 7-4568

LARGER PROFITS WITH TROUBLE FREE LOW COST "SILVER-KINGS" OPERATORS' CHOICE

1¢ Chlorophyll Ball Gum Vendor, Today's Sensation (Vends 210 count).
1¢ Charm Kings—Ball Gum & Charms (Time-tested and proved).
5¢ Pistachio or Mixed Nuts (The busiest nickel snatcher).
1¢ "Super Vendor"—King-Size Ball Gum (To wake up "sleepy" locations).
1¢ Candy Baked Beans Vendor (Fine companion for ball gum machines).

5¢ Silver-King "Hot Nut" (For that "extra-special" spot)
1¢ or 5¢ Silver-King Nut Vendors (Best bet for bars)

Vendors for All Foreign Coins
Immediate Delivery at Best Dealers Everywhere

SILVER-KING CORP.
622 Diversey Parkway, Chicago 14, Ill.

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

PERFECTLY RECONDITIONED POP CORN SEZ

CLEAN—READY FOR LOCATION—10¢ MECHANISM
\$49.50 EA.

RECONDITIONED VENDING MACHINES

N.W. Model 39 1¢ Bulk	\$ 8.50
N.W. Model 33 1¢ Peanut	7.50
N.W. Model 33 1¢ Ball Gum	7.50
N.W. Deluxe 1¢ & 5¢ Comb.	8.50
SK 1¢ or 5¢ Bulk	8.50
SK 1¢ Charm King Ball Gum	8.50
SK 5¢ Hot Nut Bulk	15.00
Acorn 5¢ Bulk	10.00
Master 1¢ Bulk	8.50
22 Master 1¢ & 5¢ Bulk	10.00
Master No. 3 5¢ Bulk	8.50
Columbus 1¢ or 5¢ Bulk	8.00
Columbus 1¢ Ball Gum	6.95
Columbus Tri-Mors 1¢, 3 comp.	22.50
Victor Model V Globe 1¢	8.95
Victor Model V Cab 1¢	9.50
Advance Model D Ball Gum 1¢	6.95
Asco Hot Nut 5¢	7.50
Ajax Hot Nut 5¢, 3 comp w/str	29.50
Jewel Vendors 5¢, 2 comp.	10.00
Lucky Boy's 1¢ bulk	6.95
Atlas Bantam 5¢ tray	10.00
Cash Tray, 5¢ tray	4.95
4-in-1 Bulk 1¢, Comp (New)	10.00
Mills Adams Gum, 6-col. 1¢	17.50
DuGrrr. Adams Gum, 4-col. 1¢	17.50
DuGrrr. Adams Gum, 4-col. 1¢	17.50
N.Y. Stamp 1¢ & 3 Vends.	15.00
N.W. Nat. Roll Type Stamp	45.00
Picture Card, Exhibit 1¢	15.00

Cards for above, per 1000. . . 4.40

MERCHANDISE

Salted Spanish Peanuts	27¢ lb.
Salted Virginia Peanuts	31¢ lb.
Deluxe Nut Mix	50¢ lb.
Cashews, 400-450 Count	65¢ lb.
Rainbow Peanuts	23¢ lb.
Boston Baked Beans	23¢ lb.
Licorice Lozenges	23¢ lb.
Candy Mix	23¢ lb.
Baby Chics, 500 Count	35¢ lb.
All Above Packed in 30 Lb. Cartons.	

210 Ball Gum . . . 28¢ lb.
170 Ball Gum . . . 28¢ lb.
140 Ball Gum . . . 28¢ lb.
100 Count Jumbo Ball Gum . . . 28¢ lb.
M & M Candies . . . 45¢ lb.
All Above Packed in 25 Lb. Cartons.

SUPPLIES & ACCESSORIES

Heavy Iron Stands	\$ 4.25
Double Cross Bars	1.40
Triple Cross Bars	1.75
1¢ & 5¢ Coin Counters	1.75
1¢ & 5¢ Weighing Scales	19.50

CHARMS

Make special deluxe mix—Feature, Series, Special items—all hand picked, \$8.50 per M.

1/3 dep., bal. C.O.D., F.O.B. Phila. Full cash with orders under \$20.00.
* NEW AND RECONDITIONED VENDORS
* PARTS, SUPPLIES, ACCESSORIES
* BALL GUM, CHARMS, NUTS
* EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

Precision-Built for PROTECTION & PROFITS!

ACORN
The only completely die-cast aluminum, precision built
ALL-PURPOSE VENDOR

1¢ & 5¢ mechanism slides into place—no screws!

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED! SILVER-STREAM
BRUSH HOUSING & BALL GUM WHEEL

Pacific Coast Distributor:
OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave., Los Angeles

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

IN STOCK VICTOR'S

New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa. Phone: LOcast 7-1448

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct.	24¢ lb.
Clor-o-Vend Ball Gum, 140 & 210 ct.	40¢ lb.
Clor-o-Vend Chicks, 275 & 320 ct.	45¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	30¢ lb.

These LOW prices F.O.B. factory.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves. Newark 4, N. J.

20 BRAND NEW 5¢ Hot Nut Machines

Slug proof. White enamel finish. 6-lb. capacity. **\$12.50 Each**

Terms: 1/3 deposit, balance sight draft.

Seacoast Distributors
1200 North Ave. Elizabeth, N. J.

Spacarb-Juice Bar Opens New Chi Facilities

CHICAGO, June 6.—Dave H. Hampton, Midwestern sales and service manager for Spacarb-Juice Bar Corporation, announced the opening Monday (1) of new Chicago headquarters at 4415 N. Clark Street.

Hampton stated that the new facilities, Spacarb-Juice Bar Sales & Service, include a full stock of parts for each line of equipment handled. Also, new models of each unit are on display. A full time field service engineer has also been assigned to work out of the office.

In addition to the firm's own equipment, Spacarb cup beverage and Juice Bar fruit juice venders, Bert Mills Corporation's Coffee Bar and Fred Hebel Corporation's FHC ice cream venders also are carried.

Propose Neb. Cigar Tax; Kill Cig Bill

LINCOLN, Neb., June 6.—A tax on cigars was proposed in a bill which received preliminary approval by the State Legislature last week. Sen. C. Lillibridge, sponsor, immediately amended the bill to provide the tax be 10 per cent of wholesale rather than a penny per cigar. He estimated that if passed, the bill would produce about \$25 million annually.

At the same time the Senate approved the cigar tax, it voted down an unfair cigarette sales bill intended to curb below-cost sales. The measure would have required all wholesalers to sell cigarettes at least 4.75 per cent above cost and retailers at least 6 per cent above cost.

Peter Paul Sets Pension Program

NAUGATUCK, Conn., June 6.—Peter Paul announced this week that all employees with at least one year's service would participate in a new pension plan now being set up. It will affect approximately 550 employees in the firm's plants here, in Oakland, Calif., Dallas, Tex., and Philadelphia.

The plan is to provide each eligible worker with a pension which together with Social Security benefits will give him a "reasonably adequate income upon retirement from active service with the company," according to President John H. Tatigian.

Canteen Sales, Net Profit Show Rise

CHICAGO, June 6.—Automatic Canteen Company of America's consolidated sales of \$10,693,891 for the second quarter of its current fiscal year were up \$1,519,537, or 17 per cent over those for the like period of the preceding year. Net income of \$234,870 after taxes was 25 per cent over that of the comparable quarter last year.

Consolidated sales for the first two quarters this year were \$3,031,160, or 16 per cent, while net income after taxes increased \$73,749, or 20 per cent.

N. C. Vending Firm

RALEIGH, N. C., June 6.—Gem Vending Company, Inc., was incorporated this week in Concord, N. C. Authorized capital stock is \$10,000, with \$300 in subscribed stock by E. B., Anita M. and Beulah B. Grady.

K. C. FIRM MAKES NECKTIE VENDER

KANSAS CITY, Mo., June 6.—The vending machine made its first inroad into the haberdashery field this week with the announcement that the ABC Cabinet & Stove Furniture Works here has developed three types of necktie venders.

The units will hold up to 360 ties each. Additional details about the venders are not available.

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

Employment Down

Tobacco factory employment dropped by 2.9 per cent from 88,100 in March to 85,200 in April, the Labor Department reports. April employment, however, topped by 1.3 per cent April, 1952, employment of 83,900 tobacco workers.

At the same time, labor pointed out that the average weekly earnings of production workers in the tobacco industry had risen from \$47.63 in March to \$48.13 in April, 1952. The tobacco worker put in an average week of 37.9 hours in April compared with 37.8 hours in March and 34.6 hours in April, 1952.

Walnut Bd. Appointees

Department of Agriculture last week announced the selection of Prof. R. W. Hodgson, University of California at Los Angeles, as ninth member of the Walnut Control Board, which administers regulations relative to handling and marketing of walnuts in Oregon, Washington and California. Dr. H. R. Wellman, Giannini Foundation, Berkeley, Calif., was chosen alternate.

At the same time, Dr. J. W. Kalkus, Western Washington Experiment Station, Washington State College, Puyallup, Wash., and Dr. Frederick E. Price, dean of the Agriculture School, Oregon State College, Corvallis, Ore., were named seventh member and alternate respectively of the Filbert Control Board.

Peanut Holdings Up

Holdings of shelled edible peanuts on April 30 totaled 133,790,000 pounds, about a fifth larger than holdings of 110,473,000 pounds on the same date last year and "larger than April 30 stocks for any year since 1947," the Department of Agriculture announced last week. At the same time, Agriculture estimated the supply of commercial peanuts held in off-farm positions on April 30 at 652,850,000 pounds, 5 per cent under the April 30, 1952, level.

The quantity of farmers' stock peanuts in all off-farm positions, reported at 425,045,000 pounds, including 1951 and 1952 crop peanuts under loan, is 14 per cent smaller than a year ago, 4 per cent

smaller than April 30, 1951, stock, but almost twice as large as holdings in 1950, Agriculture reported.

Sugar Beet Prices

The Department of Agriculture last week ruled that prices for sugar beets purchased from a producer and processed by the processor-producer must not fall below those provided for in 1953 crop purchase contracts between producers and processor-producers. Prices payable for sugar beets in these contracts, Agriculture declared, are "fair and reasonable at the present level of sugar prices." A pound of refined cane sugar brings 8.75 cents per pound, seaboard basis.

Martin Appoints New Sales Reps

CHICAGO, June 6.—James H. Martin, Inc., announced the appointment of three new sales representatives for his firm's candy vender and the DuGrenier cigarette machine line.

David Franco, Franco Distributing Company, Montgomery, Ala., cover Alabama and Mississippi; Jack Rosenfeld, Jack Rosenfeld Company, St. Louis, for Missouri and Kansas, and Harry Wiener, Pittsburgh, covers Eastern Ohio and Kentucky.

Martin stated that in recent weeks, demand for the 11-column cigarette vender has increased. Advent of new king-size packs, and the need to stock a full complement of standard length brands, spurred demand for greater selectivity, Martin said.

R.R. Modernizes Coin Locker System

BRIDGEPORT, Conn., June 6.—The New Haven Railroad's "silent butlers," mechanical coin lockers which house traveler's baggage and packages for a few hours, will have a new and larger look starting this week. Stations on the New Haven road's Connecticut line, which will shortly be equipped with the shiny stainless steel lockers, include Bridgeport, Norwalk, South Norwalk, Stamford, Danbury, Bristol, Waterbury, Hartford, Meriden, New Britain, New London, Torrington, Winsted, Wallingford, Westerly, Willimantic, Woodhole and New Haven.

The New Haven Railroad is the only one in the country to conduct its own locker business.

Cig Tax Collection Law Revamped in Fla.

TALLAHASSEE, Fla., June 6.—Florida cities may now receive rebates from cigarette tax collections and not be compelled to reduce property taxes under a legislative act just passed. The bill became a law without Gov. McCarty's signature, however.

The original law required cities receiving a portion of the State cigarette tax to reduce property levies by the amount of the former revenue received. Now, no city is required to reduce property taxes to less than the amount levied by it in any year during the five-year period preceding 1949 when the city cigarette tax law was passed.

Warren New Necco Sales Head; Other Promotions

CAMBRIDGE, Mass., June 6.—New England Confectionery Company has appointed W. Arthur Warren general sales manager. Warren joined the firm in 1927 and was a regional sales manager.

In his new position, Warren will work directly under R. W. Clare, vice-president and director of marketing.

Other Necco promotions include Henry C. Wright as regional sales manager; Howard A. Marnard, grocery division manager; Roger Convey, syndicate sales manager, and Procter A. Coffin, market research head.

Hershey Net Up in '53

HERSHEY, Pa., June 6.—Hershey Chocolate Corporation earned a net income of \$2,724,878 for the first 1952 quarter, ended March 31, with earnings per common share of \$1.08. For the like period in 1952, net income was \$2,421,655 with common share earnings 97 cents.

Rowe Names Trotter Southwestern Rep

NEW YORK, June 6.—Rowe Manufacturing Company appointed R. B. Trotter Southwestern sales representative this week. Trotter will have headquarters in Dallas.

Promotion Kit Set By Goodren Products

NEW YORK, June 6.—The Goodren Products Corporation, which sells decals to the vending trade, has prepared a promotion package with point-of-purchase suggestions. The folder contains samples of various decals.

DEPEND on PIONEER for PROFITS



VICTOR'S Topper Deluxe Globe Style

4 to 20 \$14.20 Ea.
24 to 44 14.00 Ea.
48 to 96 13.75 Ea.
100 or more 13.20 Ea.



VICTOR'S Topper Deluxe Half-Cabinet Style

4 to 20 \$14.20 Ea.
24 to 44 14.00 Ea.
48 to 96 13.75 Ea.
100 or more 13.20 Ea.



VICTOR'S Baby Grand Rocket Style (5c)

4 to 99 \$14.25 Ea.
100 or more 13.25 Ea.



VICTOR'S 1c Baby Grand Deluxe

15c also available at no additional cost!
4 to 99 \$14.25 Ea.
100 or more 13.25 Ea.



PIONEER'S SPECIAL CHARM MIX!

Consists of 21 different items, approx. 570 pcs. to bag, \$2.65 per bag. (Minimum shipment, 10 bags)



VICTOR'S Topper Deluxe Twin Window Style

4 to 20 \$14.70 Ea.
24 to 44 14.50 Ea.
48 to 96 14.25 Ea.
100 or more 13.70 Ea.

Write for our complete Charm and Merchandise List! All machines packed and sold 4 to the case. For sample machine add 75¢ to price. Topper Models can be obtained with 5¢ mechanism, 25¢ additional per machine. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins accepted. Prices subject to change without notice.

PIONEER VENDING SERVICE

590 ALBANY AVENUE BROOKLYN 3, NEW YORK
Phone: PResident 4-5358

OUR REORGANIZATION IS YOUR Once-In-A-Lifetime OPPORTUNITY!

- ★ The most profitable, stable and consistent money makers in the coin operated field are personal weighing machines!
- ★ We are the largest penny weighing machine business in the world!
- ★ In process of reorganization we are **THROWING OPEN OUR OWN ROUTES TO YOU** — this will not happen again!

1. Finest, latest models, all types of machines.
2. All machines are within YOUR TERRITORY.
3. Every machine is in active, profitable operation right now.
4. Locations include: chains, super markets, department stores, railroad and airline stations, bus terminals, theaters, etc.

Write, Wire or Phone for Full Particulars — TODAY!

PEERLESS Weighing & Vending Machine Corp.

29 28-41st Avenue • Long Island City 1, N. Y. • Phone: Stillwell 4-1620

WE HAVE NEWER CHARMS!

NEW IDEAS — NEW DESIGNS — NEW FINISHES

We take pride in producing the finest and most complete line of charms in the country.

IMMEDIATE DELIVERY!

Send 35c for complete samples and low, low prices. FALSE TEETH—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS

PENNY KING CO.

2538 MISSION STREET
PITTSBURGH 3, PA.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!



"FAST SELLERS"

Your model 49 venders are the best yet. They sell out so fast that I've had to get another man to help service my routes. I'm putting my extra profits right back into more of them."

P. R. M., Kentucky

Northwestern



MODEL 49

THE NORTHWESTERN CORPORATION 2453 East Armstrong St. Morris, Illinois

SOLD AND SERVICED BY AUTHORIZED

Northwestern

DISTRIBUTORS

- Badger Novelty Company 2546 North 30th Street Milwaukee 10, Wisconsin
Badger Sales Company 2251 West Pico Blvd. Los Angeles 6, California
Fisher Brown 2218 South Harwood, Dallas, Texas
King & Company 7700 West Lake Street, Chicago 12, Illinois
Maddox Sales & Service 8314 Kensington Parkway Chevy Chase 15, Maryland
Northwestern Sales & Service 440 West 42nd Street New York 18, New York
Northwestern Sales & Service 1198 Tremont Street Boston 20, Massachusetts
Parkway Machine Corporation 715 Ensor St., Baltimore 12, Maryland
Peanut Products Company 801 Second Avenue, Des Moines, Iowa
Peanut Products Company 1123 West 21st Street Indianapolis, Indiana
Peanut Products Company 910 Harney Street, Omaha, Nebraska
Rake Coin Machine Exchange 609 Spring Garden Street Philadelphia 23, Pa.
J. Rosenfeld Company 3218 Olive Street, St. Louis, Mo.
Viking Specialty Company 530 Golden Gate Avenue San Francisco, California
Vend-All Company 816 West 36th Street Minneapolis 8, Minnesota

MANDELL GUARANTEED USED MACHINES

Table listing various machine models and prices, including N.W. DeLux 1c & 5c Comb., N.W. = 33 1c Porc., etc.

MERCHANDISE & SUPPLIES

Table listing various merchandise items and prices, including Pistachio Nuts, Jumbo Queen, Adams Gum, etc.

NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL 448 W 36th St. New York 18, N. Y.

Use The Billboard classified pages for RESULTS!

Coinmen You Know

Continued from page 72

summer catalog. Ruth Warner, secretary, finally found an apartment.

Ben Coven, Coven Distributing Company, reports his firm acquired a two-item line for distribution this week. One is the Apco Smokeshop cigarette vender, an exclusive thru Northern Illinois, and the other a kiddie ride, Nylco Products' Rocket, in the Midwest...

The new Twin Windoe style Topper Deluxe bulk vender coming off Victor Vending Machine Company's production line is garnering a good crop of customers. Harold Schaefer, president, attributes the operator acceptance to the new style pitch and the all-round product visibility which is the result.

Alvin Kantor, president of the National Association of Bulk Vendors, looks for a bang-up convention and exhibit come August 22-23. This year's confab will be held at the Congress Hotel...

Washington

Sid Lotenberg, head of Westway Vending, is trying out machines in drive-in theaters for the first time in this area. Collections have been good, Lotenberg says, and if they continue to climb he may take over a chain of seven theaters...

The Washington Music Guild, headed by Leonard Abrams, held its monthly meeting Thursday (4). The East Coast Music Company is doing steady business, says owner Charles Bowles...

Aaron Goldman, president and general manager of the G. B. Macke Corporation, was recently appointed chairman of the local Community Chest Drive...

Too many rainy Sundays have reduced collections at the zoo ride concession, says Gordon Leach. He adds that local children are "space ship-minded."

Los Angeles

Jack Neel and Dale Cooper have opened a retail record store in connection with their music machine routes in Riverside. The store is operated under the name of G. F. Cooper Music...

Jack Leonard, departmental manager, and Freddie Velie have been working nights at the Badger Sales Company to get things in shape for the coming "E" week when the firm will show its new AMI line...

the union has been admitting members without initiation fee... Aubrey Stemler, of the Aubrey Stemler Company, back from a business trip into Northern California. His firm handles Electro cigarette machines.

Jack Dolan, Dan Stewart Company, is fixing up additional space for an expansion program. The new building, located in the rear of the present headquarters, gives the firm a large display room. Acquisition of this space also brought ample parking facilities...

Ed Wisler, of the Minthorne Company, back from San Diego... Nels Nelson, of the Minthorne Music, leaves June 1 on an extended vacation... Walter Peetel, field serviceman for Wurlitzer in the 11 Western States out of San Francisco...

Milwaukee

Cigarette vending machine operators all over the State are elated over their successful battle to prevent enactment of the proposed law to add a tax of 1 cent per pack. Many treks to Madison

Detroit Laundry Ops Hold Social Meeting

DETROIT, June 6. — The Detroit Chapter of the Michigan Self Serve Laundry Association held a social meeting at a luncheon Thursday (28) at Carl's Chop House.

The meeting was held following a luncheon at 1 p.m., and June 25 was set for the next meeting at the same place.

Peter Paul Plant Mgr.

NAUGATUCK, Conn., June 6. — Peter Paul, Inc., has named Gilbert Rosenbaum acting plant manager. Rosenbaum was formerly assistant plant manager.

Number Charms

NEW YORK, June 6.—Samuel Eppy & Company, local charm manufacturer, is now producing a series of number charms. The series will have numbers from one to 10.



from Sandy MacTight's garden of profit. They bloom better if you operate

VICTOR'S Topper Deluxe Half-Cabinet Style



ROY TORR—LANSDOWNE, PA.

by Herb Geiger, Nick Novasic and other local operators won favorable publicity for the industry... Melo Curro's Metro Amusement firm is moving to a new location on Third Street, near Wells.

Ruth L. Bender, the town's leading woman operator, reported a wonderful turnout of friends and customers for the celebration May 25 at the Kwik-Kafe of Milwaukee, Inc.'s, new headquarters. Business is holding up nicely, adds Ruth, with the Kwik-Kafe staffers now totaling seven routes and office personnel...

General Novelty's Clyde Nelson hid himself away this week for a bit of work around his summer home at Fremont... It's a boy for the Dick Manhardts. The newest addition to the clan was named Jeffrey Randal. Meanwhile the proud grandfather, Vic Manhardt, reports coin business at a nice level...

Tell Music's bossman, Rolf Voegelin, Coral Records distributor, made his weekly rounds of dealers and operators this week with specially heavy plugs for his new dishing of "Too Late Now" by the 3 Dons and Jinny. Also drawing lots of operator response, says Voegelin, are Teresa Brewer's "Into Each Life Some Rain Must Fall" and the Lawrence Welk "La Di Da Song."

Rumors are Hilltop Coin's Doug Opitz will purchase the route holdings of his brother Arnold. Addition of new locations would make Doug Opitz's route one of the town's major coin machine operations... Frank Bartnik, just back from a flying trip to his camp in Canada, returned with a catch of about 50 fish. Trip may be the last one for a while, according to Mrs. Bartnik, who handles the Banaco Music front office chores...

Stu Glassman, back in civvies, reports most of his old operator customers returning to the fold for their wax needs at the Radio Doctors disk counter. Stu reports having put on about 30 pounds as a result of the substantial Army fare at his post.

Wurlitzer 1600 deliveries have improved to the extent that United, Inc., is able to keep up with demand, according to Harry Jacobs Sr. Especially heavy have been orders from the Upper Michigan and Northern Wisconsin resort territory, he adds. Harry Jacobs Jr. and Leonard Sheehan are traveling the State.

Hartford

The Connecticut State Development Commission reports that mounting defense contracts and increasing retail sales during March and April produced the largest business gain in Connecticut since 1951... Canteen Distributors has this effective sign on the fronts of candy vending machines in the Hartford area: "Ready to Serve You... 24 Hours a Day! Every Day... That's Canteen Service!"

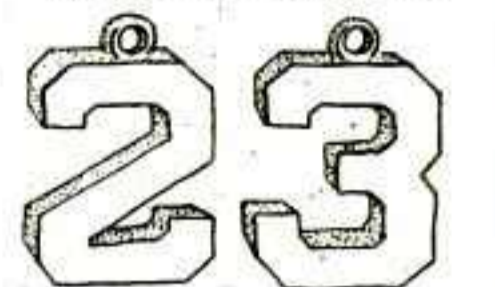
A. J. Berube, of Ajay Service, a juke box and postage stamp vending machine concern in Hartford, Mrs. Berube and another couple visited New York last week... Circle Vendors Corporation, Bridgeport, a new Connecticut firm, filed a certificate of incorporation with the secretary of state, listing \$10,000 subscribed capital; \$2,000 paid in cash; officers and directors, Harold Jacobs, president; Paul Boruchow, treasurer-secretary and Ida Jacobs and Florence Boruchow.

Detroit

Alfred and Ray Vollmer, who operate the Vollmer Music Company at White Pigeon, made

their entry into Detroit locations last week with whiskers and goatees. They are growing them in a civic contest to celebrate the centennial of White Pigeon... Ted Parker, sales manager of the Angott Distributing Company, has been virtually commuting to the Wurlitzer factory at North Tonawanda, N. Y., to speed up delivery on the new models for the local trade. Carl Angott was

1, 2, 3, 4, 5, 6, 7, 8, 9, 0. NUMBER CHARMS



It follows, as day follows night. VARSITY LETTERS are "good." NUMBER CHARMS are "good." VARSITY LETTERS spell out names. NUMBER CHARMS spell out addresses.

Table listing prices for Number Charms: Plastic \$4.00 per 1,000, Copper Plated 6.00 per 1,000, Silver Plated 6.25 per 1,000, Gold Plated 7.50 per 1,000

F.O.B. Jamaica, New York. Or: At Your Distributor.

We imagine you will want to order NUMBER CHARMS as well as VARSITY LETTERS, mix them yourself, so your machines have some of both items. VARSITY LETTERS are priced same as NUMBER CHARMS, as above.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, N. Y.

BIGGER THAN EVER!



VICTOR'S NEW COMBINATION ROCKET CHARMS AND BABY GRAND DELUXE

Table listing prices for Victor's machines: 1 Baby Grand Deluxe \$14.50, 500 Rocket Charms 10.00, TOTAL COST \$24.50, 4 Baby Grand Deluxe \$57.00, 2000 Rocket Charms 40.00, TOTAL COST \$97.00

1/3 Dep. on all orders; F.O.B. Boston. Everything for the Operator at Lowest Market Prices! Write for complete charm and merchandise lists and all bulk vending supplies.

BERNARD K. BITTERMAN 4709 East 27th St., Kansas City 1, Mo.

SPECIAL!

- * Whole Cashews, 450 count, 30 lb. 62c
* Jordan Almonds, 600 count, 30 lb. 82c
* Virginia Peanuts, 30 lb. 32c
* Spanish Peanuts, 30 lb. 26c
Pistachio Nuts, Ball Gum, Adams & Wrigley's Gum, Chicle Treats, Chloro Treats. Everything for the Operator at lowest market price at time of shipping. 1/3 deposit, bal. C.O.D., F.O.B. Boston.

CHAMPION NUT CO. 1194 Tremont St. Boston 20, Mass.

CHARMS

New JET SERIES 120 ASSORTED CHARMS

Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Table listing prices for Jet Series Charms: Plastic \$2.00 M, Copper 3.00 M, Silver 3.25 M

DOMINOES Beautifully designed black plastic with clear white dots. \$5.75 per M f.o.b. NYC

WHISTLES SIRENS, ETC. COMPLETE LINE OF CHARMS SEND FOR FREE PRICE LIST!

PAUL A. PRICE CO. 55 Leonard St., New York 13

away on a trip to Saginaw, where he has an interest in a cab project.

Peter E. Tocco and Michael Polizzi have taken over Jay-Cee Music Company, 7914 Mack, as co-owners. The East Side firm had been operating under the partnership of John Pirziola and Ralph Quasarano, as well as Tocco and Polizzi.

Ted Parker has made a return trip to the Wurlitzer plant at North Tonawanda, N. Y., to take steps to speed up delivery of new machines to Detroit operators. . . . Carl Angott, head of Angott Distributing Company, is busily piling up sales records for the units in the territory.

Phil Jones, of the record department claims he lost more blood in what seemed a simple finger cut, received right on the job, than he did all the time he was in the army in Korea. . . . Mary Jo Martin, specialist in the classic record department for Angott, is to become Mrs. Walter Bourque on June 27. Her husband-to-be is "a Detroit Frenchman."

Pittsburgh

Novo Vending Service officials say that when a business is built on service its customers will learn to appreciate it and remain with the organization despite competitive pressure. . . . One secret of successful management, says Sal LaScola, is not to try to bite off too much in your operations. Music machine operators are using this method successfully, he points out.

Automatic Catering Company and Kwik-Kafe of Western Pennsylvania, Inc., have pretty fairly covered coffee vending in this area. . . . Harry Rosenthal, of Banner Specialty Company, reports four plants of the Coca-Cola Company at Ashtabula, O.; Jamestown, N. Y.; E. Liverpool, O., and Cleveland have coffee vending machines for employees.

Glen Gillette believes it may take 20 years to readjust conditions to a point where monetary values will again approach normal.

Some dealers, who have only heard about the new Cole Products vender, are ordering it strictly because they feel they will like its increased size, according to William F. Hamel, district sales manager. . . . Joseph McGlenn says that wise management in vending includes an inventory that is easily liquidated.

Michael Ballinger, Acme Vending, services his music stops on an average of once in three weeks. . . . Daniel O'Neill, manager, ABC Vending Corporation, is noticing improvement in Coke, Pepsi, cherry and grape sales with the advent of good weather. . . . M. J. Abelson, of Oak Manufacturing Company, is on a brief trip to Canada and has left the office in charge of a live-wire receptionist.

Victor Abelson, of Empire Distributors, reports business is on the increase. . . . One of the larger locations in Pittsburgh has had so much trouble with broken bottles on drink machines that the machines are being lifted from the spot. . . . Harry Wyner, owner, Automatic Vending Machine Exchange, reports that operators could save themselves some money by bringing in their machines for repair as soon as they break down.

Capitol Vending Company has been sold and Owner Leon Paschaledes has retired. . . . Fred Vowinkel, Fred's Vending Service, has been out on the route.

Gem Vending Service is getting its route under way just after lunch time. . . . Joseph McGlenn interested in some new business he is working on. Sidney Reinwasser taking care of his routes in the afternoon.

Juke operators in the coal mining towns of Uniontown and Connellsville, Pa., and Fairmont, W. Va., have been affected because men in those areas are getting only three days' work.

Sidmor Vending Company has sold its vending route and is concentrating on the wholesaling part of the vending field, according to Sidney Weinstein, partner. . . . Al Klodell, one of the veteran operators in this district, has sold his route to Meyer Popkins, of the Pittsburgh Coin Machine Exchange.

Eddie Shore, Atlas Novelty Company; Oscar Williams, Al Klodell, A. Volpe and Don Rizzo stopped in at Stedeford's beautiful new store. The proprietor, L. B. Bernstein, had Joni James and Dolores Hawkins in for personal appearances.

James Thompson, Thompson Music Company, has been busy handling both in and out-of-town service calls. . . . Art Vowinkel, Fred's Vending Service, has married since his return from Korea and is proving a valuable man on the vending routes because of his all-around ability. . . . Al Klodell who recently sold his route, is planning to go to California.

Leon Paschaledes has moved from his Marshall Avenue residence on the North Side to a home in the Fieldbrook area. L. B. Bernstein, of Stedeford, reports the operators are going for the new Patti Page, Guy Lombardo, Eddie Fisher records in a big way.

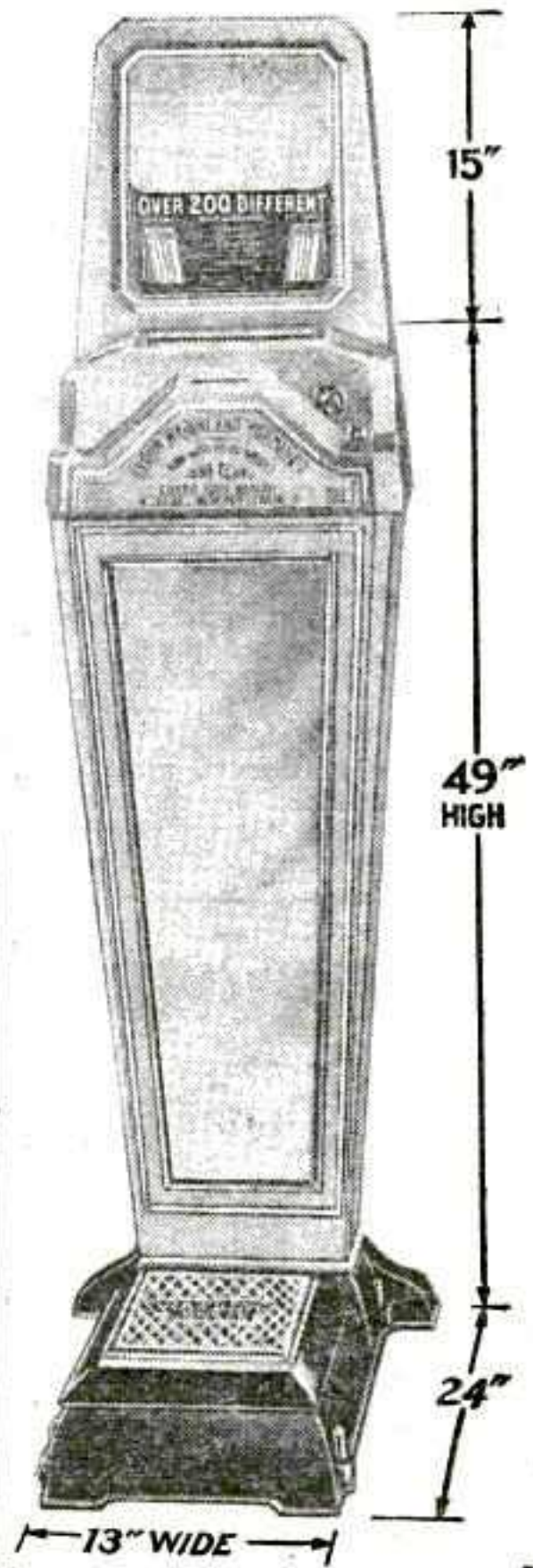
Max Mischner, Tri-State Amusement Company, is doing pretty well. . . . Ross Gerard, of Grafton, W. Va., is building a

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 6	Issue of May 30	Issue of May 23	Issue of May 16
ABT Guess Your Weight Scale		\$100.00	\$100.00	\$100.00
Advance Model D Roll Gum	\$7.45	7.45	7.45	7.45
Advance No 11	5.95	5.95	5.95	5.95
Ajax Hot Nut, 5c	39.50	39.50	39.50	39.50
Alkuna Cracker Machine	37.50	37.50	37.50	37.50
Almond Vendor, 5c	4.95	4.95	4.95	4.95
Asco Hot Nut, 5c	7.50	7.50	7.50	7.50
Atlas Bantam, 5c	12.50	12.50	12.50	12.50
Atlas Deluxe		7.95	7.95	7.95
Atlas Deluxe Nut Vendor				7.95
Columbus 1c	6.95	7.45	7.45	8.00
Columbus 5c		8.00	8.00	8.00
Columbus Ball Gum, 1c		8.00	6.95	6.95
DuGrenier Adams Gum, (4 col.) 1c	17.50	17.50	17.50	17.50
DuGrenier Candyman	49.50	45.00	45.00	45.00
DuGrenier V (7 col.)	95.00	95.00	95.00	95.00
DuGrenier VD				82.50
DuGrenier S (7 col.)		90.00	90.00	77.50
DuGrenier Champion (9 col.)	125.00			97.50
DuGrenier Champion (11 col.)				97.50
DuGrenier Model W (9 col.)	115.00			
Eastern Electric C-8		125.00		125.00
Exhibit Card Vendor, 1c	15.00(2)	15.00(2)	15.00(2)	15.00
Foot Ease (Exhibit)				50.00
Humpty Dumpty Scale		90.00	90.00	100.00
Kirk Astrology Scale		90.00	90.00	90.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95	12.50	7.95	12.50
Master 1c	7.45	8.50	7.45	8.50
Master, 5c		7.45	7.45	7.45
Mills Candy (5 col.)	65.00	89.50	65.00	89.50
Mills Tab Gum	16.50	17.50	16.50	17.50
National Candy (8 col.)		89.50		89.50
National Candy (9 col.)	100.00	100.00	100.00	100.00
National King Ball Gum	9.95			
National King Candy	19.50	19.50	19.50	19.50
National Electric	99.50	99.50	99.50(2)	99.50
National 930	130.00	130.00	130.00	130.00
National 950	145.00	145.00	145.00	145.00
Northwestern 33 Ball Gum	7.50	7.95	7.50	7.95
Northwestern Deluxe 1c and 5c	8.50	13.95	8.50	13.95
Northwestern Model 39, 1c	7.95	8.50	7.95	8.50
Northwestern Stamp	45.00	69.00	45.00	69.00
Phillies Cigar, 10c	19.50	19.50	19.50	19.50
Pop Corn Set	49.50	69.00	49.50	69.00
PX 10 col, 25c	149.50	149.50	149.50	149.50
Rowe Imperial (8 col.)		78.50		78.50
Rowe President (8 col.)	155.00	155.00	125.00	155.00
Rowe President (10 col.)	155.00	155.00	125.00	155.00
Rowe Royal (6 col.)		90.00		90.00
Rowe Royal (8 col.)	90.00	90.00	85.00	90.00
Rowe Royal (10 col.)	95.00	95.00	85.00	95.00
Rowe Royal (12 col.)		140.00		140.00
Siomar 3-Way Stamp Vendor				39.50
Silver King Charm King 1c	8.50	8.50	8.50	8.50
Silver King Hunter	19.50	19.50	19.50	19.50
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c or 5c	8.50	8.50	8.50	8.50
Silver King 5c	7.45	7.45	7.45	7.45
Silver King Hot Nut, 5c	15.00	15.00	15.00	15.00
Siros Brush Up		50.00		50.00
Stamp Vendor, 1c & 3c	15.00	15.00	15.00	15.00
Stamp Vendor (4 col.)	18.50	18.50	18.50	18.50
Star Candy	10.95	10.95	10.95	10.95
Stick Gum	9.95	9.95	9.95	9.95
Stoner 'Andy, 6 col., 5c	125.00	125.00	125.00	125.00
Uneeda Candy, 5 col., 5c	65.00	89.50	65.00	89.50
Uneeda Model A (6 col.)	87.50	87.50	82.50	87.50
Uneeda Model E (8 col.)	80.00	80.00	80.00	80.00
Uneeda Electric (9 col.)	125.00	125.00	125.00	125.00
Uneeda Model A (8 col.)		82.50		82.50
Uneeda Model E (4 col.)		47.50		47.50
Uneeda Model E (7 col.)		90.00		90.00
Uneeda Model 500 (7 col.)		135.00	90.00	135.00
Uneeda Model 500 (9 col.)	135.00	135.00	90.00	135.00
Uneeda Monarch (6 col.)	87.50	87.50	87.50	87.50
U-Select-It	49.50	49.50	49.50	49.50
Watling Fortune Scale	119.50	119.50	119.50	119.50
Watling 200 Scale		140.00		140.00



WEIGHT 165 LBS.
\$25 DOWN
 Balance \$10 Monthly
 400 DE LUXE
PENNY FORTUNE SCALE
 NO SPRINGS
 Invented and made only by
WATLING
 Manufacturing Company
 4650 W. Fulton St. Chicago 44, Ill.
 Est. 1889—Telephone: Columbus 1-2772
 Cable Address: WATLINGITE, Chicago

VICTOR'S DE LUXE
 TOPPER
 GLASS GLOBE STYLE
 \$14.20 each
 Cases of four (minimum order)
 \$13.20 each
 100 or more.
 HALF-CABINET STYLE
 Same price as Globe Style
 TWIN WINDOW STYLE, 50c EXTRA
 Write for lowest prices on gum and charms
H. B. HUTCHINSON JR.
 860 North Ave., N. E. Atlanta 6, Ga.
 Tel.: Emerson 4300

RECONDITIONED
 Ready for Location
 FIVE STARS \$ 74.50
 SPOT LITE 74.50
 ATLANTIC CITY 74.50
 TURF KING \$ 74.50
 SUNSHINE PARK 319.50
 HAYBURNER \$129.50
 SPARK PLUGS 139.50
 SHUFFLE LINE \$109.50
 STAR 6 PLAYER 369.50
 WURLITZER 1015 \$125.00
 WURLITZER 1100 249.50
 WURLITZER 1250 350.00
 SEEBURG 100A \$595.00
 SEEBURG 100B 795.00
 One-third deposit required
PARKWAY MACHINE CORP.
 715 Ensor St. Baltimore 3, Md.

"Smokeshop Lo-Boy"
 THE NATION'S FINEST CIGARETTE VENDOR!
 486 PACK CAPACITY
 Tear Out and Mail This Ad for Details
Smokeshop Corp.
 AUTOMATIC PRODUCTS CO.
 350 West 57th Street, New York 19, N.Y.

Bake-O-Nuts
 A New Line Of Salted Nuts For Vendors
 Due to the shortage and high prices of Pistachios, we have developed a new patented process for roasting and salting other nutmeats to make them especially suitable and profitable for vending machines.
 BAKE-O-NUTS ARE BAKED—NOT FRIED!
 NOT GREASY—NO OILS USED
 NO OIL SMEAR ON GLASS BOWL
 NO LOOSE SALT TO CLOG MACHINE
 MORE DELICIOUS—MORE CRISPY
 STAY FRESH LONGER THAN FRIED NUTS.
 Because Bake-O-Nuts Are Not Oil-Soaked, Size For Size, You Actually Get 6% More Nuts Per Pound.
 CASHEWS Small Wholes @ .65 lb
 CASHEW BUTTS @ .60 lb
 MIXED NUTS @ .70 lb
 Cashews—Almonds—Filberts
 ALMOND Small Shelled @ .80 lb
 PEANUTS Blanched Jumbos @ .44 lb
 SOYNUITS (Don't Miss Them) @ .25 lb
 PISTACHIOS 4 Star Jumbo @ .93 lb
 Red-In The Shell
 All Packed 12 5-Lb. Bags Per Carton or 25-Lb. Bulk Cartons.
 Terms: Cash With Order Or If C.O.D. Send 1/3 Deposit With Order.
 F.O.B. New York
BAKE-O-NUTS CO.
 2 Staple St., New York 13, N. Y.
 Tel.: BEekman 3-7649

LOCATIONS WANT THIS ONE!
FRENCH BOY
 HOT POPCORN DISPENSER IS ROLLING IN THE MONEY FOR OPERATORS FROM COAST TO COAST
 Large capacity
 Attractive
 Underwriters seal of approval
 Write for details on this proven money maker.
 Now appointing distributors. Attractive proposition. Get the details today.
ABC POPCORN CO.
 Manufacturer
 3441 W. North Ave. Chicago 47, Ill.

beautiful cottage on the lake overlooking the Tygart Dam.

Mr. and Mrs. John A. Paulus attended the annual Board of Trade dinner of Mount Lebanon. Paulus is manager of Mount Lebanon Township, and an executive of the Victory Vending Company. Uptown juke box locations are doing better.

John W. Redshaw, secretary, Carnegie Borough, reports the School District intends to assess and collect a Mercantile tax on places of amusement beginning July 6 to meet increased costs of operating the schools and balancing the school budget.

Miami
 Condolences were extended by the local trade to Jack Felber, controller at Bush Distributing Company, on the loss of his mother, Mrs. Rose Felber, who

died at her Miami Beach home May 10. Surviving in addition to Jack are two sons, Al and Pat of Newark, N. J.; a daughter, Mrs. Claire Gross, Miami Beach, and 11 grandchildren. Services were held May 11 in Gordon's Miami Chapel. Burial followed in Mount Nebo Cemetery here.

Chicago Coin's new Crown Bowler is moving well, says Ozzie Truppman, of the Bush Distributing Company. Ken Willis, also of the Bush Company was in Key West this week taking orders for the Crown Bowler, the new Wurlitzer 1600 and 1650, and other coin-operated equipment for which Bush is distributor in this area. . . . Willie Blatt and Willie Levey knock off work once in a while to indulge in their favorite pastime of gin rummy. During these sessions jukes and pins are forgotten in favor of blitzes and schneiders.

GIVE TO THE RUNYON CANCER FUND

AMI TO UNVEIL MODEL 'E' IN NATION-WIDE SHOWING

'E' Week Shows Three Sizes Which Play 40, 80, and 120 Selections

Continued from page 1

opens into the box itself, away from the route man.

The entire cabinet, front sides and back, is finished in Perma Grain synthetic film. Reflecting the relaxation of metal controls, the cabinet is dressed up in bright metal trim of die-cast or extruded and polished aluminum.

Interior is finished in Vinylite of soft gray with red accents.

Other features of the Model "E" include:

A select light located on the program panel. The green light blinks momentarily when a credit is removed and blinks out completely when more coins are due.

On the 80 and 120-selection models, dust and other particles are removed with each play when the tone arm sweeps the needle thru a cleaning brush positioned on the turn-table cowling.

Needle and cartridge on the "E's" can be changed with a twist of the hand.

A total selection counter provides total play data up to 100,000

plays, automatically re-sets at that point for another complete cycle. The play of individual records is measured on a popularity meter, located below the annunciator which tells patrons which selection is currently being played.

The two new hideaways have been re-styled in a steel gray enameled cabinet. Front door, which removes entirely from the cabinet, has two locks. The hideaway is divided into two lighted compartments: The top holds the changer mechanism while the amplifier, steper and junction box are located below.

The hideaway can be used with the wall box or as a continuous play mechanism.

Heavy Turnout At Convention Sees AMI Line

GRAND RAPIDS, Mich., June 6.—Approximately 125 distributors and their associates met here Thursday and Friday (4-5) at the Morton House for the unveiling of AMI's new Model E line (see details of the line elsewhere in this section).

On hand to address the distributors was Benjamin Bills, noted sales consultant, professor at Northwestern University and president of Bills Realty Company, Evanston, Ill.

The meeting got underway Thursday at 8:30 a.m. with a breakfast. Then the distributors got their first look at the new phonographs. The afternoon was given over to a business session and a banquet concluded the day. Friday's session also began with breakfast, adjourned with lunch.

Those who spoke to the distributors included John Had-dock, president; Bill FitzGerald, advertising and sales promotion manager; John Stewart, assistant to the president; Ed Ratajack, Western regional representative and Jack Mitnick, Eastern regional representative.

AMI distributors will show the three new phonographs in their own headquarters starting June 14 and running thru June 19.

Nebraska Guild Holds Election

OMAHA, June 6.—The Music Guild of Nebraska held its regular annual meeting in the Hotel Pathfinder, Fremont, Neb., May 25. There was a good turnout by operators.

Re-elected as president of the association was H. W. Marble. Howard N. Ellis was re-elected secretary-treasurer. Joe Zwiener, of the Zwiener Music Company, Columbus, Neb., was elected as the new director for District 5. C. R. McKee was re-elected as director of District 3. Jerry Witt will serve another term as vice-president.

It was also decided, at the meeting, that every operator should put all the machines he possibly can on dime play.

The next meeting of the association will be held the first part of September in Beatrice, Neb.

MISS JUKE BOX BECOMES QUEEN ON BIRTHDAY

CHICAGO, June 6.—Hugh Lyons and Del Foster, song writing arrangers in the firm of Foster & Lyons, penned a tune titled "Agnes—The Juke Box Queen," in honor of the 65th Anniversary of the Juke Box Industry.

The song gives a lyrical description of what the juke box can do to chase away the blues, including the best band music for the price of a coin.

65th Anniversary Feted in California By Huge Hit Party

Nearly 6,000 Kids Attend While 2,000 Are Turned Away at Door

FRESNO, Calif., June 6.—Between 5,000 and 6,000 teenagers packed the Municipal Auditorium here Wednesday night (3) for the first California Hit Tune Party, sponsored by the California Music Guild as part of its observance of the 65th Anniversary of the Music Machine Industry.

Police and fire officials estimated another 2,000 youngsters were turned away at the doors. All available standing room, except the aisles, was occupied.

Biggest Crowd

"It was the biggest crowd ever gathered for an event of this kind in Fresno," declared George A. Miller, president of the Guild and of Music Operators of America.

Arrangements in Fresno were handled by Wes Elster and Noah Monte, secretary and chairman respectively of the Fresno division of the California Music Guild.

Following much the same pattern as that used by the Cleveland Operators' Association, the Guild played a number of new releases for the teen-agers and picked the

June Hit Tune from the crowd's applause. After two attempts to break the tie, Miller announced two tunes won: Perry Como's "No More Love" and Tex Ritter's "The Marshal's Daughter."

On hand for the party were the following artists:

Donald O'Connor, Decca; Tex Ritter, Gloria Wood and Francis Fay, Capitol; Wade Wray, Sonny Gale and Hank Penny, Victor; Felicia Sanders, Columbia, and Bill Elliot, M-G-M. A special feature was the appearance of Lash La Rue from the Roy Rogers' company. Ted Graham's 12-piece orchestra supplied the music.

The party got underway with a short welcome address by George Miller, who told the kids how the juke box industry started and the part it plays today in building and sustaining hit tunes.

Al Radka, disk jockey from KFRE, Fresno, emceed the show, which started at 8 and ran until 11:15 p. m.

Hostesses for the party were (Continued on page 99)

ASCAP, Juke Ops Prepare For Music Copyright Battle

Continued from page 13

hearing. Wiley might not have been able to attend the hearing if it had been held this week. The Wisconsin senator is chairman of the Senate Foreign Relations Committee, which has been taking up a good deal of his time. Sen. William E. Jenner (R., Ind.), a member of the Judiciary Subcommittee on Rules and Administration, and Sen. James O. Eastland (D., Miss.), a member of the three-man copyrights subcommittee, may have to fill in as presiding officers if the hearing goes much beyond a day.

It appears fairly certain that the subcommittee will be unable to wrap up the hearing in a single day. Even if highly capsuled testimony is agreed upon, it would seem that the subcommittee would have to go into at least one extra day, and perhaps more.

Spokesmen for some of the opponents of the legislation are still hopeful that at least a couple of weeks will be allotted beyond the June 24 date in which to prepare testimony. The subcommittee's timetable for the week in which the copyright hearing is scheduled is still incomplete. There is no certainty that an additional day

could be taken that week if the arguments can't be wrapped up in a single day. The general feeling continues to prevail that protracted hearings are in store, because of the complexity of the issue.

Target of debate at the forthcoming hearing are two bills, both introduced on the Senate side. One bill is by Sen. Pat McCarran (D., Nev.), which proposes to extend the copyright act to juke boxes but exempt operators of single juke boxes. The other bill, sponsored by Sen. Everett M. Dirksen (R., Ill.), also proposes to amend the copyright act so as to wipe out the juke box exemption, but does not specify how the royalties would be collected or what the royalties would be. There is considerable talk on the hill that a companion measure to at least one of these bills will be introduced in the house. Representative Celler, who as chairman of the House Judiciary Committee last year, futilely sought to get the Bryson-Kefauver Bill out of the subcommittee, is being mentioned as a likely prospect as a house sponsor.

Certainty continues to prevail that the issue will be unresolved

EDITORIAL

Let's Tell Our Story

It is too early to assess all the results of the 65th Anniversary of the Music Machine Industry. But it is a fact that the celebration gave the juke box in most areas its first big public relations break.

Wherever the drive succeeded on a local level, all the credit belongs to an aggressive operator, trade association or distributor. Countless local newspapers published feature stories marking the anniversary and telling something of the history of the juke box industry. More than 500 radio shows, with listening audiences running into the millions, featured the All-Time Juke Box Favorites and, in many instances, interviews with local operators.

The Anniversary celebration proves that a carefully planned public relations drive, carried out at a modest cost, can accomplish worlds of good for this industry.

As long ago as pre-1940, The Billboard urged the juke box industry to be public-relations minded. It created the industry's first public relations awards which were presented to the trade association which performed the best local public relations job.

We understand that the Automatic Phonograph Manufacturers' Association has long considered a continuing public relations program for the juke box business. Music Operators of America, a considerably younger association, has declared its intention of launching such a program to tell the juke box story to the public.

We hope the success of the 65th Anniversary celebration will encourage the manufacturers, MOA, local associations and operators everywhere to begin a national public relations program which can be used effectively at the local level.

Such a program could be launched and carried on for a relatively small cash outlay. For example, consider what the public relations efforts of the National Automatic Merchandising Association have meant to the vending machine industry. That program was largely created by one salaried man in NAMA's home office.

Public relations is the industry's best investment for the future. It need not require the services of a high-powered publicity firm or expert. It needs only one man, and an assistant, and a program within the reach of the industry's pocketbook.

As a starter, why not work now to establish the second week in May as National Juke Box Week? The manufacturers' association and MOA ought sit down together at the earliest opportunity to find some common ground for launching a public relations program in which both would participate and both would benefit. National Juke Box Week could be the foundation for such a program.

During the Anniversary celebration juke box operators in local areas demonstrated their desire for a public relations program and their ability to put such a program into action. There was never a better time for MOA and the manufacturers association to get a continuing program rolling.

JUKE BOXES TO FIGHT JUVENILE DELINQUENCY

CHICAGO, June 6.—Ray Cunliffe, president of the Recorded Music Service Association, and Phil Levin, secretary of the group, made concentrated efforts last week to donate juke boxes to charity as a follow-up to the 65th Anniversary of the Juke Box Industry.

Ray and Phil made personal appearances on local radio programs, offering free juke boxes. Together they enlisted the aid of three disk jockeys, Linn Burton, Eddie Hubbard, and Danny O'Neil. Each deejay was asked to mention that the association would donate a free juke box to any worthy organization, espe-

cially those fighting juvenile delinquency. Listeners desiring a music machine were asked to write in to the disk jockey and give the name and the address of the group they represent.

The association has a representative, who will contact the organizations, to determine their reliability. Each gift machine will contain an initial stock of records, and the operators will service the machines at a nominal charge thereafter.

The deejays co-operating in the affair, stated this was a generous offer and agreed to back the promotion to the utmost. "We don't care how many calls we get for boxes," said Cunliffe, "if they deserve one, we'll get it for them."

Connecticut Ops Nixing Dime Pay

HARTFORD, Conn., June 6.—The experiment in 10-cent play in the New Britain area is nearing its end, with a number of juke box operators already reverting back to the nickel. Unfavorable customer reaction was given as the reason.

The coin machine trade generally in Connecticut has dipped in recent weeks because of unfavorable weather conditions.

TOWN CRIER CARRIES TRIBUTE

CHICAGO, June 6.—Tony Weitzel, popular Chicago Daily News columnist, joined the list of celebrities lending a push to the 65th Anniversary of the Juke Box Industry. Tony is writing a piece for his column, "The Town Crier."

Weitzel also airs the heart throbs behind the news over WENR-TV three times a week. This week he aired a special tribute to the celebration of the 65th anniversary. Helping him in his travels thru the news is his wife, Dorothy, who airs with him over radio station WMAQ as they lunch with the stars.

**Alberta
Vending Machines
Ltd.**

109 Seventh Avenue, East
Calgary, Alberta, Canada
Phone: 65271

Dale Johnson



**Automatic
Phonograph
Distributing Co.**

806 North Milwaukee Avenue
Chicago 22, Illinois
Phone: Chesapeake 3-4900

Michael Spagnola



**Badger Sales Co.,
Inc.**

2251 W. Pico Blvd.
Los Angeles 6, Calif.
Phone: DUnkirk 7-2243

*Ray Powers
William R. Happel, Jr.*



**Banner Specialty
Company**

1508 Fifth Avenue
Pittsburgh 19, Pa.
Phone: Grant 1-1373

Harry Rosenthal



**Birmingham
Vending Company**

540 Second Avenue, North
Birmingham 3, Alabama
Phone: 547526

Max and Harry Hurvich



**Central
Distributors**

2315 Olive Street
St. Louis, Missouri
Phone: Geneva 0972

*A. R. Koupal
Charles L. Kagel
Norwood E. Veatch*



**Chris Novelty
Company**

806 St. Paul Street
Baltimore 2, Maryland
Phone: Mulberry 3167-8722

Virgil Christopher



**Cleveland
Coin Machine
Exchange, Inc.**

2121-5 Prospect Avenue
Cleveland 15, Ohio
Phone: Tower 1-6715
Toledo, Ohio

Morris Gisser



**Dixie
Coin Machine
Company**

122 North Broad Street
New Orleans 13, La.
Phone: Magnolia 3931-32

Ed Holyfield



**Friedman
Amusement
Company**

441 Edgewood Avenue S. E.
Atlanta, Georgia
Phone: LaMar 7511

Jake Friedman



**Dunis
Distributing
Company**

100 Elliott Street, West
Seattle 99, Washington
Phone: Alder 0414
Spokane, Washington

Johnny Michael



**H. W. Dolph
Distributing
Company**

2239 East 6th Street
Tulsa, Oklahoma
Phone: 95771
Oklahoma City, Oklahoma

H. W. Dolph



The



in 40, 80 and 120 Selections



**T. B. Holliday
Company**

727 Main Street
Columbia 1, S. Carolina
Phone: 3-7580

T. B. Holliday



**Hermitage
Music Company**

423 Broad Street
Nashville 3, Tenn.
Phone: 6-5666

*C. V. "Red" Hitchcock
E. H. Cashion
J. F. Tureman*



**Garrison
Sales Company**

1000 West Washington St.
Phoenix, Arizona
Phone: 3-2920

*Roy Garrison
Glen Nowell*



**Huber
Distributing
Company**

1118 Howard Street
San Francisco 3, California
Phone: Underhill 3-2202

Walter Huber



**Lieberman
Music Company**

257 Plymouth Avenue, North
Minneapolis, Minn.
Phone: Fillmore 3025

Harold N. Lieberman



**Miller-Newmark
Distributing Co.**

5743 Grand River Avenue
Detroit, Michigan
Phone: Tyler 8-2230

Anthony Sanders



**Miller-Newmark
Distributing Co.**

42 Fairbanks Street, N.W.
Grand Rapids 2, Mich.
Phone: 98632

L. C. "Bill" Miller



**Mountain
Distributors**

3630 Downing Street
Denver, Colorado
Phone: Main 6104

Peter J. Geritz



**Paster
Distributing
Company**

2606 W. Fond du lac Ave.
Milwaukee 6, Wisconsin
Phone: Hilltop 4-5425

Herman Paster



**Allan Pullmer
Company**

300 Buckingham Apts.
Winnipeg-Manitoba, Can.
Phone: 925-971

Allan Pullmer



**Redd
Distributing Co.,
Inc.**

298 Lincoln Street
Allston (Boston) 34, Mass.
Phone: Al-44040

W. S. "Si" Redd



**Roanoke
Vending Machine
Exchange, Inc.**

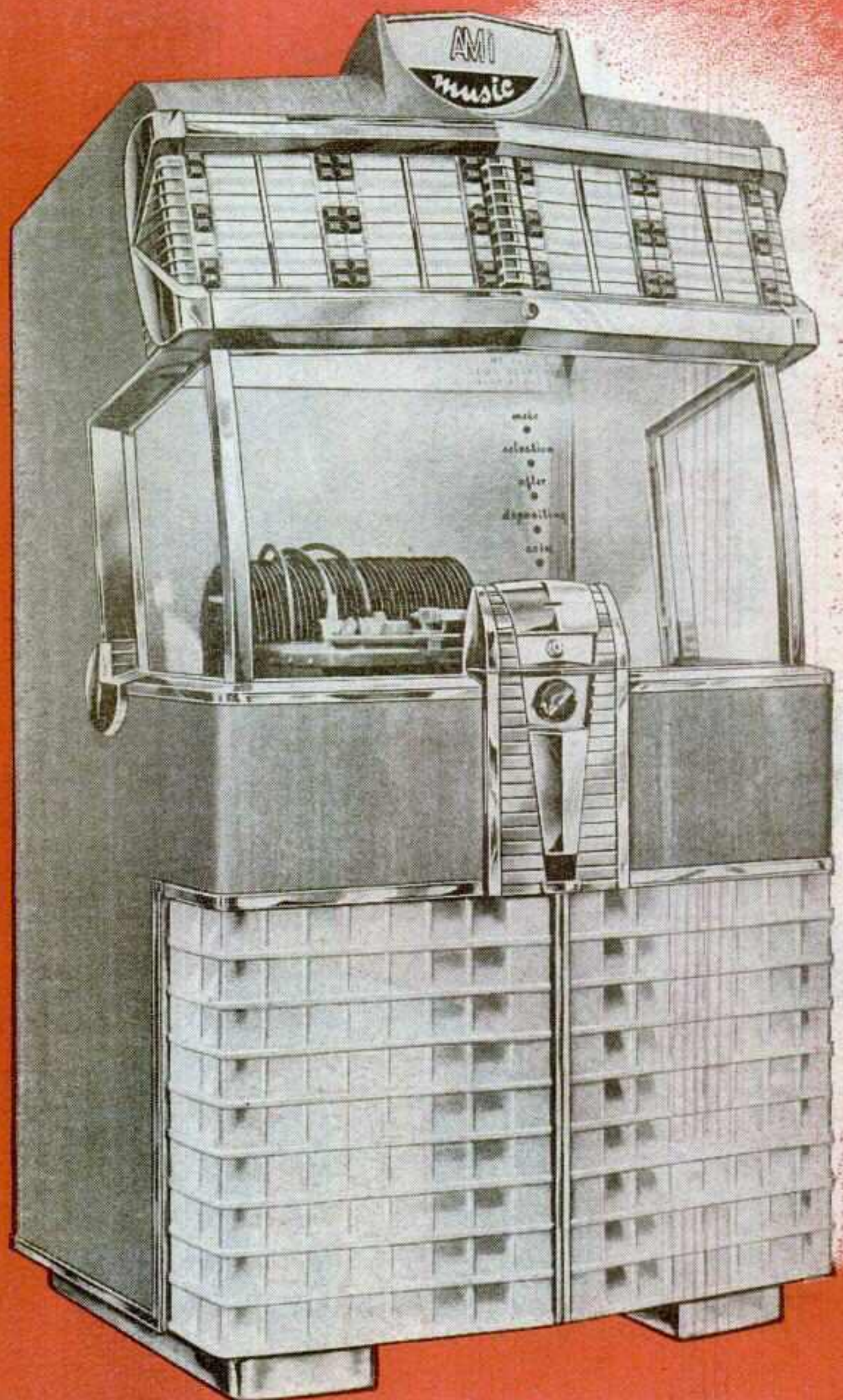
3110 Williamson Road, N.W.
Roanoke 12, Va.
Phone: 3-1181
Bristol, Virginia
Charleston, W. Va.

Frank E. Page



80

For Variety Programming



See the introductory showing of the striking new
"E-80", June 14-21, at your AMI distributor's.

David Rosen, Inc.

855 North Broad St.
Philadelphia 23, Pa.
Phone: Stevenson 2-2903



David Rosen

Runyon Sales Company

123 West Runyon St.
Newark, New Jersey
Phone: Blgelow 3-8777



Abe Green

Runyon Sales Company

593 Tenth Ave.
New York 18, New York
Phone: Longacre 4-1880



Barnet Sugerman

Sheldon Sales Inc.

881 Main St.
Buffalo 3, New York
Phone: Lincoln 9106



Alfred Bergman

Southern Amusement Co.

628 Madison Ave.
Memphis, Tennessee
Phone: 55804



Clarence Camp

Southern Automatic Music Co.

735 South Brook St.
Louisville, Ky.
Phone: Wabash 5094



Leo Weinberger

Southern Automatic Music Co.

1000 Broadway
Cincinnati 2, Ohio
Phone: Main 3262



Joe Weinberger

Southern Automatic Music Co.

3011 East Maumee Ave.
Fort Wayne 4, Indiana
Phone: Eastbrook 3487



Sam Dieter

Southern Automatic Music Co.

129 West North St.
Indianapolis, Ind.
Phone: Plaza 5571-72



Sam Weinberger

Steel Music Company

218 East Parrish St.
Durham, N. C.
Phone: 5-6281



Charles L. Steel

State Music Distributors, Inc.

3100 Main Street
Dallas, Texas
Phone: Riverside 6455



Abe Susman

Southern Automatic Music Co.

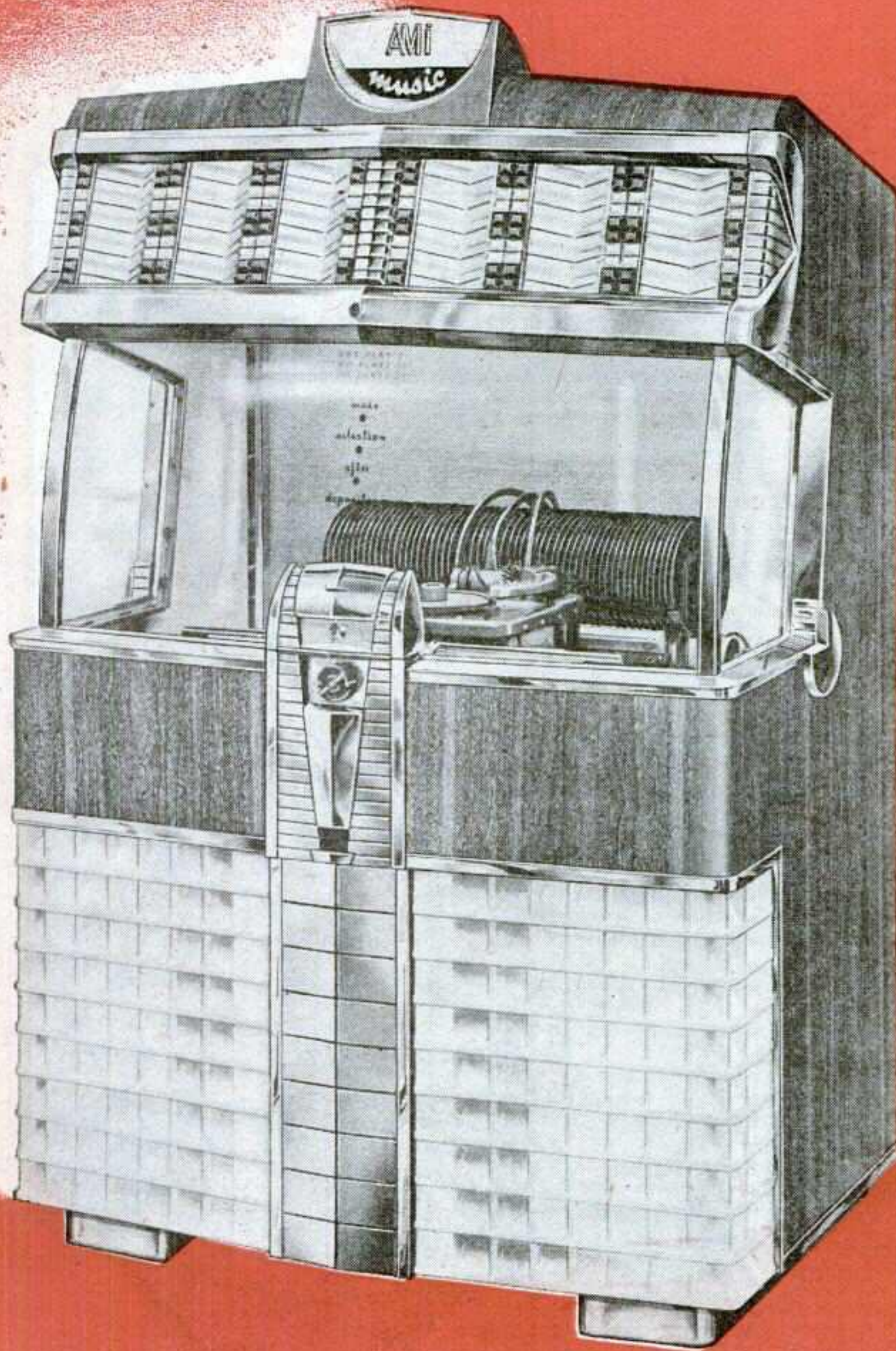
1535 Delaware Ave.
Lexington, Ky.
Phone: 3-2955



Homer Sharp

The Incomparable

E 120



Attend the world premiere of this "Concert Grand" of juke boxes at your AMI distributors, June 14-21.



Toronto Trading Post Limited

736 Yonge St.
Toronto 5, Ontario
Phone: Kingsdale 0186

Al Clavir



Taran Distributing, Inc.

3401 N. W. 36th St.
Miami, Florida
Phone: 64-4864, 64-4865,
64-4866, 64-0856

Sam Taran



Taran Distributing, Inc.

90 Riverside Ave.
Jacksonville, Florida
Phone: 6-1551

Herb Gorman



United Distributors, Inc.

513 E. Central
Wichita 2, Kansas
Phone: 4-6111

*M. M. Hammer
M. Y. Blum*



40

For the Fast Play Spot



Wallace Distributing Co.

205 Northeast First Ave.
Mineral Wells, Texas
Phone: 216

Allen Wallace



R. Warncke Company

3445 Leeland
Houston, Texas
Phone: Charter 9359

L. R. "Ray" Gardner



R. Warncke Company

121 Navarro St.
San Antonio, Texas
Phone: Fannin 2236

*R. "Dick" Warncke
Malcolm Gildart*



Western Distributors, Inc.

1226 S. W. 16th St.
Portland 5, Oregon
Phone: Atwater 7565

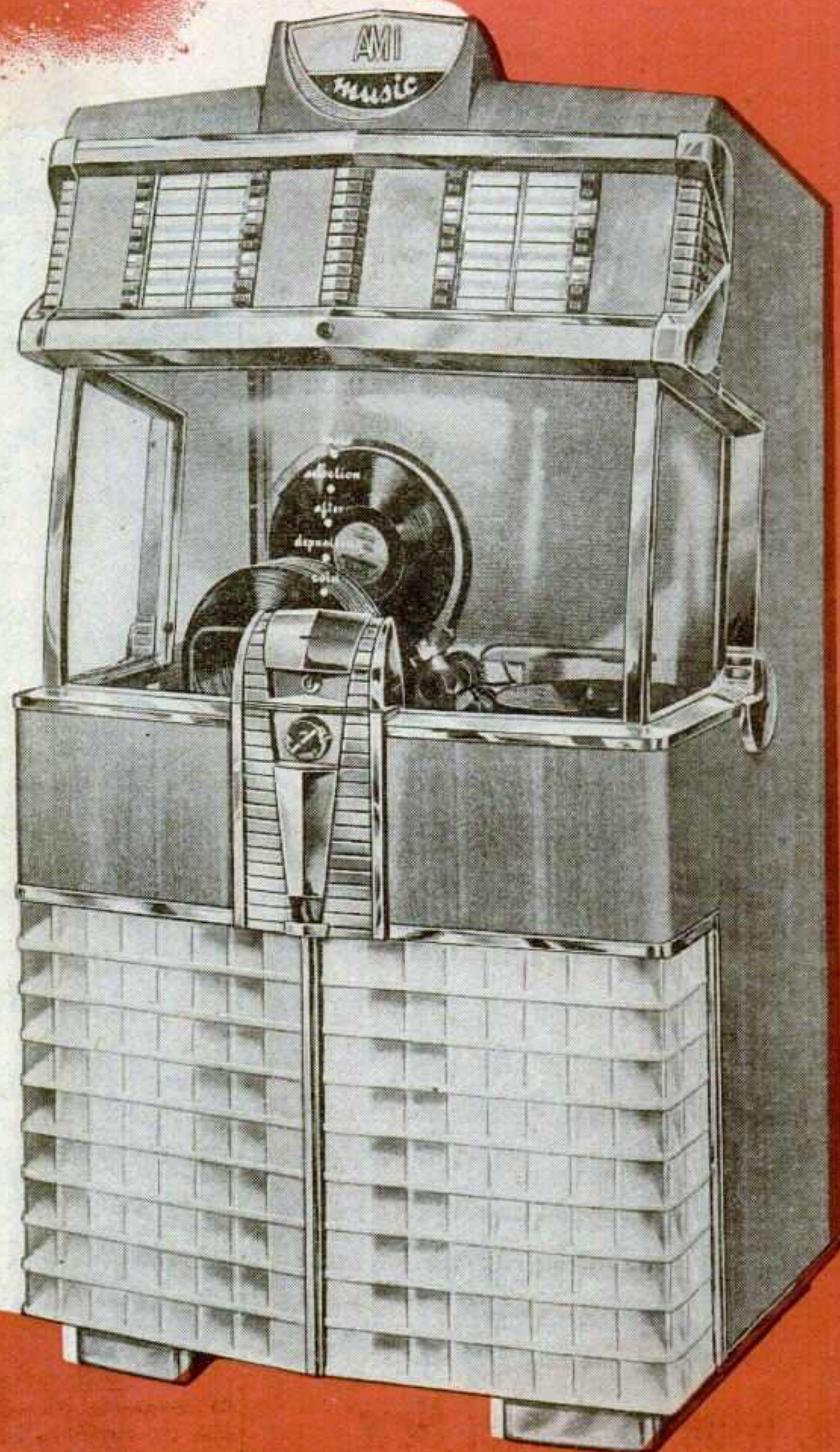
Budge Wright



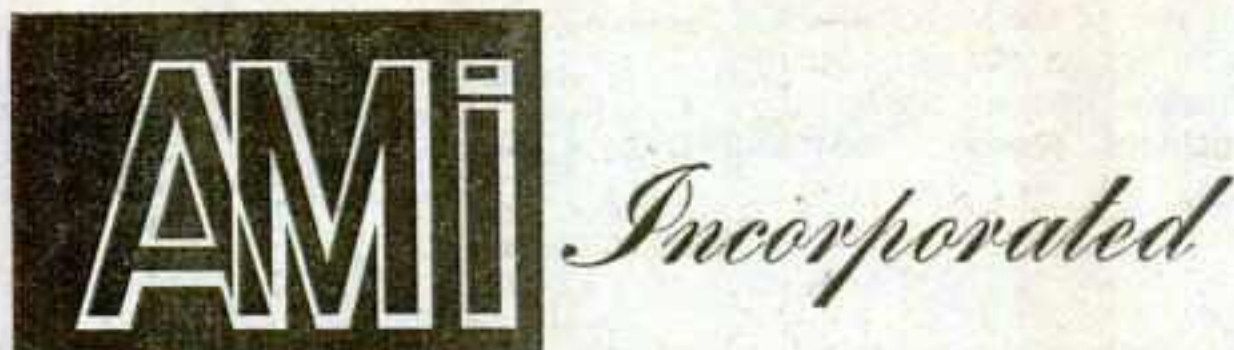
Western States Distributors

177 East Second South Street
Salt Lake City, Utah
Phone: 22-2549

Allison L. Nowels



All three sensational new AMI Model "E"s displayed for the first time at your AMI distributors, June 14-21.



GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of June 6	Issue of May 30	Issue of May 23	Issue of May 16
Hideaway	295.00			
Model A	\$225.00(2) 275.00 325.00	\$225.00(2) 295.00 325.00	\$239.50 295.00	\$225.00(2) 239.50 325.00
Model B	375.00 395.00	275.00(2) 395.00	375.00	394.50 395.00
Model C	350.00 375.00 425.00 450.00	350.00 425.00 450.00	395.00 450.00	350.00 394.50 425.00
MILLS				
Constellation	169.50	150.00 169.50	150.00	169.50
PACKARD				
Manhattan	79.50	79.50	79.50	79.50(2)
Model 7			49.50	
RISTAUCRAT				
Ristaucrat		65.00	65.00	65.00
ROCK-OLA				
46		125.00	125.00	
48 Magic Glow Blonde		295.00	295.00	
50-51			399.50	
1948 Blonde		295.00	295.00	295.00
1422	79.00(2) 119.50	79.00(2) 119.50	89.50 119.50	79.00 79.50
	125.00	125.00		119.50 125.00
1426	99.00 119.00 149.50 150.00	99.00 119.00 149.50 150.00	149.50	99.50 119.00 134.50 149.50 150.00
1428	250.00			
1428 Blonde	225.00	250.00		250.00
1432	395.00	395.00		395.00
SEEBURG				
H-146 M Hideaway	75.00	75.00		
H-148 M Hideaway	179.00	179.00		
H 148 M	199.50	199.50	199.50	199.50
M-100-A 78 RPM	564.00	565.00 585.00	585.00	574.50
	595.00(2) 650.00	595.00(2) 650.00	595.00(2)	595.00(2) 650.00
M-100 B 45 RPM		795.00	795.00	
46	75.00	125.00	125.00	
47	90.00	150.00	150.00	
146	150.00	85.00 129.50 150.00	129.50	150.00
146 Hideaway	125.00	125.00		90.00 125.00
1947 Hideaway		119.50	119.50	
146 M	99.00(2)	99.00(2)	99.00(2)	100.00
146 S	99.00(2)	99.00	99.00	100.00
147	175.00	95.00 159.50 175.00	159.50	124.50 175.00
147 M	115.00 139.00 159.50	115.00 139.00		115.00 125.00 139.00
147 S	115.00	115.00		110.00 115.00
148			185.00	139.50
148 Hideaway				175.00
148 Blonde	250.00	250.00		250.00
148-M			209.50	200.00
148 ML	199.00	105.00 199.00	209.50	199.00 229.50
148 ML Blonde	209.50	209.50		
148 SL		199.00		199.00
1941 Hideaway	49.00	49.00		49.00
1946 Hideaway	89.50		89.50 99.50	89.50
1947	175.00			
1947 M		175.00	175.00	175.00
1948 Blonde	245.00	245.00	245.00	245.00
1948 Hideaway			139.50	
WILLIAMS				
Music Mite	110.00	125.00	125.00	125.00
WURLITZER				
Hideaway	295.00			
750	49.50			
850	25.00	25.00		
950	25.00	25.00		
1015	97.50 109.50 119.00 125.00	119.00 125.00(2)	109.50 135.00 150.00	109.50 119.00 139.50 150.00
1017 Hideaway	99.00 115.00	99.00	99.50	99.00 99.50
1086	92.50 125.00(2)	125.00(2) 150.00	150.00	125.00 140.00
1100	229.00 250.00(3) 275.00	229.00 250.00 275.00(2) 295.00	229.50 275.00 395.00	229.00 265.00 275.00(2)
1217 Hideaway	249.00	249.00		249.00
1250	329.50 350.00 359.00 365.00	319.50 350.00 359.00 365.00	319.50	359.00 375.00 394.50

Surprise Move to Dime Made by 7 Miami Ops

MIAMI, June 6.—In a surprise move last week, seven of the largest music machine operators in the area joined forces and abandoned straight nickel play in favor of two plays for a dime, six for a quarter. Coin chutes were converted to receive dimes and quarters only.

All of the operators are members of the Amusement Machine Operators' Association, which, in

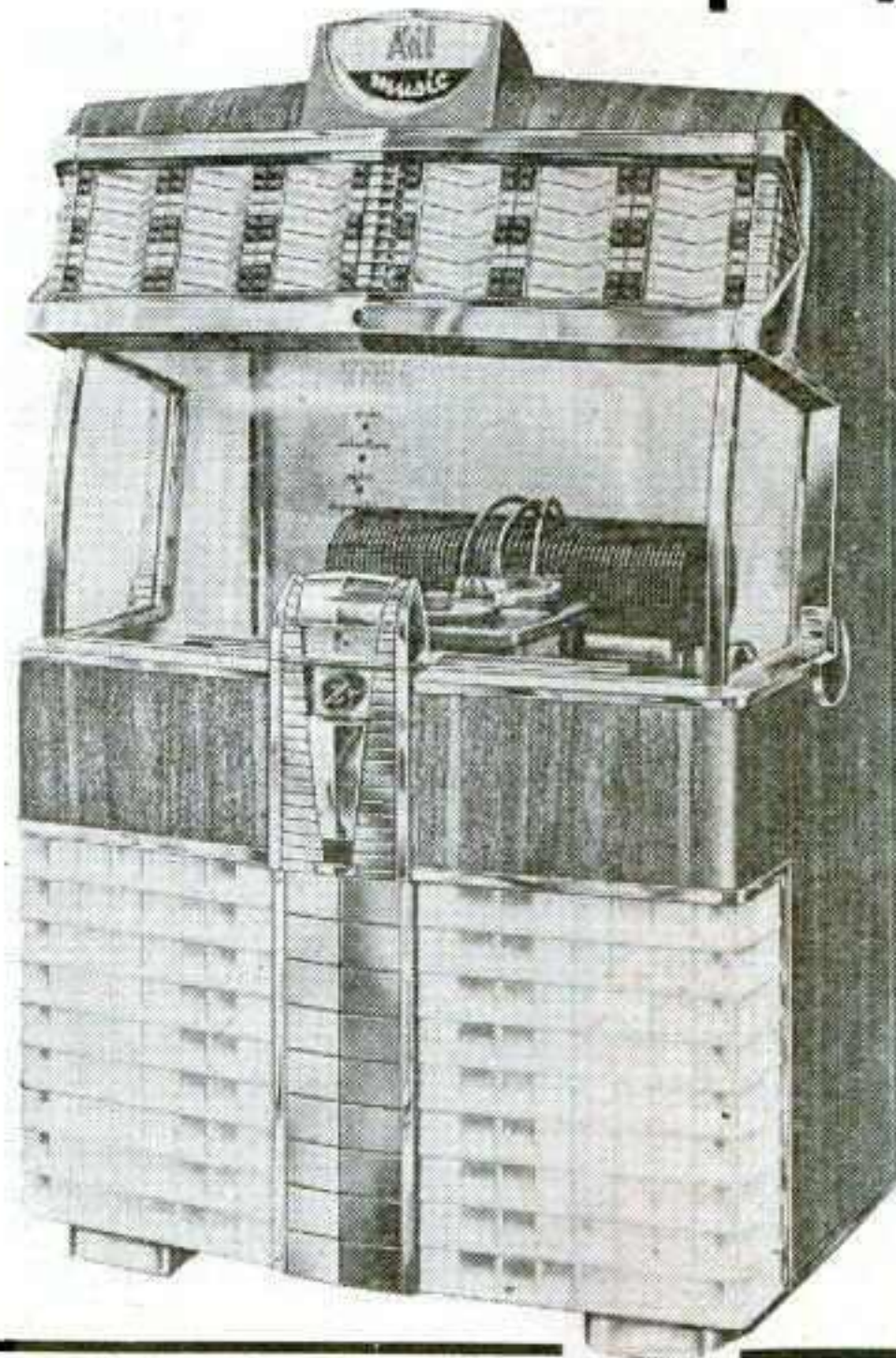
a series of meetings during the past five months, failed to reach agreement on the subject of either changing over to straight dime play or converting to two plays for a dime, six-for-a-quarter. The result was that after much discussion and controversy, the matter was tabled until the fall and nickel play has continued throught Greater Miami. However, it was emphasized at

the last meeting that any operator who cared to take the plunge into either two plays for a dime or straight dime play, on a voluntary basis, was free to do so. The seven operators in the changeover are Willie Blatt, Supreme Distributors; Joe Mangone, Mangone & Mangone; Cliff Deale, Deale Automatic Music Company; Gene Lane, American Operating Company; Maury Horwitz, Bishop Amusement Company; Harry Zimand, Acme Music and Vending Company, and Eddie Petrocine, North Dade Amusement Company. Other firms are expected to follow the lead, according to a spokesman for the group.



"Of all the PHONOGRAPHS we've ever sold, the AMI 'E' is by far the BEST"

A. R. (Tony) Koupal
Norwood E. Veatch
Charles L. Kagels



Come in and see for Yourself during "E" WEEK
JUNE 15-19, 1953
AT OUR SHOWROOMS

CENTRAL DISTRIBUTORS

2315 Olive St.

Phone: Geneva 0972

St. Louis, Mo.

How Was Your Timing on...

"I'D RATHER DIE YOUNG"

THE HILLTOPPERS
DOT 15085

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

MAY 12

Title Strips Ready for Top Juke Profits

MAY 12

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards (per week)	Cost (for 3 months)	Cards (per week)	Cost (for 3 months)
20 (400 strips)...	\$ 9.00	70 (1400 strips)...	\$29.00
30 (600 strips)...	13.00	80 (1600 strips)...	33.00
40 (800 strips)...	17.00	90 (1800 strips)...	36.00
50 (1000 strips)...	21.00	100 (2000 strips)...	39.00
60 (1200 strips)...	25.00		

At.-Pa. Issues Defense Manual

PHILADELPHIA, June 6.—Oscar Parkoff, of the Atlantic-Pennsylvania Company, local distributors of Seeburgs, is responsible for a grand public relations gesture which should result in good will for the industry. Atlantic is co-operating with city officials in helping to acquaint the people of the Philadelphia area with civil defense regulations. The firm is distributing, at cost, a civil defense manual with its imprint on the cover page.

USED RECORDS WANTED
Top prices paid for records right off the boxes.
Call Gary 21400 or Write
FIVE STAR DIST. CO.
705 Vermont Gary, Indiana

Laniel New AMI Distrib

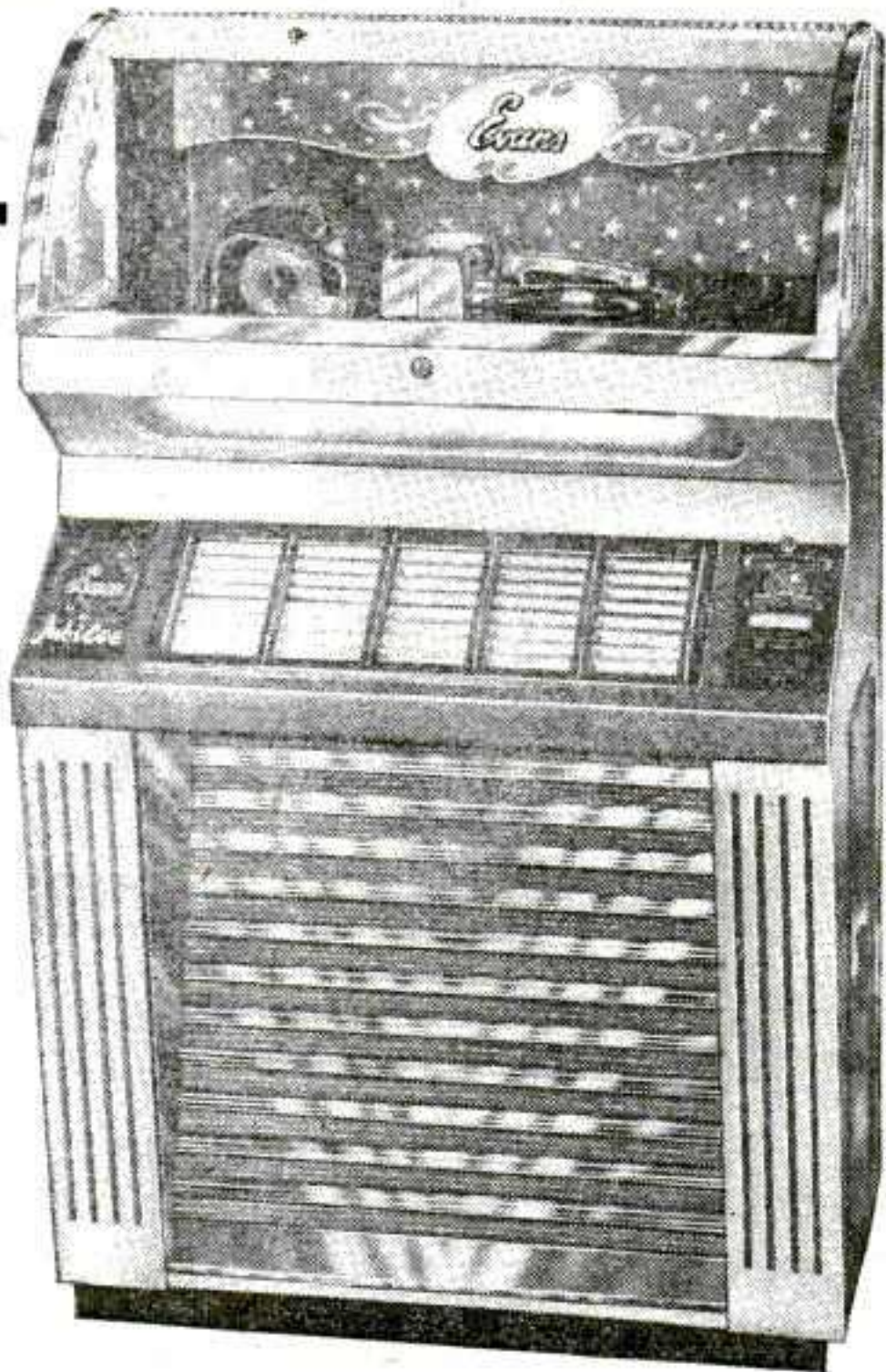
GRAND RAPIDS, Mich., June 6.—The appointment of the Laniel Amusement Corp., 1807-15 Notre Dame Street, West, Montreal, as AMI distributor for Canada was announced by Jack J. Mitnick, Eastern regional manager of AMI. Laniel is one of the oldest juke box distributors in Canada, and will distribute in the territory which includes Quebec, Newfoundland, and the Maritime Provinces.

Heading the firm is Edward Laniel, president. Others with the company are Gaeton Laniel, vice-president; Romeo Laniel, secretary-treasurer; Jean Couture, sales manager, and Raymond LaLonde, shop foreman.

Yermie Stern, 2 E. 45th St., New York 17
Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed. 809

Name _____
Address _____
City _____ Zone _____ State _____



SEE FOR YOURSELF!

COMPARE
EVANS'
JUBILEE 40/45
20 Records—40 Selections
45 RPM

COMPARE
EVANS'
JUBILEE 40/78
20 Records—40 Selections
78 RPM

FROM EVERY ANGLE... THE BEST IN

QUALITY
VALUE
PERFORMANCE

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

ON DISPLAY AT YOUR EVANS DISTRIBUTOR

EVANS' CENTURY 100/45
50 RECORDS—100 SELECTIONS
45 RPM

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

SAVE MONEY... ON



Reconditioned Music Equipment

MUSIC SYSTEMS

Clean Equipment—Ready To Go
Write, Wire, Phone
1/3 Deposit, Balance C. O. D.

SEEBURG
148SL \$199.00
147M 139.00
146M or S 99.00

Hideaways
H148M \$179.00
H146M 75.00

AMI Model A \$225.00
ROCK-OLA 1432 (50 selections) 395.00
ROCK-OLA 1422 79.00
WURLITZER 1015 119.00
WURLITZER 1250 359.00

Wall Boxes
3W7-L56 \$34.50
(5-10-25¢ 3-wire)
3W2-L56 12.50
(3-wire)
W1-L56 5.00
(5¢ wireless)
W6-L56 29.50
(5-10-25¢ wireless)
Packard Chrome Wall Boxes 5.00

Export Inquiries Invited

MUSIC SYSTEMS, INC.

Detroit, Mich. • 10217 Linwood Lansing, Mich. • 1224 Turner
Cleveland, Ohio • 2600 Euclid Toledo, Ohio • 1302 Jackson

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 6	Issue of May 30	Issue of May 23	Issue of May 16
ABC (United).....	\$90.00 125.00 135.00 149.50 175.00	\$75.00 95.00(2) 130.00 135.00 175.00	\$95.00 99.50 130.00 135.00 149.50 175.00	\$130.00 135.00 150.00 175.00
Across-the-Board (United)...				225.00
Advance Roll (Genco).....				19.50
Ali Baba (Gottlieb).....	34.50	34.50		34.50
Alice in Wonderland (Gottlieb).....	49.50	49.50		
All Star Basketball.....	145.00	145.00 165.00	165.00	
Aquacade (United).....	25.00 39.50 59.50	25.00 39.50 59.50		39.50
Arizona (United).....	29.50			
Atlantic City (Bally).....	330.00 350.00 365.00(2)	335.00 375.00(2)	375.00 385.00(2)	385.00(2) 395.00(3)
	375.00 385.00 390.00 395.00 400.00 415.00	385.00(2) 395.00(3) 415.00	390.00 395.00(3) 415.00	425.00
Baby Face (United).....	49.50	49.50		
Ballerina (Bally).....	49.50	49.50	49.50	49.50
Bank-a-Ball (Gottlieb).....	75.00	75.00	75.00	
Barnacle Bill (Gottlieb).....	25.00 34.50	34.50		34.50
Baseball (Genco).....				49.00
Basketball (Gottlieb).....	95.00	85.00	85.00	95.00
Basketball Champ (Chicago Coin).....	195.00(2) 235.00 250.00	195.00 225.00 250.00	250.00 195.00	195.00 250.00
Basket Ball (Chicago Coin).....			250.00	250.00
Bat-a-Score (Evans).....	275.00	150.00 275.00	275.00 150.00	150.00 275.00
Batting Practice.....	69.50 89.50	69.50 75.00 89.50	89.50 69.50	29.00 30.00 69.50 89.50
Beauty (Bally).....	475.00 485.00 495.00(2) 499.00 500.00	485.00 495.00(2) 510.00 525.00	485.00 495.00 499.00 525.00(2)	495.00 525.00 535.00 540.00
	515.00 84.50	540.00 94.50	540.00 94.50	95.00
Be Bop (Exhibit).....	84.50			94.50
Bermuda (Chicago Coin).....	49.50			
Big Hit (Exhibit).....	165.00	165.00	165.00	165.00
Big Top (Genco).....	54.50 64.50	54.50 60.00 64.50	60.00	64.50
Bing-a-Roll (Genco).....		35.00		
Black Gold (Genco).....	59.50(2)	50.00 59.50(2)	50.00	59.50
Bolero (United).....	165.00 175.00(3) 195.00 215.00	175.00(3) 195.00(2)	175.00(2) 195.00(2) 215.00	175.00 195.00 220.00 225.00
Boston (Williams).....		89.50	89.50	89.50
Bowling Champ (Gottlieb).....	29.50 50.00(2) 74.50	50.00(3) 74.50	50.00(3) 74.50	50.00(2) 74.50
Bright Lights (Bally).....	150.00 165.00 175.00(2) 185.00(3) 190.00 215.00 225.00	175.00(3) 190.00(3) 195.00 215.00 225.00	175.00(2) 189.50 190.00(2) 195.00(2) 200.00	195.00 200.00 215.00 219.50 225.00 250.00
Bright Spot (Bally).....	225.00 245.00 250.00(2) 265.00 275.00 290.00 295.00(2) 300.00	250.00 265.00(3) 290.00 295.00(5)	250.00 265.00 275.00(2) 290.00 295.00(5) 300.00	275.00 295.00(5) 300.00 315.00
Buccaneer (Gottlieb).....	34.50 59.50 74.50	34.50 59.50 74.50	59.50 74.50	34.50 59.50 74.50
Buffalo Bill (Gottlieb).....	74.50	40.00 69.50	40.00 47.50 69.50	47.50 69.50
Buttons & Bows (Gottlieb).....				
Jampus (Exhibit).....	84.50	65.00 94.50	65.00 94.50	65.00 94.50
Zanasta (Genco).....	29.50 89.50	89.50	89.50	89.50
Caravan (Williams).....	165.00	180.00	180.00	185.00
Carolina (United).....	34.50	34.50	34.50	34.50
Carnival (Bally).....	45.00 49.50	49.50		49.50
Champion (Bally).....	25.00 45.00 75.00 89.50	37.50 40.00 45.00 89.50	37.50 40.00 45.00 75.00 89.50	37.50 40.00 45.00 49.50 89.50
Champion (Chicago Coin).....	65.00	40.00 65.00 69.50 19.50	40.00 65.00	40.00 65.00
Chico (Chicago Coin).....				
Chinatown (Gottlieb).....	185.00 195.00 210.00	175.00 195.00	175.00 185.00 205.00	225.00
Cinderella (Gottlieb).....	29.50 49.50	29.50 49.50	375.00	29.50 395.00
Circus (United).....	375.00 395.00	295.00 375.00 395.00		
Citation (Bally).....	19.00 25.00 30.00 55.00 65.00 79.50	25.00 30.00 79.50	30.00 65.00 79.50	30.00(2) 79.50
College Daze (Gottlieb).....	50.00 65.00 89.50	50.00 75.00 89.50	75.00	
Coney Island (Bally).....	225.00 240.00(2) 250.00 265.00 275.00(3) 290.00 295.00(3) 305.00	235.00 240.00 245.00 265.00 275.00(4) 290.00 295.00(2) 305.00	240.00 245.00 265.00 275.00(3) 290.00 295.00(3)	245.00 275.00 295.00(2) 300.00 315.00(2)
Control Tower (Williams).....	100.00 119.00	100.00		95.00
Coronation (Gottlieb).....	210.00 220.00	210.00		
Cross Roads.....	175.00(2) 185.00(2)	175.00 185.00		
Cyclone (Gottlieb).....	140.00 150.00	140.00 175.00	125.00	
Dallas (Williams).....	44.50 69.50	44.50		44.50 60.00
Dancing Dan.....			75.00 79.50 99.50	29.50 75.00 99.50
De-Icer (Williams).....	79.50 99.50	75.00 99.50	75.00 99.50	
Deluxe World Series.....	225.00			
Dew-Wa-Ditty (Williams).....	34.50 49.50	34.50 49.50	49.50	34.50 49.50
Disc Jockey.....	200.00 225.00	215.00	200.00 215.00	225.00
Domino (Williams).....	165.00	160.00 165.00		
Double Action.....		50.00	99.50	99.50
Double Feature.....	99.50 100.00	74.50 100.00	74.50 99.50	74.50
Double Shuffle (Gottlieb).....	49.50(2) 65.00	49.50 65.00(2)	65.00(2) 75.00	49.50 65.00(2)
	75.00	75.00 79.50	79.50	79.50
Dreamy (Williams).....	75.00 89.50	74.50(2) 89.50	74.50 75.00 89.50	74.50(2) 75.00 89.50
El Paso (Williams).....	39.50 59.50	39.50 59.50		39.50
Fighting Irish (Chicago Coin).....	29.50 95.00	75.00 95.00	75.00 95.00	75.00
Five Star (Universal).....	79.50 125.00 135.00 140.00	79.50 85.00 140.00	75.00 79.50 85.00 125.00 135.00 140.00	95.00 99.50 140.00
Flip Skill.....	29.50 69.50	29.50 69.50	29.50 69.50	29.50 69.50
Floating Power (Genco).....	44.50 49.50	44.50 49.50		44.50
Flying High (Gottlieb).....	225.00 235.00	235.00		235.00
Football (Chicago Coin).....	49.50 50.00 75.00	50.00 59.50 75.00	59.50 75.00	59.50
400 (Genco).....	170.00 175.00 195.00 225.00(2)	190.00 195.00(3) 225.00	190.00 195.00(2) 215.00 220.00 225.00(2)	190.00 195.00 215.00 225.00(2)

(Continued on page 86)

AMI's 'Three In One' A New Phono Trend?

GRAND RAPIDS, Mich., June 6.—The introduction of AMI's new Model "E" line, consisting of a 40, 80 and 120-selection phonographs, marks the first time a juke box manufacturer has produced phonographs offering three different numbers of selections and carries out a trend which has been developing in the juke box business for the past four years.

Details of the new line, which will be shown by distributors June 14-19, are contained in a separate story in this section.

The significance of AMI's decision to build a phonograph with more selections than 80, its previous high, while retaining both a 40 and 80 in the line, is considerable.

Why Three?

John Haddock, president of AMI, said the 40 was designed for those locations which cater to race or ballad music not ordinarily available on 45 r.p.m. and to spots where "fast play and quick turnover" make it desirable for the operator to concentrate on current hit tunes. The 80, Haddock said, was for locations "whose patrons want a more complete and diversified program of music," while the 120 "offers a complete program of recorded music to please the tastes of the most demanding and discriminating patrons."

Prior to the introduction of the three phonographs, AMI and Wurlitzer each had two models in their lines. Wurlitzer's plays 48 or 104 selections. Rock-Ola offers 120. Seeburg, who pioneered the more-than-48 selection juke box, and H. C. Evans each produce 100's exclusively.

Selection Battle?

Across the country this week, operators who heard rumblings of the new AMI, again expressed wonder whether the juke box industry would head into a "battle of the selections."

The probability of a race to see who could build a juke box with the most selections is extremely unlikely according to the manufacturers' own statements.

But the next big question, which won't be answered for some months, is this:

Will manufacturers generally build a line incorporating phonographs which offer a different number of selections?

Queen and Prince Crowned at Juke Box Week Climax

CHICAGO, June 6. — Little Linda Arcaro and Timmy Morris were crowned Queen of Music and Prince Consort this week in a coronation climaxing Juke Box Week here.

Mary Gillette, head of the Gillette Distributing Company, stated "The coronation was timed to coincide with that of the real coronation and at the same time was appropriate for dedication to the 65th Anniversary of the Juke Box Industry."

Both winners of the contest, which was limited to kiddies between the ages of 2 and 6, made appearances on Two Ton Baker's TV show over Channel 7. First prize was an RCA Victor 45 r.p.m. record player. Both also received portraits of themselves, plus other prizes, besides the robes and crowns.

The contest was publicized with press releases which also contained information about the 65th anniversary.

Taran AMI 'E' Unveiling In Miami

MIAMI, June 6.—Taran Distributing, Inc., will hold "E" Week showings of the new AMI Model "E" on June 16-17. E. H. Taran, president of the firm, said that invitations had been sent to all operators in the territory, welcoming them to the unveiling of the new juke boxes.

Hosting at the unveiling of the three sizes of the new Model "E" at Taran Distributing, in addition to S. H. Taran, will be Eli Ross and Eddie Frink.

Taran announced the showing for the Jacksonville office would be June 14-15.

Of all the trade publications covering all of showbusiness... THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.



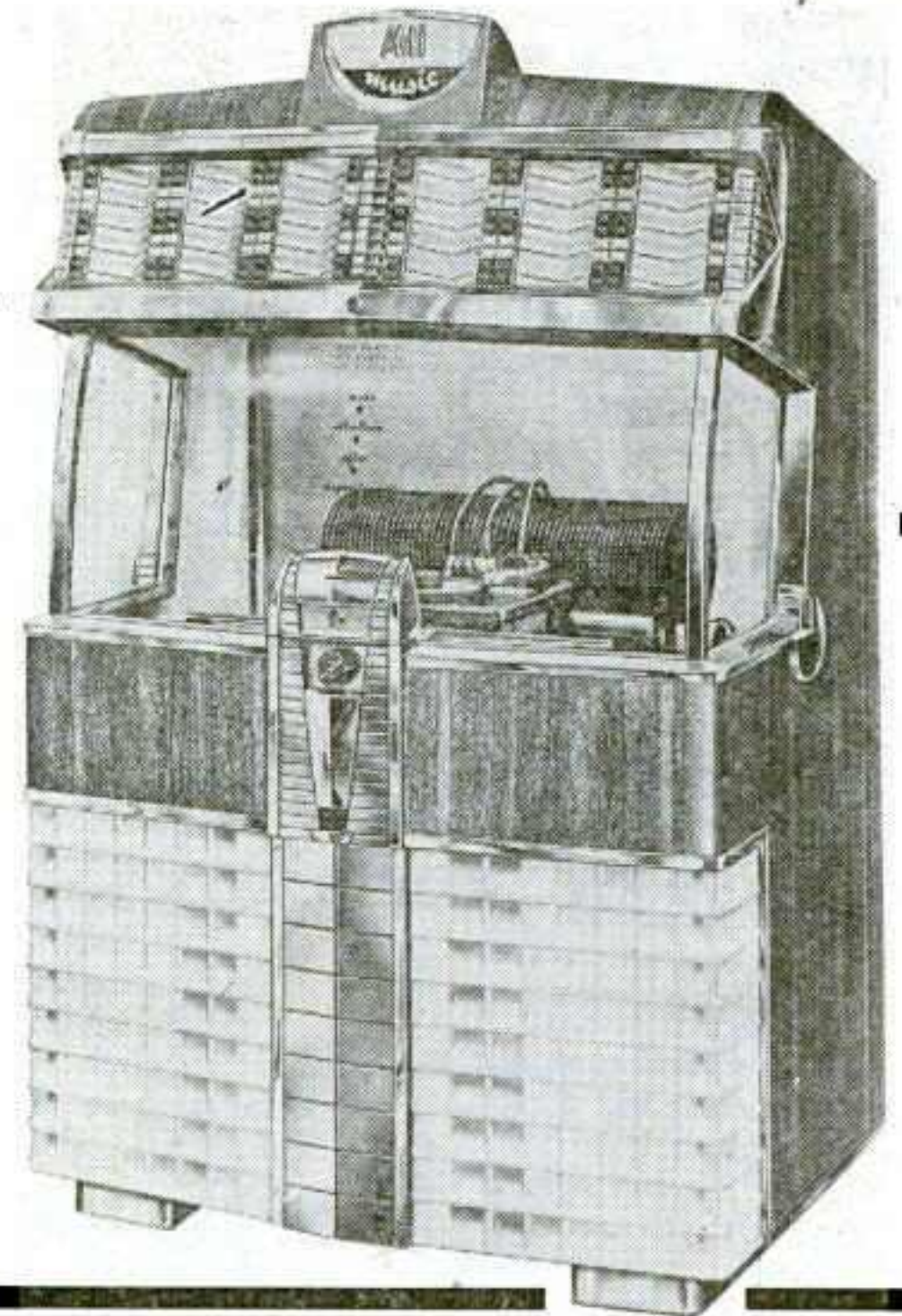
"Of all the PHONOGRAPHS We've ever Sold, the AMI 'E' is by far the BEST"



Malcolm Gildart

Dick Warncke

Ray Gardner



Come in and see for Yourself during "E" WEEK
JUNE 14, 15, 16, 1953

OPEN HOUSE REFRESHMENTS

9 a.m. to 9 p.m. At OUR SHOWROOMS

R. WARNCKE CO.

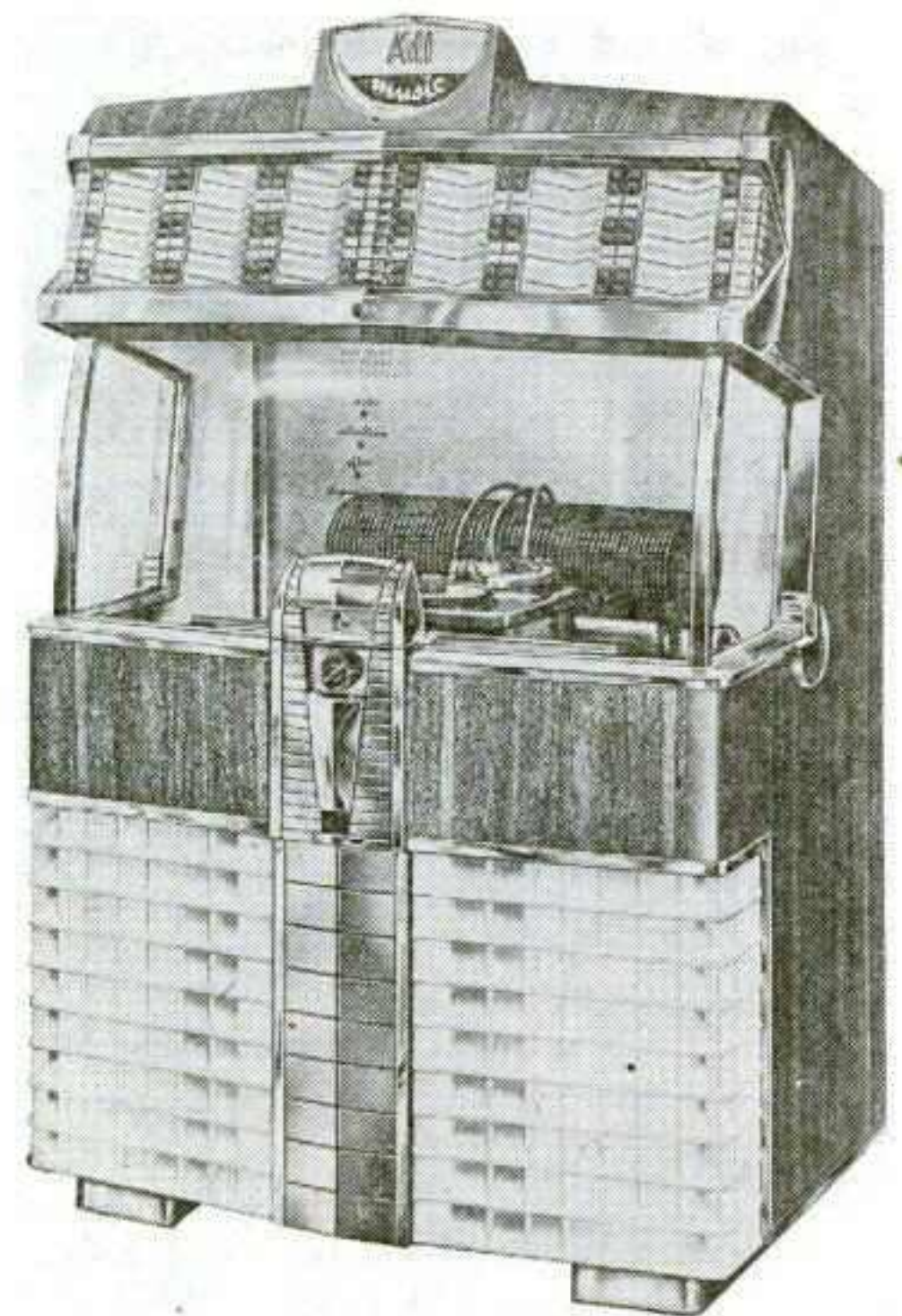
3445 Leeland, Houston, Tex.
Phone: Charter 9359
L. R. Ray Gardner

121 Navarro St., San Antonio, Tex.
Phone: Fannin 2236
Dick Warncke and Malcolm Gildart



"Of all the PHONOGRAPHS I've ever sold, the AMI 'E' is by far the BEST"

Harry Reinhart



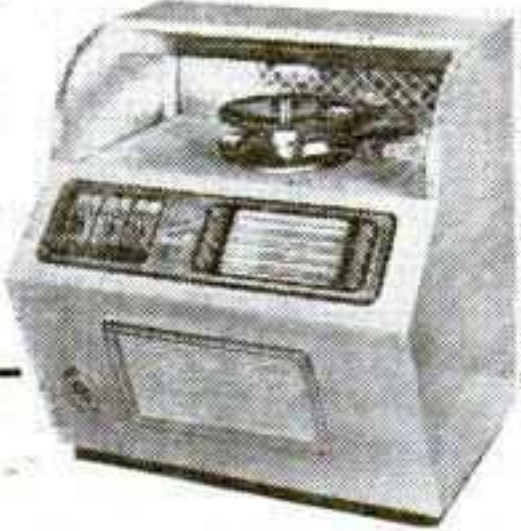
Come in and see for Yourself during "E" WEEK
JUNE 14-19, 1953
At Our Showrooms

BANNER SPECIALTY COMPANY

1508 FIFTH AVENUE

Phone: Grant 1-1373

PITTSBURGH 19, PA.



**CLOSE-OUT
Chicago Coin's
HIT PARADE**

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45 RPM 5/10/25c Drop Coin Chute

WHILE THEY LAST

\$132.50

**BRAND NEW!
IN ORIGINAL CRATES**

Terms: 1/3 Deposit, Balance Sight Draft
F.O.B. Chicago.

**ATLAS
MUSIC COMPANY**

2204 N. Western Ave., Chicago 47, Ill.
Phone: ARmitage 6-5005

Amusement Games

Continued from page 84

	Issue of June 6	Issue of May 30	Issue of May 23	Issue of May 16
400, 5c or 10c (Genco).....	195.00	249.50	249.50	249.50
Four Corners (Williams).....	220.00	215.00	215.00	215.00
Four Horsemen (Gottlieb)....	\$75.00(2)	\$79.50 115.00	\$79.50 129.50	\$79.50 129.50
Four Stars (Gottlieb).....	169.50 185.00	185.00 195.00	165.00 169.50	139.50
Freshie (Williams).....	35.00 42.50	35.00 60.00	60.00 65.00	60.00 69.50
Frotic (Bally).....	335.00 340.00	350.00(2)	375.00 385.00	375.00 395.00
Golden Gloves (Chicago Coin)	350.00(2)	365.00 375.00	395.00(3)	399.00 400.00
Golden Nugget (Genco).....	375.00(2)	395.00(6)	399.00 415.00	415.00
Grand Award Chicago Coin).....	390.00	425.00	425.00(2)	425.00(3)
Happy Days.....	215.00 225.00	195.00 215.00	195.00 220.00	195.00 235.00
Happy Go Lucky (Gottlieb)...	159.50	159.50	159.50	185.00
Harvest Time (Genco).....	105.00 115.00	75.00 109.50	75.00 109.50	109.50
Hayburner (Williams).....	149.50 150.00	105.00 115.00	115.00 150.00	99.50 125.00
Hit-a-Homer.....	24.50	149.50	165.00	165.00
Hits and Runs (Genco).....	145.00	145.00 150.00	150.00(2)	65.00
Hit 'N' Run (Gottlieb).....	145.00	155.00 165.00	155.00 165.00	29.50
Holiday (Chicago Coin).....	39.50 59.50	39.50	39.50	39.50
Holiday (Keeney).....	235.00(2)	235.00	245.00 250.00	245.00
Hong Kong (Williams).....	175.00	180.00 195.00	180.00 210.00	210.00
Horseshoes (Williams).....	180.00(3)	125.00	125.00	100.00
Hot Rod (Bally).....	40.00 99.50	40.00(2) 99.50	40.00 99.50	40.00 99.50
Humpty Dumpty (Gottlieb)....	49.50	49.50	49.50	49.50
Jalopy (Williams).....	135.00	125.00	145.00 150.00	145.00
Jeanie (Exhibit).....	94.50	94.50	94.50	94.50
Jockey Special (Bally).....	45.00 54.50	15.00 59.50	54.50	54.50
Joker (Gottlieb).....	95.00 99.50	95.00	95.00	95.00
Judy (Exhibit).....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....	225.00 260.00	235.00 275.00	235.00 275.00	235.00 285.00
Just 21 (Gottlieb).....	275.00 295.00	285.00	285.00	295.00(2)
		295.00(2)	295.00(2)	325.00

	Issue of June 6	Issue of May 30	Issue of May 23	Issue of May 16
King Arthur (Gottlieb).....	35.00 59.50	35.00 90.00	90.00	90.00
King Cole (Gottlieb).....	90.00	49.50	49.50	49.50
King Pin (Chicago Coin)....	124.50 145.00	124.50 145.00	124.50 145.00	124.50
K. C. Jones (Gottlieb).....	100.00	100.00	100.00	100.00
Knock Out (Gottlieb).....	39.50 40.00	65.00 69.50	65.00 69.50	69.50 75.00
Leader (United).....	50.00 60.00	75.00(2)	75.00(2) 99.50	99.50
Lite-a-Line (Keeney).....	215.00 250.00	225.00 250.00	225.00 265.00	250.00 265.00
Long Beach (Williams).....	269.50 275.00	265.00 269.50	169.50	269.50 275.00
Lucky Inning (Williams).....	300.00	300.00	275.00(2)	310.00
Major League Baseball (Western).....	50.00 79.50	79.50 95.00(2)	79.50 95.00(2)	95.00 99.50
Madison Square Garden (Gottlieb).....	95.00(2)	95.00(2)	95.00(2)	105.00
Majors (Chicago Coin).....	225.00 250.00	195.00 275.00	185.00 225.00	195.00 275.00
Majorette.....	275.00	275.00	275.00	275.00
Mardi Gras.....	84.50	84.50	84.50	84.50
Maryland (Williams).....	29.50 49.50	29.50 49.50	49.50	49.50 84.50
Mercury (Genco).....	29.50 49.50	29.50 49.50	49.50	49.50
Mermaid.....	54.50	59.50	59.50	59.50
Merry-Go-Round.....	125.00	125.00 140.00	125.00	125.00
Merry Widow (Genco).....	140.00(2)	395.00	395.00	395.00
Minstrel Man (Gottlieb)....	29.50	29.50	29.50	29.50
Monterrey (United).....	145.70 159.50	145.00 159.50	159.50	159.50
Moon Glow (United).....	49.50	49.50	49.50	49.50
Niagara (Gottlieb).....	49.50	49.50	49.50	49.50
Nifty (Williams).....	145.00	145.00 175.00	175.00	175.00
Oasis (Exhibit).....	89.50 95.00	89.50 95.00	89.50 95.00	89.50 95.00
Oklahoma (United).....	29.50 64.50	64.50 65.00	65.00	64.50 65.00
Old Faithful (Gottlieb).....	65.00 69.50	69.50	69.50	85.00
Olympics (Williams).....	74.50(2) 100.00	75.00 100.00	75.00	75.00
One, Two, Three (Genco)....	165.00 169.50	34.50(2) 49.50	34.50	34.50(2)
Palm Beach (Bally).....	345.00	360.00 375.00	375.00 415.00	425.00(3)
Paratrooper (Williams).....	395.00(2)	395.00	425.00 440.00	445.00(2)
Photo Finish (Universal)....	415.00(2)	415.00(2)	445.00(2)	465.00
Pin Bowling (Chicago Coin)...	425.00(2)	425.00(2)	450.00	450.00
Pinky (Williams).....	440.00 450.00	445.00 450.00	165.00	185.00
Playball (Genco).....	150.00	155.00	165.00	185.00
Playland (Exhibit).....	40.00	39.00 40.00	39.00 40.00	39.00 40.00
Pop Up.....	29.50 75.00	75.00 99.50	75.00 99.50	80.00 99.50
Puddin' Head (Genco).....	99.50	99.50	95.00	95.00
	65.00 95.00	59.50 95.00	95.00	95.00
	89.50	89.50	65.00	65.00 89.50
	22.00	22.50	22.50	22.50
	39.50	39.50	39.50	39.50

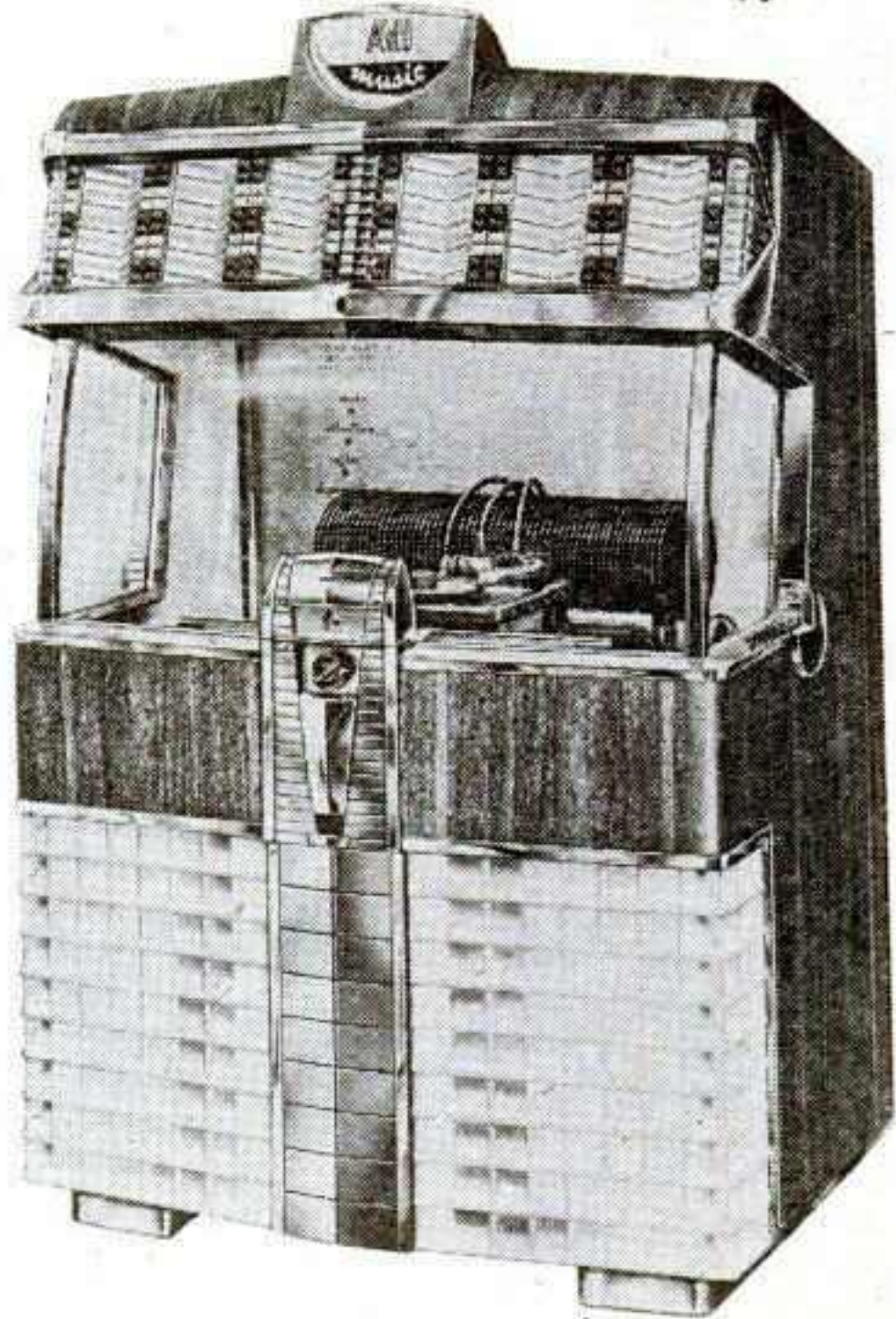
(Continued on page 88)

**YOUR TICKET TO
SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!**



"Of all the Phonographs I've ever sold, the AMI 'E' is by far the BEST"

Ed Holyfield



Come in and see for Yourself during "E" WEEK
JUNE 14-19, 1953
At Our Showrooms

DIXIE COIN MACHINE CO.

122 N. BROAD ST. NEW ORLEANS 13, LA.
PHONE: MAGNOLIA 3931-32

**Bendix Debuts
Coin-Operated
Television Sets**

BALTIMORE, June 6.—E. A. Welch, assistant general manager of the Bendix Radio Division here, announced this week that Bendix was making a complete line of coin-operated television receivers. The first public showing of the units will be in Chicago, June 22, at the American Furniture Mart Show.

While other firms, such as Covideo, have made coin-operated television sets in the past, this marks the first time that a major American video manufacturer has made a coin-operated set with the coin mechanism already built in. Other sets have been standard receivers adapted for coin operation.

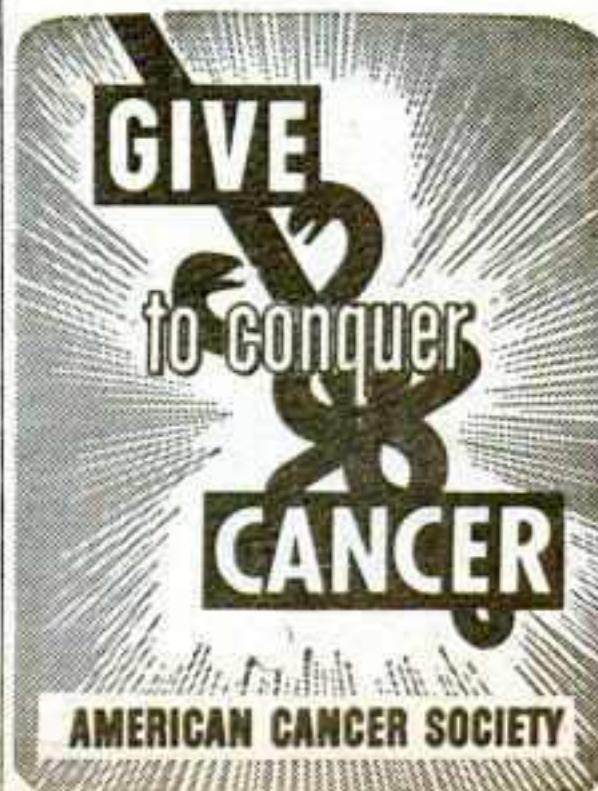
National Telco, Omaha, headed by J. L. Berggren, has been named national distributor for the sets.

25-Cent Play

Welch said the complete line of Bendix receivers will have the coin mechanism, which is sealed in at the rear of the set. The unit plays 30 minutes for a quarter and holds 23 quarters.

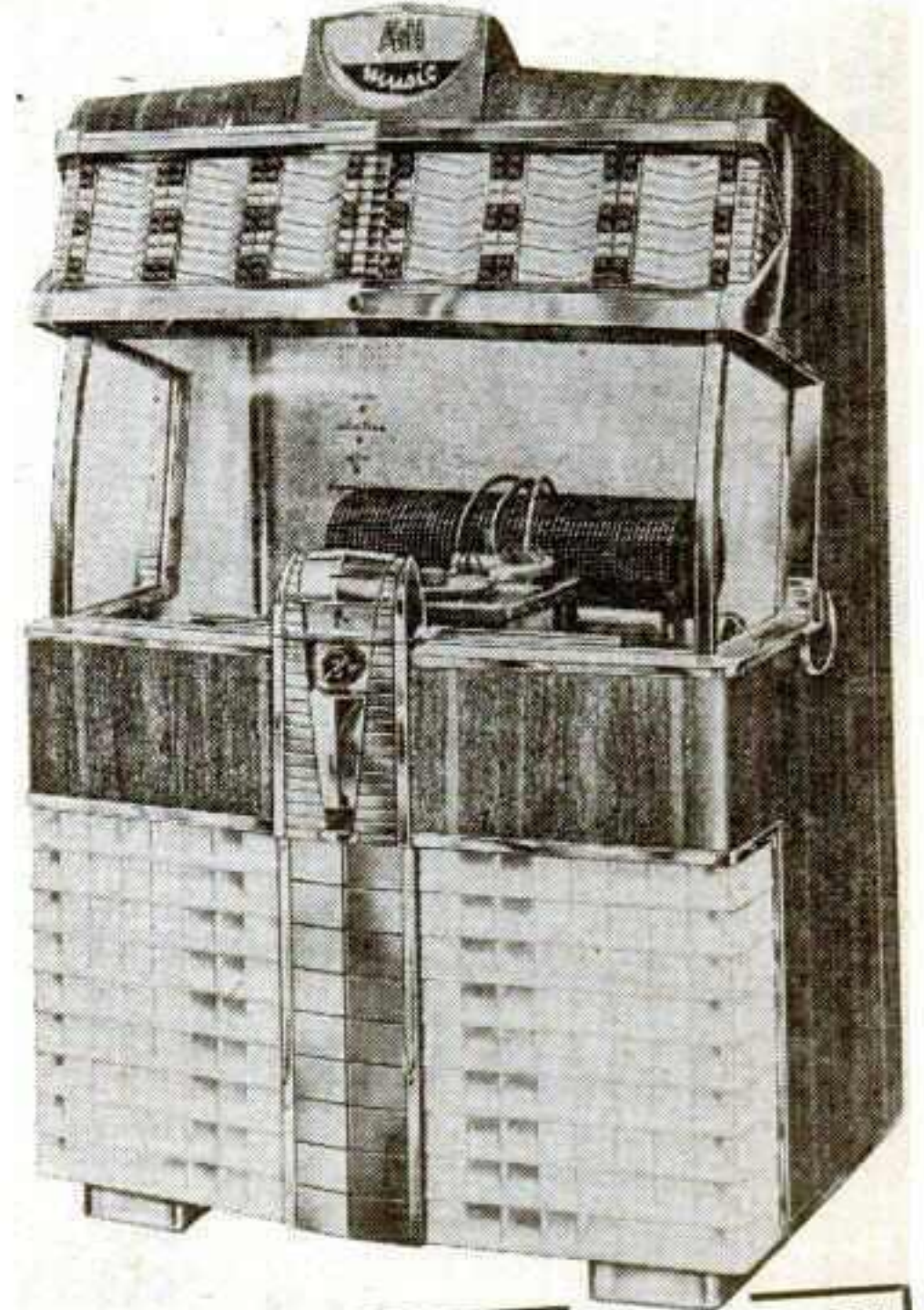
In addition, Welch said that Bendix is now making a new portable, coin-operated set, called the A-la-Carte. This 17-inch set is designed primarily for hospital and waiting room locations, with the Solo-Ear, a device which allows but one person to hear the audio portion, optional.

Welch added that the regular line of coin-operated Bendixes would be suitable for hotel and motel locations. He said the sealed-in coin mechanism makes it tamper-proof. Prices for the receivers have not yet been set.



"Of all the Phonographs I've ever sold, the AMI 'E' is by far the BEST"

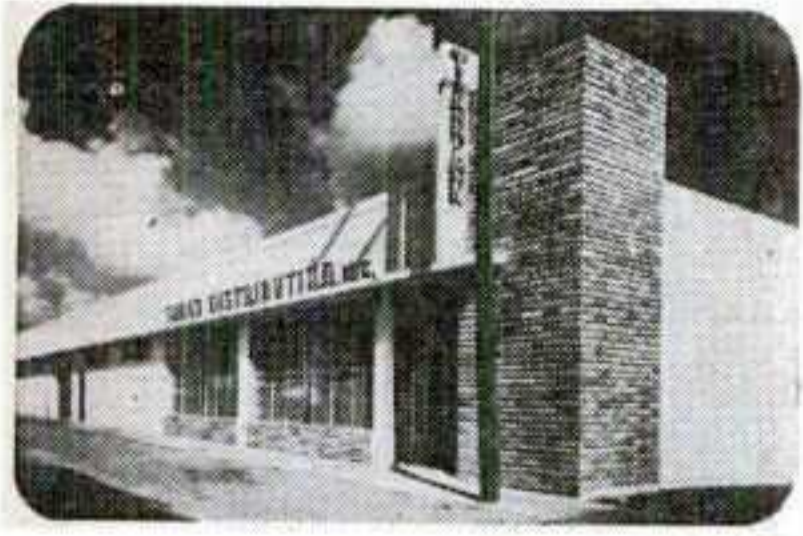
Harold Lieberman



Come in and see for Yourself during "E" WEEK
JUNE 14-19, 1953
At Our Showrooms

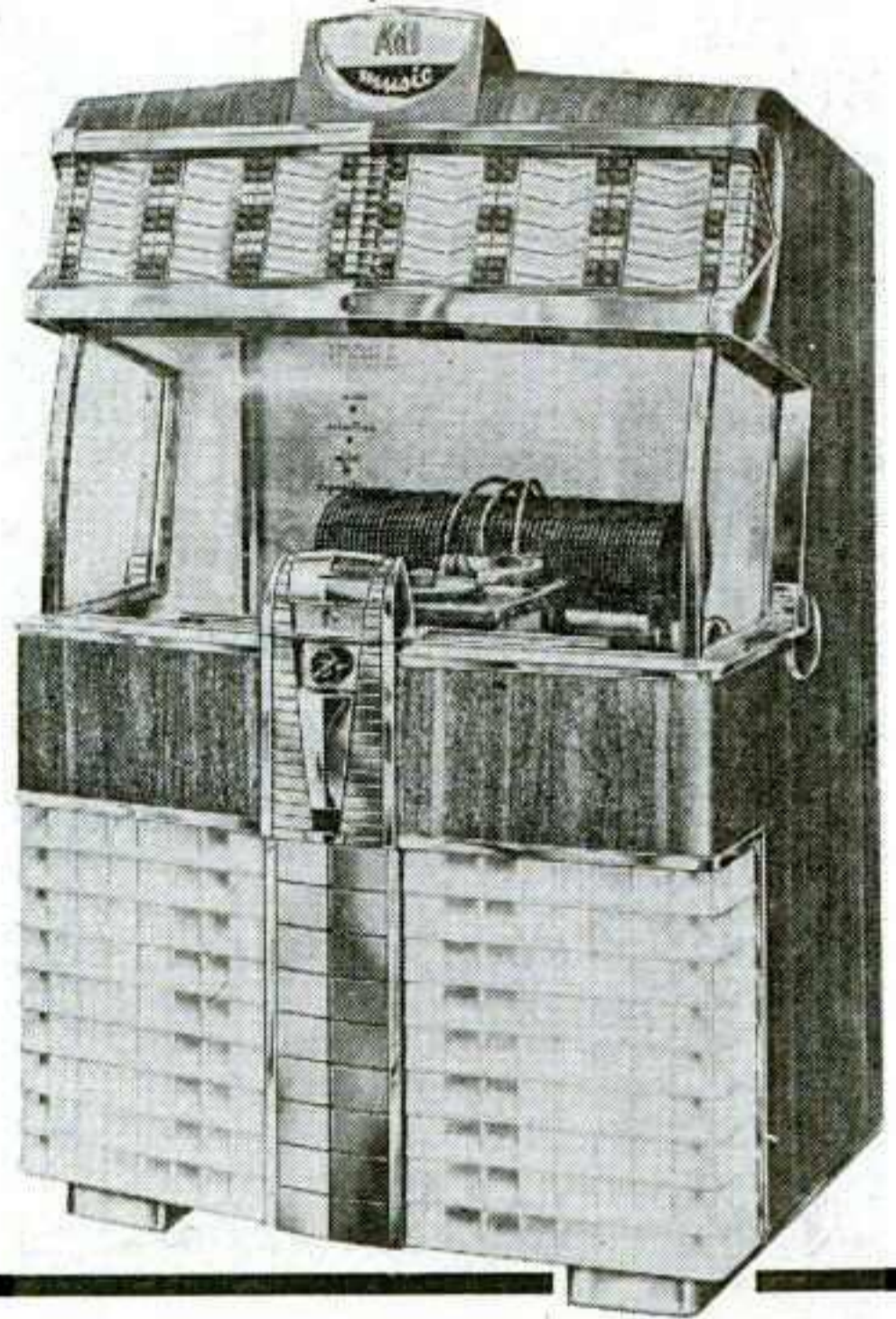
LIEBERMAN MUSIC CO.

257 Plymouth Ave., North Minneapolis, Minn.
Phone: Fillmore 3025



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*Sam Taran
Herb Gorman*



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GRAND OPENING AND SHOWING IN MIAMI, JUNE 16 AND 17—
10 A.M. TO 10 P.M.
* * *
SHOWING ONLY IN JACKSONVILLE—JUNE 14 AND 15

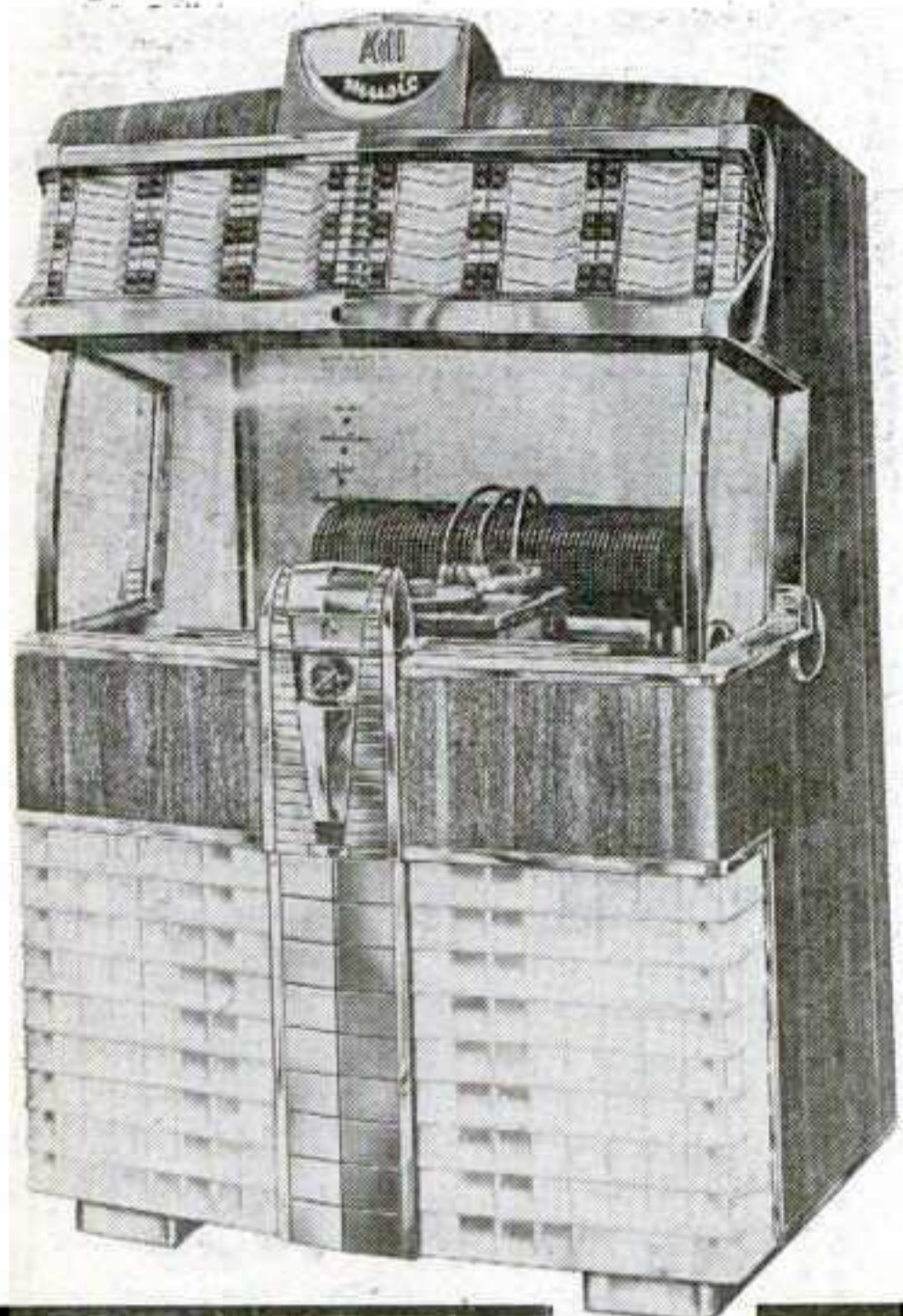
3401 N.W. 36th St., Miami, Florida
Phones: 64-4864, 4865, 4866, 0856
Sam Taran

TARAN DISTRIBUTING, INC.

90 Riverside Ave., Jacksonville, Fla.
Phone: 6-1551
Herb Gorman

"Of all the PHONOGRAPHS we've ever sold, the AMI 'E' is by far the BEST"

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JUNE 14-19, 1953
At Our Showrooms

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Score FIRST with Keeney's DOMINO BOWLER

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BINGO 5 BALLS

Bally BEACH CLUB
Genco SILVER CHEST
"First-Conditioned"

BALLY	
BEAUTY	\$495
PALM BEACH	410
FROLICS	375
ATLANTIC CITY	375
BRIGHT SPOT	285
CONEY ISLAND	285
SPOT LIGHT	275
BRIGHT LIGHTS	195

UNITED	
STARS	\$235
A.B.C.	135

GENCO	
JUMPING JACKS	\$295

KEENEY	
HOLIDAY	\$215
LITE-A-LINE	95

ARCADE

NEW EXHIBIT SPACE GUN
GENCO SKY GUNNER
ABT RIFLE SPORT
EVANS BAT-A-SCORE
ABT CHALLENGER

"First-Conditioned"

SEEBURG SHOOT THE BEAR	\$235
WMS. SUPER WORLD SERIES	225
EXHIBIT JET GUN	195
CHI COIN BAS. KETBALL CHAMP	195
EX. SIX SHOOTER	175
EX. GUN PATROL	175
CHI COIN 4	155
PLAYERS DERBY	155
TELEQUIZ	145
CHI COIN PISTOL	115
CHICKEN SAM	105
RIFLE RANGE	105
RAY GUN	105
BALLY RAPID FIRE	105
CHI COIN GOALEE	95
QUIZZER	95
WMS. QUARTER-BACK	85
UN. TEAM HOCKEY	85
WESTERN B.B. BALL	75
EXHIBIT DALE GUN	65
ABT CHALLENGER	27

CONVERSIONS

IT PAYS TO BUY THE BEST! GENUINE SUPER DELUXE FORMICA TOPS

Absolutely highest quality! Instructions, buffer and strike zones silk screened during manufacturing process. Available for United 2, 4, 5, 6 Players; Keeney, Chicago Coin and Universal games. Complete with cement. 8" & 9" sizes. \$17.50

SHUFFLEBOARD ATTACHMENTS

Keeney 4-PLAYER MATCH BOWLER \$185

NEW ELECTRIC SCOREBOARDS CENTER OVER-HEAD \$125

WALL MODEL \$95

5 BALLS

GOTTLIEB	
CROSSROADS	\$185
NIAGARA	145
ROSE BOWL	139
SPOT BOWLER	125
MERMAID	100
TRIPLETS	75
DOUBLE SHUFFLE	75
KNOCK-OUT	75
BANK A BALL	75
TELECARD	69
SELECT-A-CARD	65

CHICAGO COIN

KING PIN (floor sample)	\$145
FIGHTING IRISH	95
FOOTBALL	75
THING	45

SHUFFLE GAMES

NEW Keeney's 10 Player CLUB BOWLER United CLOVER United CASCADE Chi Coin BOWL-A-BALL

"First-Conditioned"

KEENEY	
DE LUXE LEAGUE BOWLER	\$245
SIX PLAYER	250
BIG LEAGUE BOWLER	185
LEAGUE BOWLER	125

UNITED	
STAR & PLAYER	\$375
SUPER & PLAYER	325
OFFICIAL S.A.	325
DELUXE SIX PLAYER	295
SIX PLAYER	225
FIVE PLAYER	195
FOUR PLAYER	175
TWIN REBOUND	125
SKEE ALLEY	79
SHUFFLE SLUGGER	65

CHICAGO COIN

SIX PLAYER	\$255
BOWLING CLASSIC	75
TROPHY BOWL	75

UNIVERSAL

HIGH SCORE BOWLER	\$115
SUPER TWIN BOWLER	69
TWIN BOWLER	49

GENCO

8 PLAYER SHUFFLE TARGET	\$125
95	

VENDING

KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR

Easy to Service, Quicker Loading, Greater Profits.

RECONDITIONED

Uneda Electric Cigarette Machine, 9 Col.	\$125
Pop Corn Set, Like New	69

Amusement Games

Continued from page 86

	Issue of June 6	Issue of May 30	Issue of May 23	Issue of May 16
Punchy (Chicago Coin)	39.50 75.00	75.00	75.00	75.00
Quarterback (Williams)	85.00 89.50	85.00(3) 89.50	85.00(3) 89.50	85.00 89.50
Quartette (Gottlieb)	185.00 190.00	185.00 190.00	185.00	185.00
Queen of Hearts	235.00	235.00		
Quintette	245.00			
Rag Mop (Williams)			95.00	95.00
Red Shoes (United)	75.00	75.00	75.00	75.00
Robin Hood (Gottlieb)	25.00	25.00		
Rocket		40.00		
Rockette	85.00 95.00	85.00 95.00	85.00	85.00
Rondeevoo (United)		49.50		
Rose Bowl	125.00 135.00	135.00 139.00	125.00 139.00	139.50
	175.00	139.50 175.00	139.50 175.00	
St. Louis (Williams)	39.50 44.50	44.50		44.50
Sally (Chicago Coin)		49.50		
Samba (Exhibit)		49.50	49.50	49.50
Saratoga	39.50 49.50	39.50 49.50	49.50	49.50
Screwball (Genco)	34.50 49.50	34.50 49.50		34.50
Select-a-Card (Gottlieb)		65.00	59.50 65.00	59.50
Serenade (United)		34.50	19.50 34.50	34.50
Shanghai (Chicago Coin)			40.00	
Shantytown (Exhibit)			84.50	84.50
Sharpshooters (Gottlieb)	45.00 49.50	45.00 49.50	45.00 65.00	49.50 65.00
Shoot the Moon		65.00		
Shoo Shoo (Williams)	75.00 90.00	62.50 85.00	85.00 90.00	90.00(2) 119.50
	100.00 119.50	90.00 100.00	119.50	
Show Boat (United)		320.00	375.00 395.00	375.00
Silver Skates (Williams)	220.00 225.00	225.00	235.00	339.00
	235.00			235.00
Skill Pool (Gottlieb)	180.00 210.00	125.00 195.00	195.00(2)	215.00
	215.00	210.00		
Slugfest			139.50	
South Pacific (Genco)	29.50 79.50	40.00 79.50	40.00 79.50	135.00
Spark Plug (Williams)	125.00 175.00		145.00 150.00	145.00
Special Entry (Bally)		49.50	49.50	49.50
Sportsman (Williams)	75.00 110.00	75.00	75.00 110.00	75.00
Spot-Bowler (Gottlieb)	90.00 115.00	115.00 119.50	119.50(2)	119.50(2)
Spot-Lite (Bally)	195.00 210.00	215.00 225.00	250.00(2)	260.00 285.00
	225.00	250.00(4)	275.00 285.00	295.00(3)
	250.00(4)	275.00(3)	290.00	300.00
	295.00(2)	285.00(2)	295.00(4)	
	310.00	295.00(2)	310.00	
Springtime (Genco)			75.00	
Starlite		220.00		
Stars (United)	250.00 260.00	195.00 255.00	265.00(2)	265.00(2)
	275.00(4)	265.00	275.00(3)	295.00 325.00
	279.50	275.00(3)	279.50	
Steeple Chase (United)		119.50		

(Continued on page 90)

BINGO GAMES

Ready for Locations at Lowest Prices

EACH	
2 Beauties	\$475.00
2 Frolics	340.00
2 Palm Beaches	345.00
6 Atlantic Cities	330.00
8 Spot Lites	210.00
5 Coney Islands	225.00
1 Bright Light, D.S.	150.00
1 United Bolero	165.00

1/3 Deposit, Balance C.O.D.
Marmer Dist. Co.
300 W. Court St., Cincinnati 2, Ohio
Phone DUbar 5152

BINGOS

3 BRIGHT SPOTS	\$240.00
2 CONEY ISLANDS	250.00
2 SPOTLITES	250.00
5 FROLICS	375.00

These machines have been shipped and are clean in appearance.
1/3 Deposit, please.
KAW SPECIALTY CO.
1137 Osage Ave., Kansas City, Kansas.

BALLY BEAUTY	\$474.50
PALM BEACH	364.50
ATLANTIC CITY	339.50
CONEY ISLAND	239.50
TURF KING	69.50

1/3 Dep., Balance Sight Draft.
KRAMER DIST. CO.
729 Camp St., New Orleans, La.
Tel.: Tulane 4720

GIVE TO THE RUNYON CANCER FUND

FIRST DISTRIBUTORS

American Bankshot Shuffleboard \$275

Joe Kline & Wally Finks
1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3)
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.
Per word \$.20
3 or more CONSECUTIVE or 26 insertions, per word18
52 CONSECUTIVE insertions, per word16

DISPLAY CLASSIFIED (Minimum \$6)
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per agate line \$1.00
3 or more CONSECUTIVE or 26 insertions, per agate line95
52 CONSECUTIVE insertions, per agate line90
1 inch equals 14 agate lines.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

SHUFFLE BOWLERS	
2 Pl.	\$110.00
3 Pl.	160.00
5 Pl. with Formica	185.00
6 Pl. Original	190.00
6 Pl. with Formica	215.00
6 Pl. DeLuxe	245.00
6 Pl. Supers	285.00
6 Pl. 10th Frame	375.00
C.C. & Pl. Bow-a-Ball	275.00
Genco Target Skill	95.00
Bally Base Ball	75.00
Bally Speed Bowler	45.00
C.C. Horse Shoes	100.00
Got. Bowlettes	40.00

MUSIC	
AMI A	\$275.00
AMI B	375.00
Mills Constellation	150.00
Rock-Ola 46	125.00
Rock-Ola 48	125.00
48 Magic-Glow	295.00
Seaburg 46	125.00
Seaburg 47	150.00
Seaburg 100-A	585.00
Seaburg 100-B	75.00
Wurlitzer 1015	150.00
Wurlitzer 1100	395.00
Wurlitzer 1080	150.00

BINGOS	
Gold Nuggets	\$300.00
Atlantic Cities	375.00
A.B.C.	95.00
Beauties	485.00
Boleros	175.00
Brite Lites	190.00
Brite Spots	250.00
Coney Islands	240.00
Genco 400	175.00

ARCADE EQUIPMENT	
Auto Photo	\$2300.00
Astroscope	125.00
Rodios, new	425.00
Spot Lites	245.00
Show Boat	375.00
Stars	275.00
Zingo	125.00
Jumping Jacks	250.00

UPRIGHT GAMES	
Golden Nuggets	\$335.00
Genco 400	195.00
Genco Jumper	275.00

RIDES—USED	
Lane's Miss America	\$575.00
Hot Rods	425.00
Leaping Lion	425.00
Midget Racer	425.00

VENDORS	
4 to 20	\$14.20 each
24 to 44	14.00 each
48 to 96	13.75 each
100 or more	13.20 each

4 Craig Ice Cream Vendors \$250.00 ea.

ONE OR FIVE BALLS
Futurities \$220.00
Turf Kings 75.00
Winners 49.00
Champions 40.00
Photo Finish 39.00
Across the Board 225.00

All merchandise factory reconditioned.

Terms: 1/3 deposit with all orders, balance C.O.D.

AMI Distributors for Northern Ohio NOW DELIVERING MODEL D

Cleveland Coin MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

HERE! HERE! ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO

BINGO GAMES	
Atlantic City	\$350.00
Bally Beauty	495.00
Spot Light	250.00
Coney Island	250.00
Brite Spot	250.00
Palm Beach	395.00
Bright Lights	175.00

MUSIC	
1422 Rock-Ola	\$119.50
1426 Rock-Ola	149.50
H148M Seaburg	199.50

PIN BALLS	
Gott. Rose Bowl	\$139.50
Gott. Triplets	95.00
Gott. Spot Bowler	119.50
Gott. 4 Horsemen	129.50
Gott. Sharpshooter	65.00
Williams Nifty	89.50

20 National Electric Cigarette Machines, \$99.50 Ea.

WRITE—WIRE—PHONE
CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. High St. Columbus 15, Ohio Phone: ADams 7254

Business Opportunities

Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector, Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Parts, Supplies & Services

1¢-5¢ CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD.

Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Vendors, \$1 ea. 3 Vendors, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ to 50¢, 85¢ per M; 10,000 or more, 80¢ per M.

ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

TAB GUM—MIN. 25 BOXES.
All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab (200 ct.), 90¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.20.

Routes for Sale

For Sale—Old established Coin Machine Route in Baton Rouge, La. 38 Phonographs, mostly 45 Seaburgs, balance 1400 and 1450 Wurlitzer; some Bingo Games, mostly Beach Club. All on top location showing above national weekly average; pays off well. Price \$45,000; will consider down payment, 3 years for balance; reason for selling, too many irons in the fire. Phone 54102, Dalton Novelty Co., 4611 Mohican St., Baton Rouge, La.

Used Coin-Operated Equipment

Chicoin Pistol, \$95; Six Shooter, \$150; All Star, \$60; Hy-Roll, \$50; Twin Shuffle-Cade, \$135; Shuffle Targets, \$40; Shuffle Line, \$50; Hook Bowlers, \$50; Univ. Hi Score, \$95; Keeney 2 Player, \$50. Wisconsin Novelty Co., 3733 N. 7th St., Milwaukee 3, Wisc.

Wanted to Buy

Cash for Coin Radios; please send details, best prices. Box 635, The Billboard, Chicago 1, Ill.

Stamp Folders, direct from manufacturer;

unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

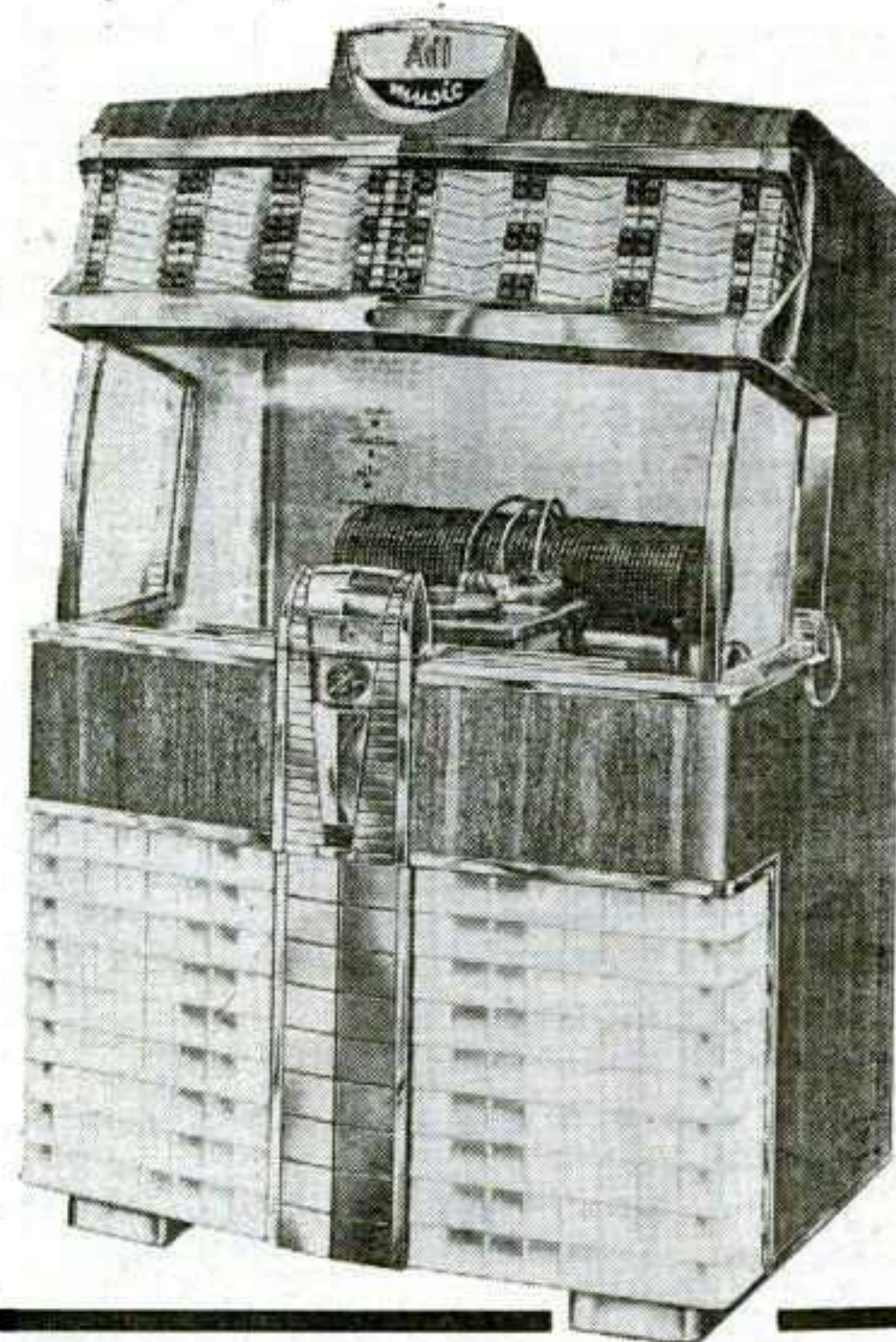
when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

Trade 48 Model Seaburg Hideaway H148M, 14 boxes W156 Wireless, 2 Tear Drop Speakers, all A-1, for latest Free Ball Gottlieb. Columbia Amusement Arcade, 1333 Main St., Columbia, S. C.

Wanted—Late Model Bowling Games; state quantity, condition and best price. Perkins, 4322-24 N. Western Ave., Chicago 18, Ill. Phone: JUNiper 8-1814.



**“Of all the PHONOGRAPHS
I’ve ever sold, the AMI ‘E’
is by far
the BEST”**
Jake Friedman



**Come in and see for Yourself
during “E” WEEK
JUNE 14-19, 1953**

FRIEDMAN AMUSEMENT CO.

441 EDGEWOOD AVE., S.E.

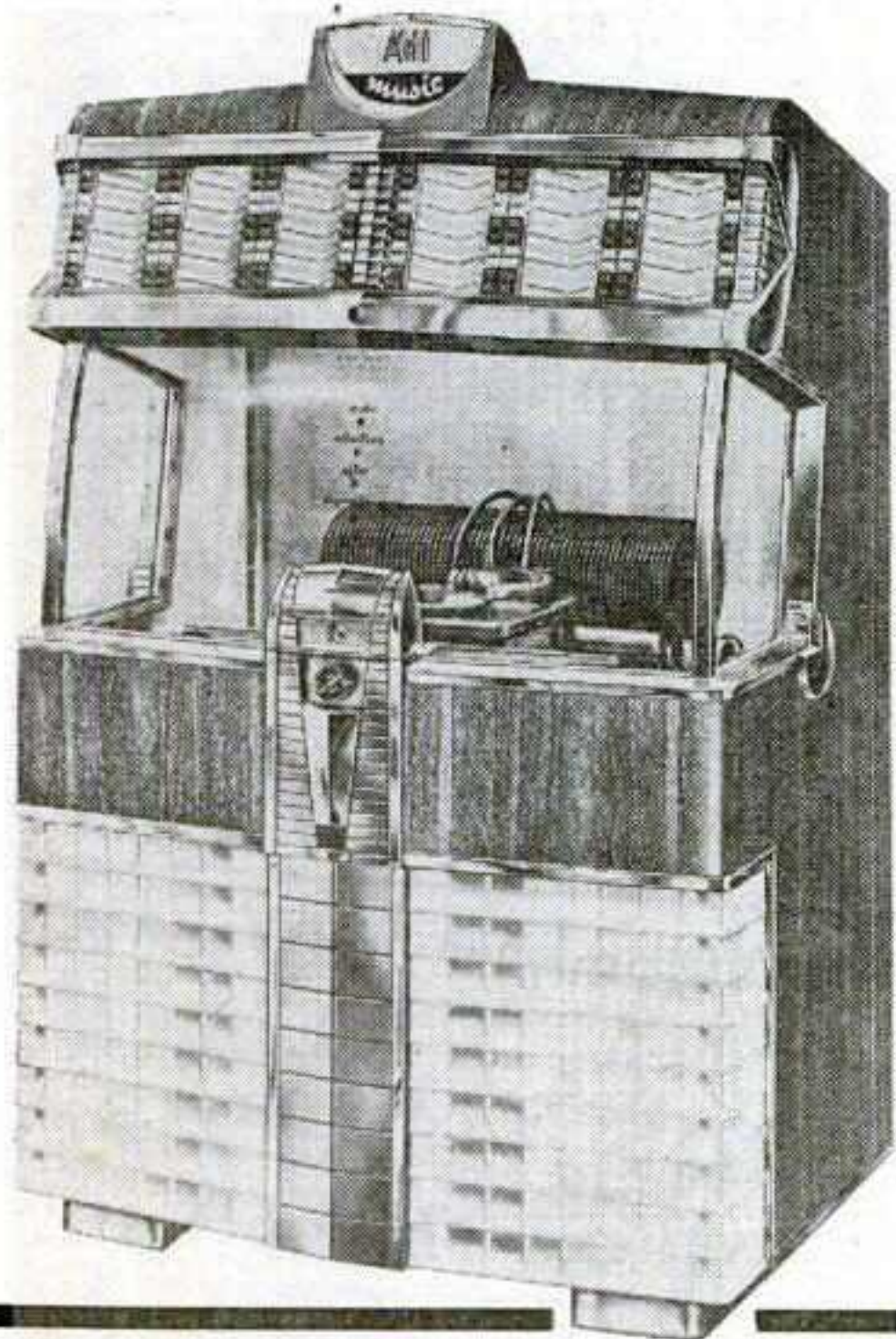
Phone: LaMar 7511

ATLANTA, GEORGIA

**“Of all the PHONOGRAPHS
I’ve ever sold, the AMI ‘E’
is by far
the BEST”**



Herman Paster



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during “E” WEEK
JUNE 14-19, 1953**

PASTER DISTRIBUTING CO.

2606 W. FOND DU LAC AVE.

Phone: Hilltop 4-5425

MILWAUKEE 6, WIS.



WE EXPORT

- PIN GAMES
- MUSIC MACHINES

Joe Ash

We are one of the leading exporters of coin-operated equipment. Our reputation was EARNED—by honest effort—by delivering only quality equipment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention.

We are exclusive
WURLITZER DISTRIBUTORS
in Delaware—3. Jersey—
5. E. Pennsylvania

ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad Street Philadelphia 30, Pa.
Phone: FRemont 7-4495

"You can ALWAYS depend on Active ALL WAYS!"

**SAVE MORE MONEY—
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

Amusement Games

Continued from page 88

	Issue of June 6	Issue of May 30	Issue of May 23	Issue of May 16
Stop and Go (Genco).....	70.00	70.00 89.50	70.00 89.50	70.00 79.50
Summer Time (Gottlieb)....	34.50 49.50	34.50 59.50	59.50	34.50 59.50
Sunshine Park (Bally).....	300.00 335.00	295.00	335.00	
Super Hockey.....	59.50	59.50		\$59.50
Super World Series (Williams).....	175.00 200.00	225.00	\$225.00	195.00 225.00
Sweetheart (Williams).....	225.00	39.50		
Tampico (United).....	64.50 79.50	64.50 79.50	79.50	64.50 79.50
Tahiti (Chicago Coin).....	60.00	65.00	65.00	69.00
Telecard (Gottlieb).....	25.00 69.00	69.50	69.00	
Tennessee (Williams).....	29.50 49.50	29.50	29.50	29.50
Texas Leaguer (Keeney)....	49.50 69.50	49.50 50.00	49.50 50.00	20.00 49.50
Thing (Chicago Coin).....	45.00 89.50	45.00 89.50	45.00 89.50	89.50
Three Feathers (Genco).....	64.50(2)	64.50(2)	64.50	64.50
Three Musketeers (Gottlieb)...	85.00	74.50 85.00	74.50	74.50
3-4-5 (United).....	75.00	125.00	135.00	135.00
Thrill (Chicago Coin).....	29.50	29.50 30.00	30.00	29.50
Touchdown (United).....				165.00
Trade Winds (Genco).....	29.50	29.50	29.50	29.50
Trinidad (Chicago Coin)....	70.00 95.00	45.00	45.00	
Triplets (Gottlieb).....	100.00(2)	74.50(2)	74.50 95.00(2)	74.50 95.00(2)
		100.00(2)	100.00	
		125.00		
Tri-Score (Genco).....	89.50	89.50	89.50	89.50
Tumbleweed (Exhibit).....	74.50 75.00	75.00	65.00 75.00	65.00 75.00
Turf King (Bally).....	49.50 65.00	75.00(3) 95.00	75.00(2) 95.00	75.00(3) 95.00
	75.00 90.00	125.00 149.50	125.00 145.00	149.50
	125.00 149.50		149.50	
Tucson (Williams).....	44.50	44.50		44.50
Twenty Grand.....	195.00-210.00			
Utah (United).....	84.50	84.50	84.50	84.50
Virginia (Williams).....	49.50	49.50		
Watch My Line (Gottlieb)...	75.00	75.00	75.00 85.00	85.00
Whirl-A-Ball.....		115.00	22.50	
Whizz Kid (Chicago Coin)...				114.50
Wild West (Gottlieb).....			165.00	
Winner (Universal Industries).....	60.00 99.50	49.00 55.00	49.00 55.00	49.00 65.00
		65.00 99.50	65.00 99.50	99.50
Wisconsin (United).....	34.50	20.00 25.00	25.00	34.50
		34.50		
Wizard.....	49.50	49.50		49.50
Yanks (Williams).....	175.00	175.00	125.00 175.00	40.00 175.00
Zingo (United).....				

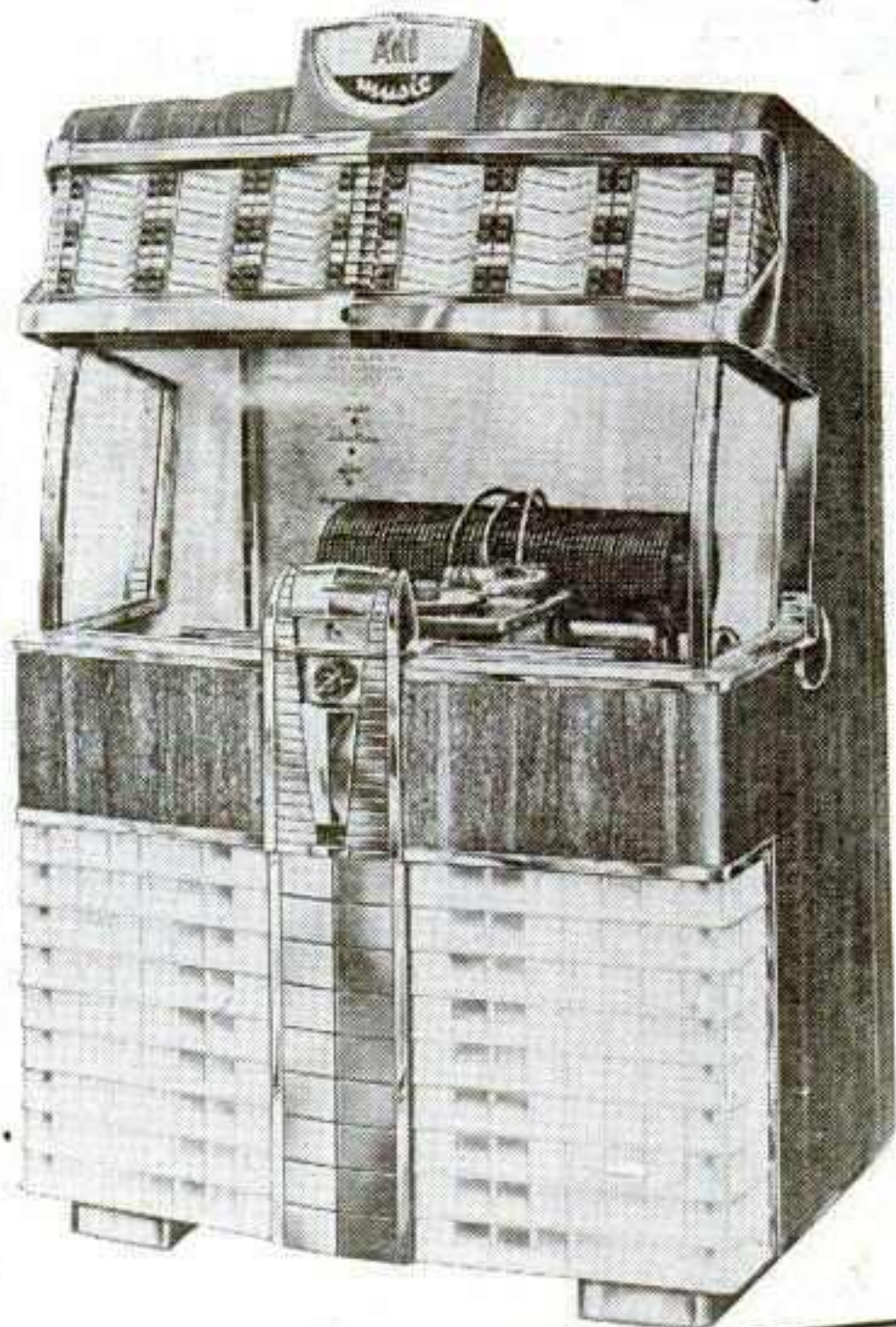
Arcade Equipment

	Issue of June 6	Issue of May 30	Issue of May 23	Issue of May 16
Ace Bomber (Mutoscope)....	\$195.00	\$195.00	\$195.00	\$195.00
Air Raider (Keeney).....	100.00 125.00	115.00 125.00	115.00 125.00	50.00 115.00
All Star Hockey.....		69.50	69.50	69.50
Astroscope, 10c.....		125.00	125.00	125.00 195.00
Auto Races (Exhibit).....				100.00
Auto-Shoot.....	325.00 495.00	325.00	325.00	325.00
Automobile Kiddie Rides....				395.00
Ball Grip.....	75.00	85.00	85.00	85.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Big Inning (Bally).....	149.50	149.50 150.00	149.50 150.00	149.50 195.00
Botascore (Supreme).....		95.00	95.00	95.00
Blow Ball.....	75.00			35.00
Bomber.....	65.00	65.00	65.00	65.00
Boomerang.....	40.00	45.00 59.50	45.00 59.50	45.00 59.50
Bomb Hit.....				24.50
Cannon Shocker.....				10.00
Career Pilot.....		100.00	100.00	100.00
Challenger (ABT).....	29.50	27.50 29.50	27.50 29.50	20.00 29.50
Chicken Sam (Seeburg)....	105.00 150.00	105.00(2)	105.00(2)	105.00(2)
		150.00	150.00	110.00 150.00
Cupid's Wheel.....				149.50
Dale Gun (Exhibit).....	65.00(2) 94.50	65.00(2) 75.00	55.00 59.00	65.00(2) 75.00
		94.50	65.00(2) 75.00	94.50
Deluxe Athletic Scale (Mercury).....				40.00 79.50
Derby, 4 Player (Chicago Coin).....	155.00 195.00	155.00 195.00	155.00 195.00	155.00 195.00
	295.00	295.00	295.00	295.00
Drivemobile.....				75.00 175.00
Drop Kick (Mutoscope)....				100.00
Drop Picture Machine.....	42.50	42.50	42.50	42.50
Electric and Grip Tests....	79.50	79.50	79.50	79.50
Electricity Is Life.....	129.50	129.50	129.50	129.50
Fists Slicker.....	125.00	125.00(2)	125.00(2)	50.00 125.00
Flash Hockey (Coinex)....	75.00	75.00	75.00	75.00(2)
Flying Saucer (Mutoscope)...		150.00	150.00	150.00
Field Goal (Scientific)....	175.00(2)	175.00	175.00	175.00
Glider.....				45.00
Goalie (Chicago Coin).....	95.00 115.00	95.00 115.00	95.00 115.00	40.00 95.00
	119.50	119.50	119.50 125.00	115.00 119.50
		125.00(2)		125.00
Sun Patrol (Exhibit).....	175.00(2)	175.00 185.00	175.00	175.00
Gypsy Fortune Teller.....				40.00
Gypsy Palmist.....		90.00	90.00	90.00

(Continued on page 92)



"Of all the PHONOGRAPHS I've ever sold, the AMI 'E' is by far the BEST"
Walt Huber



Come in and see for Yourself during "E" WEEK
JUNE 14-19, 1953
At Our Showrooms

HUBER DISTRIBUTING CO.

1118 HOWARD ST. SAN FRANCISCO 3, CALIF.
PHONE: UNDERHILL 3-2202

1933
DAVID ROSEN
20th ANNIVERSARY
1953

FOR **REAL BUYS**
Send Today for Our Complete Price Lists

DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

CLOSE OUTS

- RECONDITIONED LIKE NEW
- CONY ISLANDS \$305.00
 - LEADERS 300.00
 - HOLIDAYS 235.00
 - LITE-A-LINES 95.00
 - HOT RODS 40.00
 - CITATIONS 25.00
 - GENCO 400's (see below) ... 225.00
 - FROLICS 350.00

The Genco 400's now perfected better than Jumpin' Jacks, Gold Nugget or latest Bingos. You try 3 weeks and return if not satisfied. We refund full purchase price.
1/2 deposit, balance C.O.D.

W. E. KEENEY MFG. CO.
5229 So. Kedzie Ave., Chicago 49, Ill.
Tel.: Hemlock 4-3844

- BEAUTY \$495.00
- PALM BEACH 415.00
- FROLIC 395.00
- ATLANTIC CITY 395.00
- CONY ISLAND 275.00
- SPOT LITE 250.00
- BRITE SPOT 225.00
- BRIGHT LIGHT 175.00
- UNITED CIRCUS 395.00
- UNITED STARS 275.00
- UNITED LEADER 250.00
- HAY BURNER 149.50
- KEENEY CONVERSION (for long board) 225.00
- GENCO SCOREBOARD 95.00

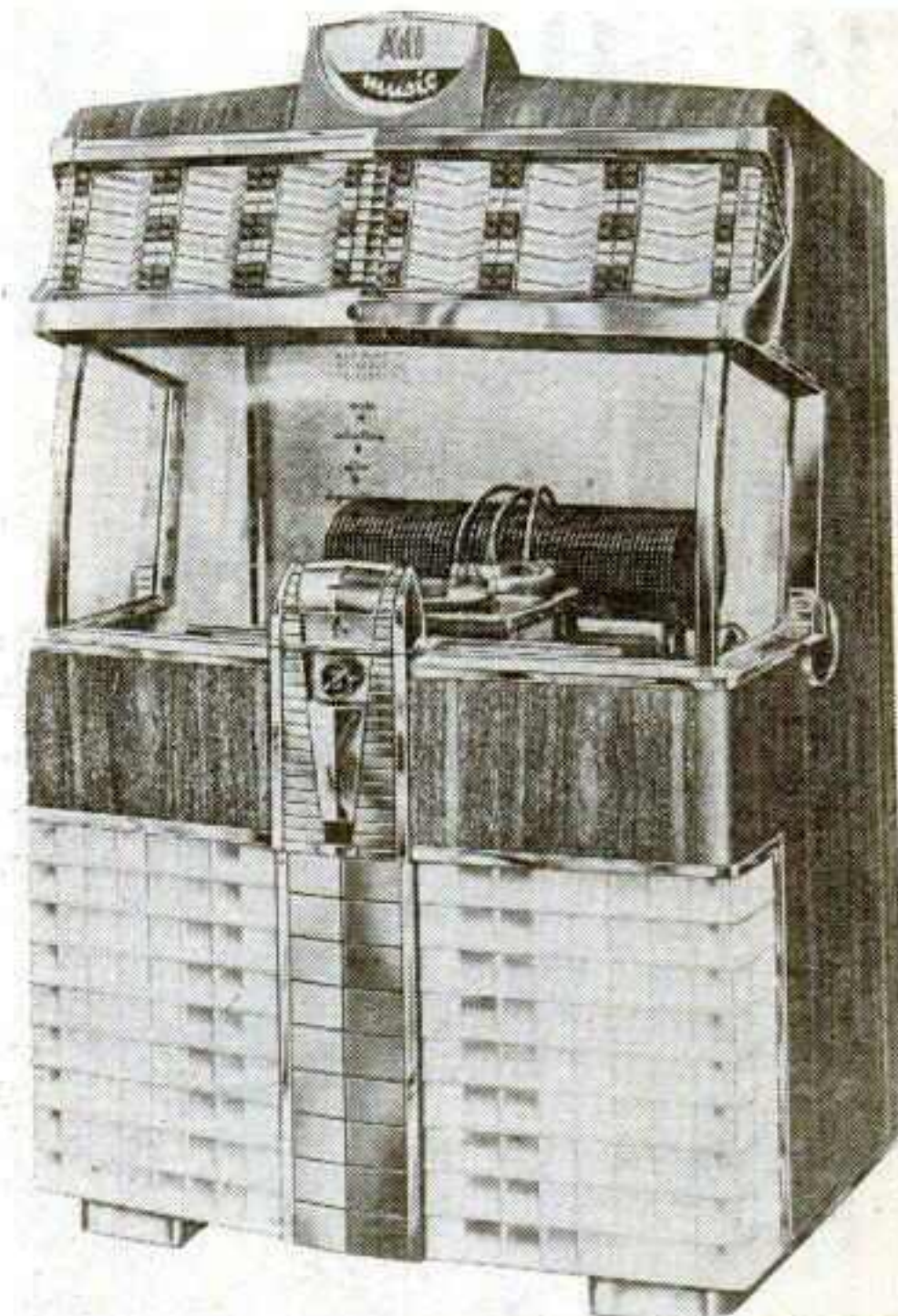
All games reconditioned.
UNIVERSITY COIN MACHINE EXCHANGE
854 N. High St. Columbus 8, Ohio
Tel.: University 6900

COBRA CARTRIDGES

Realigned and Resurfaced. 75¢ each.
ORIGINAL PERFORMANCE GUARANTEED.
ANTEED. 10 Days' Service Via Air Mail.
ELECTRONIC INDUSTRIES
P. O. Box 2008, Mesa, Arizona

"Of all the Phonographs I've ever sold, the AMI 'E' is by far the BEST"

Al Bergman



Come in and see for Yourself during "E" WEEK
JUNE 14-19, 1953
At Our Showrooms

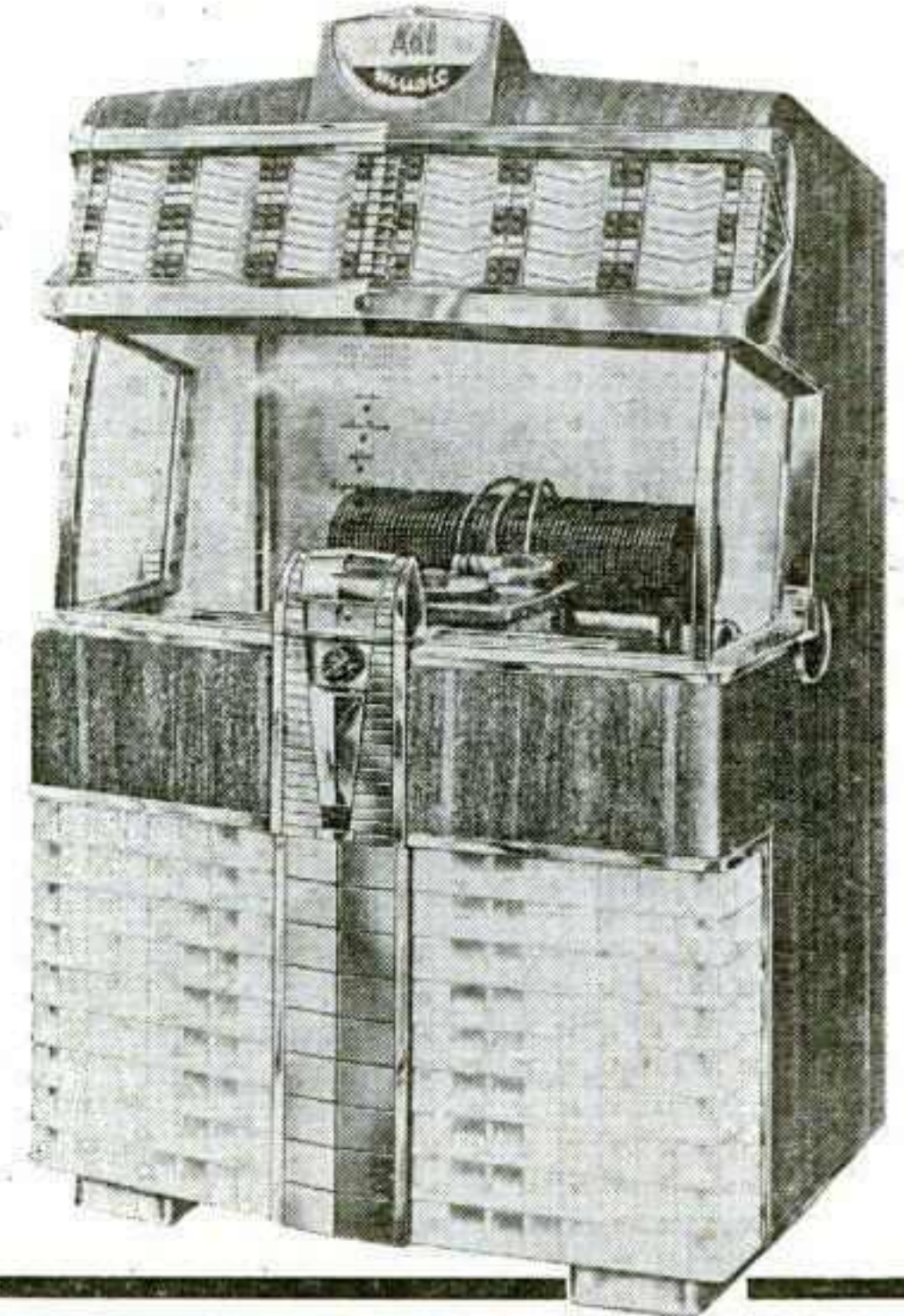
SHELDON SALES, INC.

Exclusive Distributors for AMI, Bally, United, Gottlieb, Williams in New York State and Erie County, Pa.
881 MAIN STREET, BUFFALO 3, NEW YORK. PHONE: LINCOLN 9106



“Of all the PHONOGRAPHS I’ve ever sold, the AMI ‘E’ is by far the BEST”

Pete Geritz



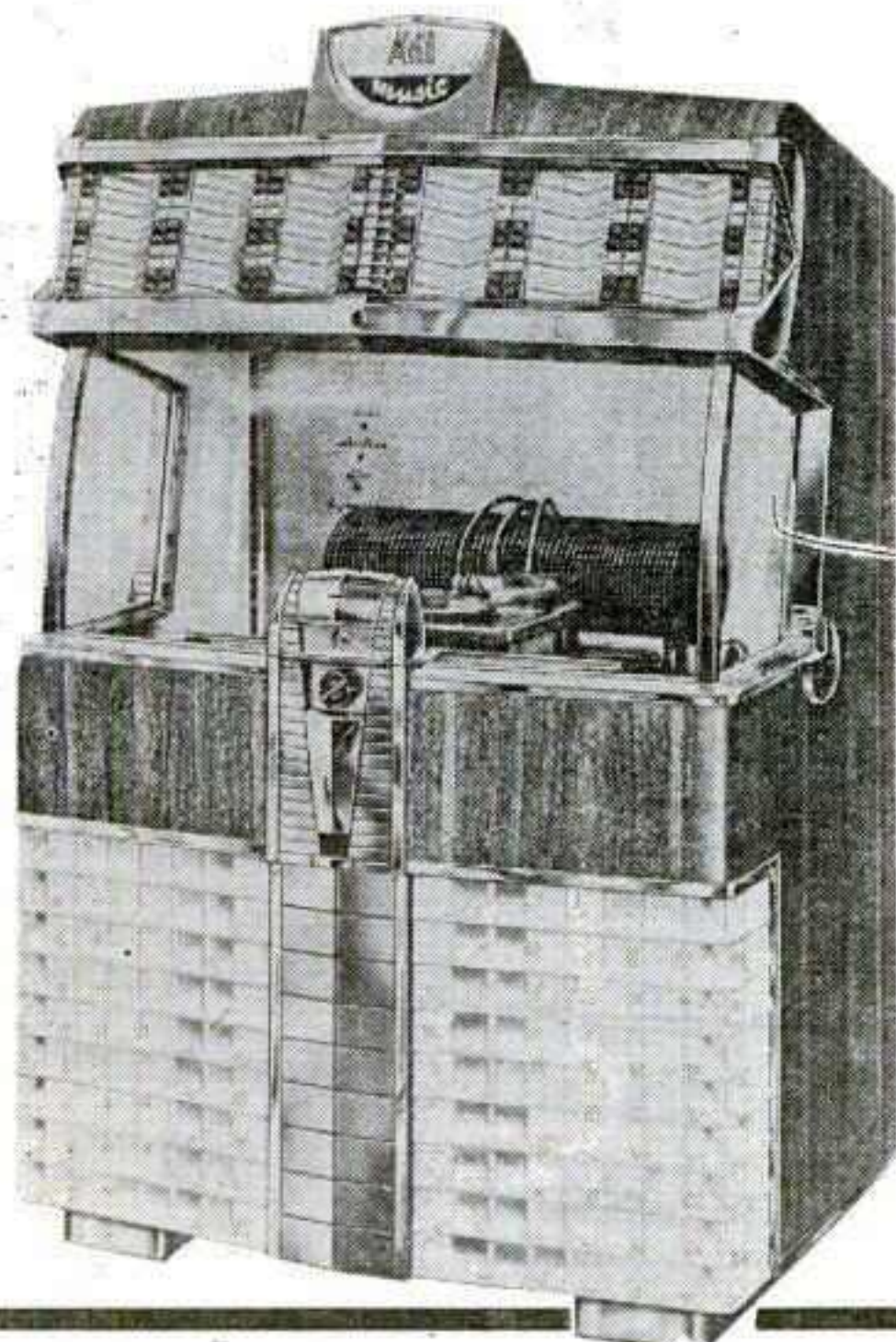
Come in and see for Yourself during "E" WEEK
JUNE 14-19, 1953
WE HAVE EVERYTHING FOR THE OPERATOR
• ONE STOP RECORD SERVICE
• USED EQUIPMENT
• PARTS
• SUPPLIES
Let Us Serve You . . . BETTER

MOUNTAIN DISTRIBUTORS
3630 DOWNING STREET Phone: Main 6104 DENVER, COLORADO

“Of all the PHONOGRAPHS we’ve ever sold, the AMI ‘E’ is by far the BEST”



*Mel Hammer
Mark Blum*



Come in and see for Yourself during "E" WEEK
JUNE 14-19, 1953

UNITED DISTRIBUTORS, INC.
513 E. CENTRAL Phone: 4-6111 WICHITA, KANSAS

Bally Assigns 3 To Donan School

CHICAGO, June 6.—Three top-flight engineers have been assigned to conduct the Bally service school at the Donan Distributing Company headquarters here June 16-18.

Don Moloney, Donan general manager, stated that "advance enrollments for the three-day school were coming in so heavy that we had to revise our plans and ask Bally for three service engineers." Those assigned are Bob Breither, chief field engineer; Paul Calamari and Henry Brown, chief trouble shooter at the main Bally plant. He added: "Our own service engineer, Norm Paskon, who gained his experience working on the Bally production line, will be kept busy."

Operators and servicemen have been invited to attend all three days if their schedules permit, to each day's program will offer a complete brush up on the servicing of Bally games and kiddie rides. The sessions will start at 10 a.m., and run thru 4 p.m., with a noon break for a buffet lunch.

MALMO, Sweden, June 6.—The first of 40 coin-operated baggage lockers have been installed here in the Central railroad station. Harry Holmdahl, director of the firm operating the machines, said that additional units were to be set up.

The machines operate in the same fashion as lockers in America, but also provide \$100 insurance against theft or fire damage. Cost is 5 cents for 24-hour storage.

Arcade Equipment

Continued from page 90

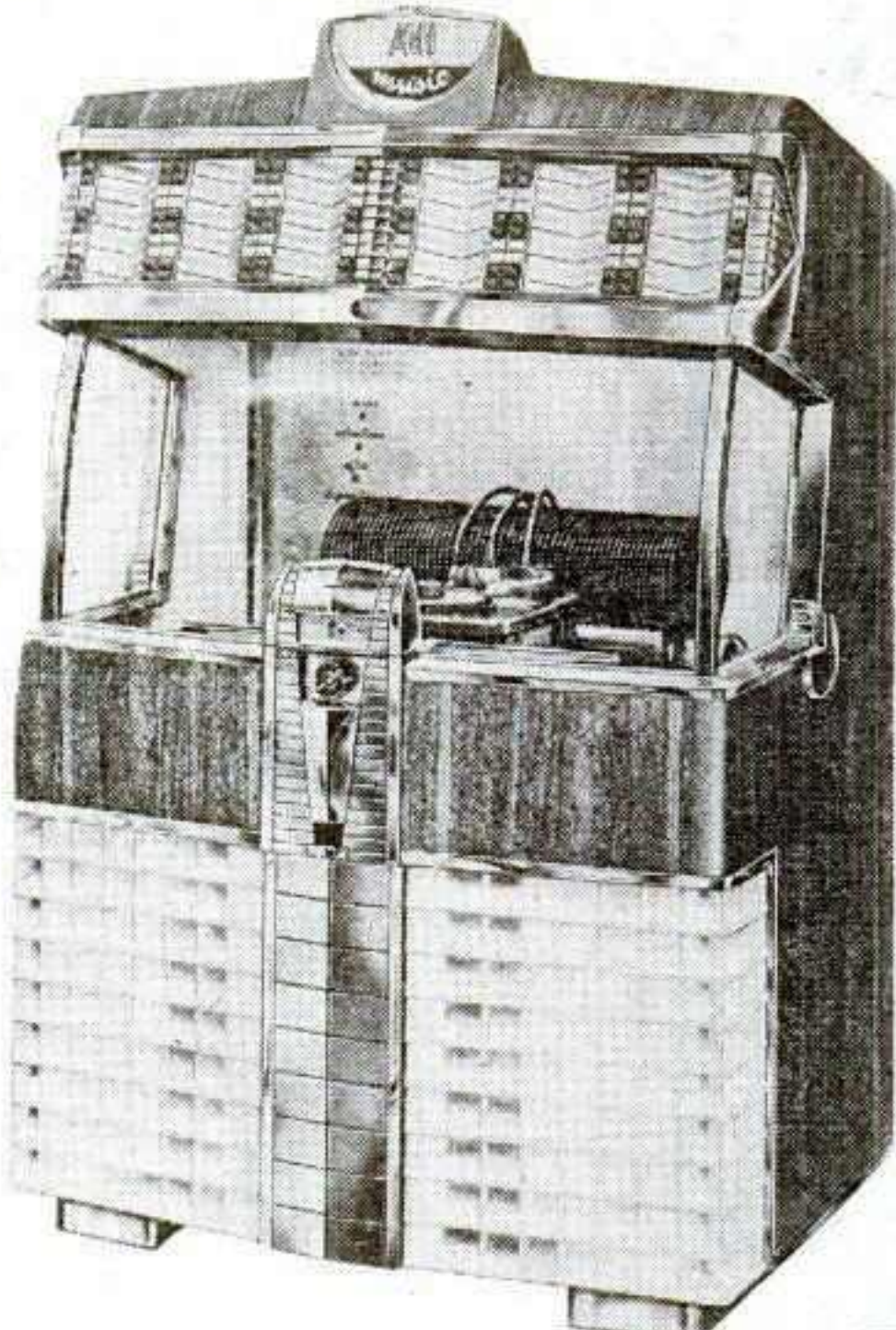
	Issue of June 6	Issue of May 30	Issue of May 23	Issue of May 16
Heavy Hitter (Bally).....	49.50	69.50	49.50	65.00
Hi Ball Striker (Exhibit)....			69.50	69.50
High Ball			89.50	89.50
Hockey Chicago Coin.....	49.50	49.50	75.00	49.50
Hoot Mon Golf				40.00
Horoscope (Mutoscope)				25.00
Jet Gun (Exhibit).....	195.00(2)	200.00	110.00	50.00
Jitters (Exhibit).....		195.00	185.00	195.00
Kicker & Catcher		225.00(2)	225.00(2)	100.00
Kissometer (Exhibit).....			195.00	125.00
K O Fighter.....	140.00	150.00	150.00	10.00
Knotty Peek			195.00	18.50
Lite League.....	90.00	99.50	90.00	99.50
Love Clinic.....		40.00		25.00
Love Meter (Exhibit).....	39.50	39.50	39.50	90.00
Love Pilot (Mutoscope).....		75.00		99.50
Magic Hand				100.00
Magic Heart				100.00
Metal Typer				175.00
Midget Movies.....	295.00	225.00	295.00	225.00
Midget Ski Ball (Chi Coin)...	165.00	195.00	165.00	295.00
Model F (ABT).....			125.00	165.00
Mystic Pen				20.00
Night Bomber (Success).....	145.00			
Panorams	250.00	295.00	275.00(2)	195.00
Periscope			295.00(2)	175.00
Photomatic (Mutoscope)...	250.00		90.00	275.00(2)
Pikes Peak.....	29.50	29.50	29.50	25.00
Pistol Pete (Chicago Coin)...	90.00	115.00	75.00	90.00
Pitch 'Em & Bat 'Em (Scientific).....	195.00	185.00	185.00	100.00
Pokerino (Scientific).....	99.50	75.00	85.00	185.00
Pony Express (Exhibit).....		75.00	75.00	85.00
Pool (Scientific).....	75.00	75.00	75.00	99.50
Pool Table (Edelco).....			75.00	200.00
Punch-A-Ball (Genco).....				75.00
Punching Bag (Mutoscope)...			195.00	15.00
Q-Ball (Scientific).....	95.00(2)	95.00(3)	95.00(3)	75.00
Quizzer				50.00
				95.00(3)

	Issue of June 6	Issue of May 30	Issue of May 23	Issue of May 16
Rapid Fire (Bally).....	105.00	125.00	105.00	105.00
Recordio (Wilcox-Gay).....	165.00	125.00	165.00	125.00(2)
Rifle Range Ray Gun.....	105.00	105.00	105.00	105.00
Shipman Art Show.....	219.50	235.00	219.50	225.00
Shoot the Bear (Seeburg)....	269.50	235.00	249.50	225.00(2)
		269.50	235.00	249.50
Shoot the Monk Rifle Range..	50.00	50.00		269.50
Shoot-to-Tokyo.....				219.50
Silver Bullet (Exhibit).....		125.00	125.00	225.00(2)
Silver Gloves.....	175.00	250.00	250.00	75.00
Six Shooter (Exhibit).....	135.00	150.00	135.00	125.00
	160.00	175.00	165.00(2)	250.00(2)
		175.00(2)	175.00(2)	175.00(2)
Skee Ball (Wurlitzer).....	85.00	85.00	150.00	150.00
Skee-Ball-Ette (Gottlieb)....				50.00
Ski Roll (Evans).....				50.00
Spill Gun (ABT).....	39.50	39.50	39.50	125.00
Sky Fighter (Mutoscope)....	\$195.00	\$125.00	\$195.00	\$125.00
Solar Horoscope.....				\$75.00
Star Series (Williams).....	75.00(2)	139.50	75.00	100.00
Sub Gun (Keeney).....	120.00	125.00	125.00	100.00
Target Skill (Genco).....			95.00	95.00
Team Hockey (United).....	85.00	85.00	85.00	85.00
Telequiz	125.00	169.50	115.00	100.00
			125.00(2)	125.00(2)
			169.50	169.50
Ten Pins (Rock-Ola).....	99.50	99.50	99.50	99.50
Ten Strike (Evans).....		75.00	75.00	50.00
Three Glamour Rating.....				50.00
Three Wheels of Love.....				50.00
13-Way Athletic Scale (Mercury).....				79.00
Tommy Gun (Evans).....		99.50	99.50	99.50
Undersea Rider (Bally)....		95.00	95.00	125.00
View-A-Scope.....	39.50	39.50	39.50	95.00
Voice-o-Graph (Mutoscope)...	525.00	425.00	525.00	425.00
Western Baseball.....	75.00	75.00	85.00	595.00
			75.00	525.00
Wheel 'ee Mystic.....		85.00		595.00
Zodi Fortune Teller.....				75.00
				85.00
				350.00

AD MEN OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE

"Of all the Phonographs I've ever sold, the AMI 'E' is by far the BEST"

Al Wallace



Come in and see for Yourself during "E" WEEK JUNE 14-19, 1953 At Our Showrooms

WALLACE DISTRIBUTING CO.

205 NORTHEAST FIRST AVE.

MINERAL WELLS, TEXAS

PHONE: 216

HARTFORD, Conn., June 6.—The executive staff of Veeder-Root, manufacturers of counting and computing devices for coin machines, honored Miss Almira Stone at a testimonial dinner at the Hartford Club this week. It marked her 40th year with the company.

ARCADE and LOCATION EQUIPMENT and SUPPLIES

Now Delivering 1953's Most Exciting Machines Air Hockey

Lots of fun, action and skill with a thrill... offensive and defensive play... 2 player console cabinet... automatic cumulator scoring. Floor space 2'x4'.

- Auto Atomic Bomber..... \$125.00
- Auto Ace Bomber..... 125.00
- Bally Torpedo..... 95.00
- Bally Undersea Raider..... 125.00
- Chicken Sam and Con..... 110.00
- Evans Tommy Gun..... 125.00
- Keeney Submarine..... 95.00
- Ex. Silver Bullet..... 175.00
- Muto and Seeburg Hockey..... 85.00
- Lite-A-League Baseball..... 75.00
- 10 Strike..... 75.00
- Western Baseball..... 85.00

Munves Rebuilt Machines Look and Work Like New Complete Line of Parts and Supplies 1953 Catalog 200 Illustrations FREE

MIKE MUNVES 577 Tenth Ave. (at 42nd St.) New York 15, N.Y. BRyant 9-6677

41 YEARS SERVICE - EST. 1912

IN STOCK!

RECONDITIONED

- FROLICS..... \$360
- ATLANTIC CITY..... 375
- SPOT LIGHT..... 265
- ONEY ISLAND..... 255
- BRIGHT SPOT..... 255
- BRIGHT LIGHTS..... 185
- UN. SHOW BOAT..... 325
- UN. STARS..... 265
- CHI. COIN CHAMPION..... \$ 64
- WMS. DREAMY..... 69
- GOTT. BOWLING CHAMP..... 49
- UNIV. TWIN BOWLER..... 49
- UN. TWIN REBOUND, formica..... 135
- UN. 5 PLAYER, formica..... 210
- UN. 6 PLAYER, formica..... 235
- EASTN. ELEC. CIG. VEND..... 129
- NATL. 7-COL. CANDY VEND..... 89

NEW—Products of Bally, Chicago Coin, Evans, Genco, Keeney, United, Williams, Silver King. Write for Complete List New and Used.

IRV OVITZ ACME-INTERNATIONAL DISTRIBUTORS 2027 N. Halsted St., Chicago 14, Ill. Whitehall 3-0813

SPRING CLEARANCE Ready for Location

- 3 Genco Targets, 2 Pl. \$ 39.50
- 1-Williams Double Header, 2 Pl. 59.00
- 2 Universal High Score, 2 Pl. 49.50
- 1 Chi. Coin Horseshoe, 2 Pl. 55.00
- 1 United Twin—large pins, formica, 7-10 139.50
- 1 Bally Baseball, 2 Pl. 49.50
- 2 United Skee Alley 45.00
- 1 Keeney League Bowler, 4 Pl. 110.00
- 2 Chicago Coin Baseball Shuffle Alleys 45.00

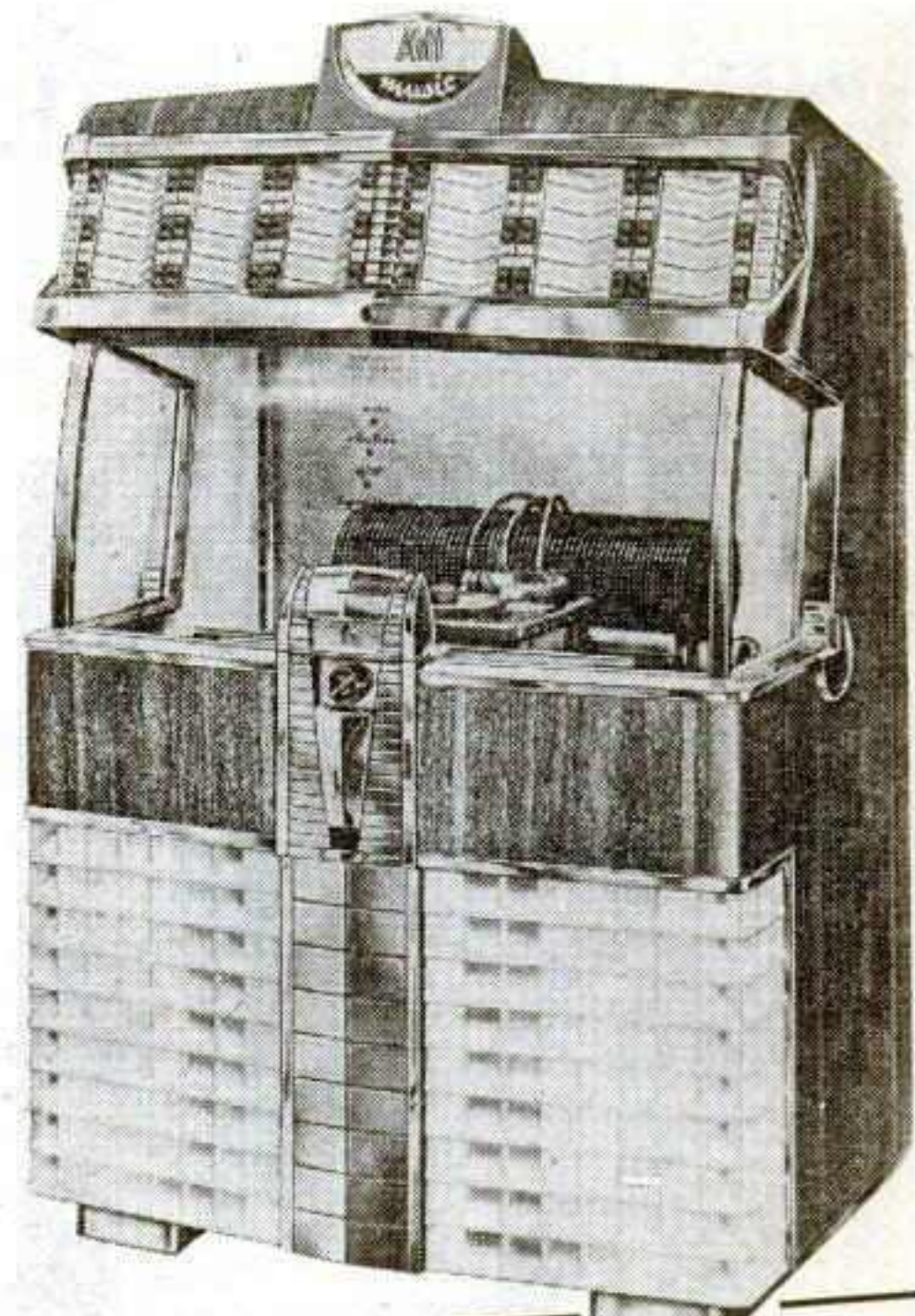
Add \$7.50 for packing. You have never received used machines in better shape. WE WILL ACCEPT IN TRADE Pin Games, flipper type, high score. Delivered to our plant, complete, no broken parts, 25% under lowest Billboard Prices.

NATIONAL NOVELTY COMPANY 183 E. Merrick Rd. Merrick, N. Y.



"Of all the Phonographs we've ever sold, the AMI 'E' is by far the BEST"

C. V. Hitchcock E. H. Cashion J. F. Tureman



Come in and see for Yourself during "E" WEEK JUNE 14-19, 1953

HERMITAGE MUSIC CO.

423 BROAD ST.

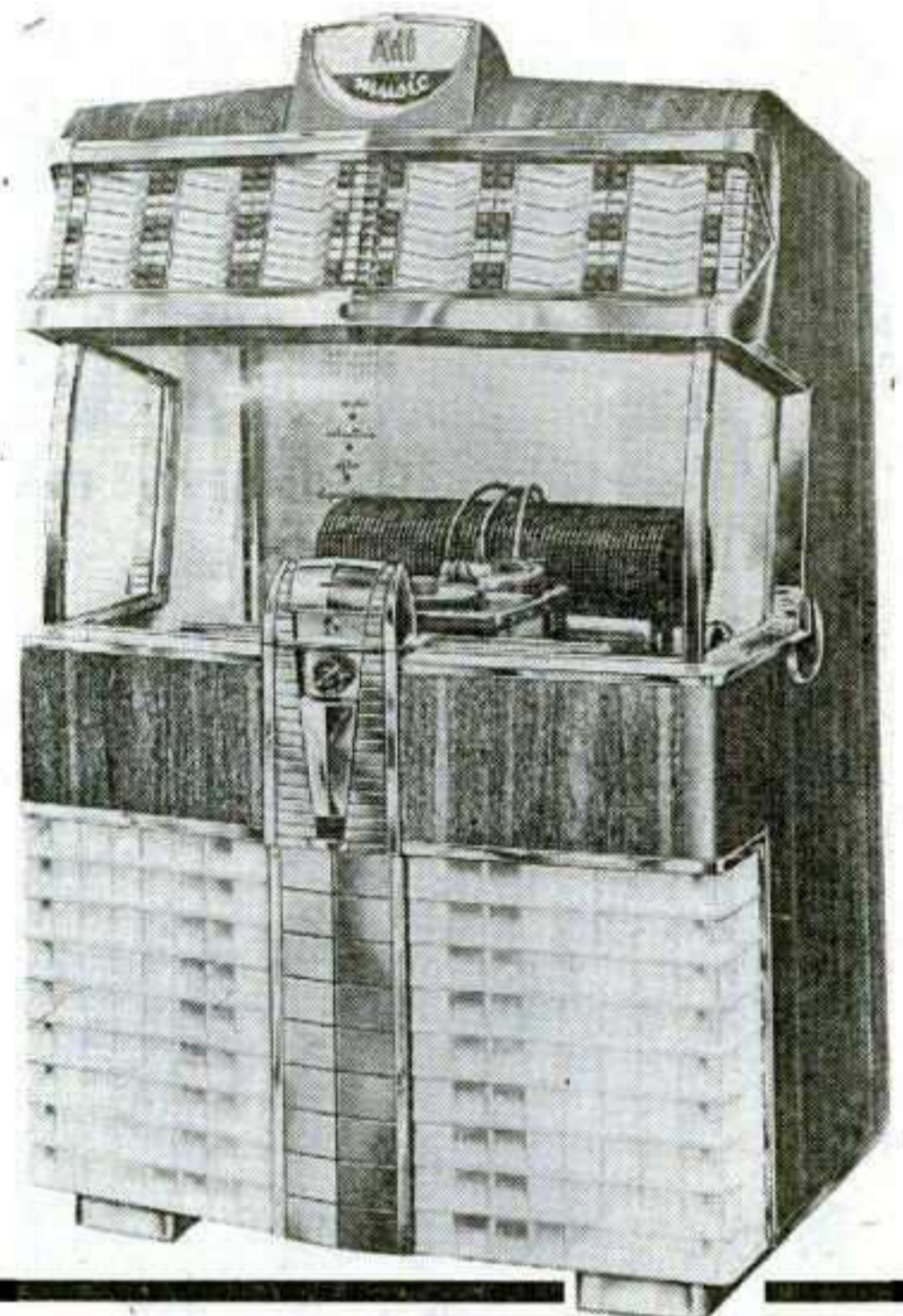
NASHVILLE 3, TENN.

PHONE: 6-5666



"Of all the PHONOGRAPHS I've ever sold, the AMI 'E' is by far the BEST"

H. W. Dolph



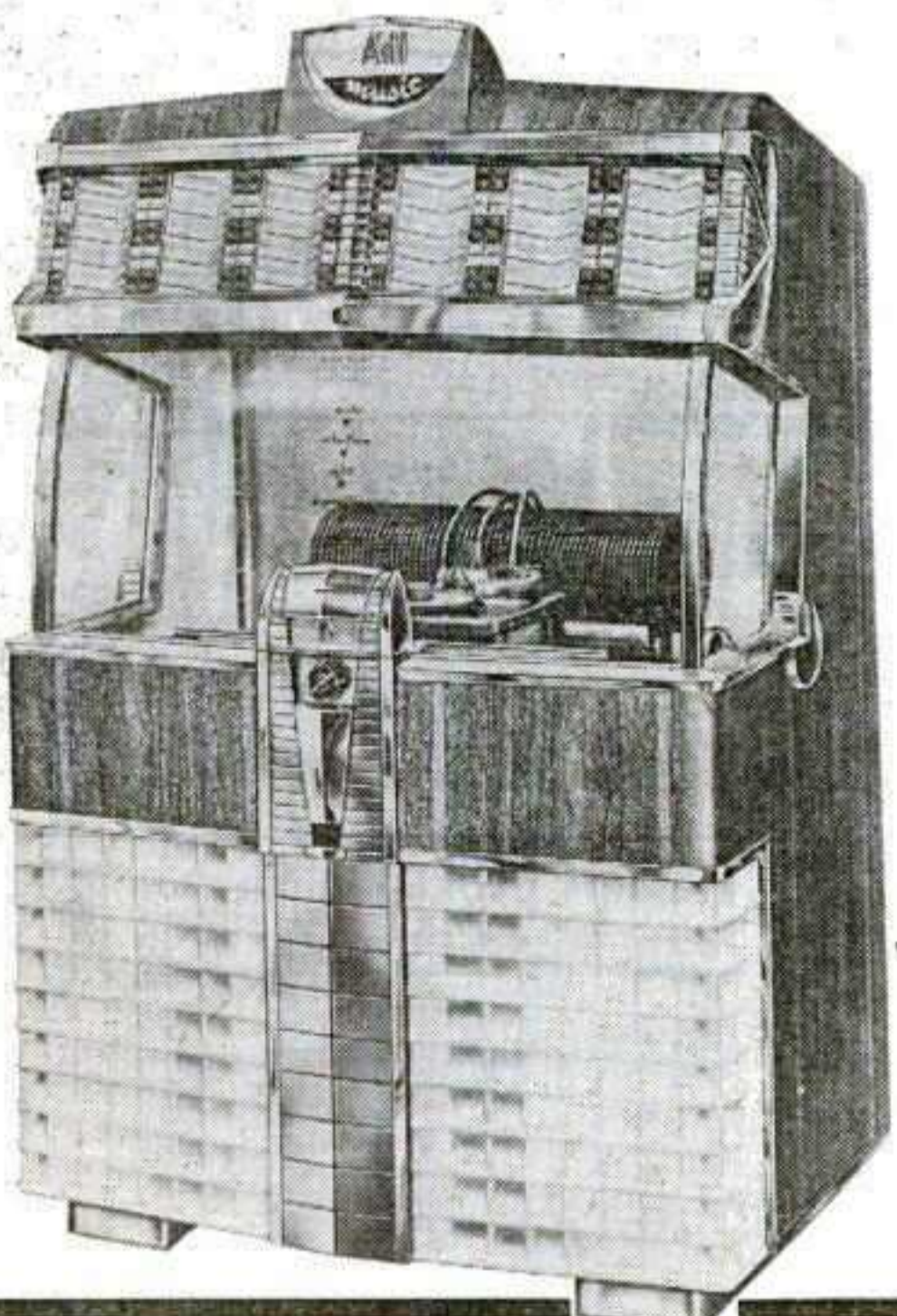
Come in and see for Yourself during "E" WEEK
June 14, 1953--Tulsa Office
June 16, 1953--Oklahoma City Office

H. W. DOLPH DISTRIBUTING CO.
2239 E. 6TH ST. Phone: 9-5771 TULSA, OKLA. • 1004 N. WALNUT OKLAHOMA CITY, OKLA. Phone: FOrEst 5-8922

"Of all the PHONOGRAPHS I've ever sold, the AMI 'E' is by far the BEST"



Charley Steel



Come in and see for Yourself during "E" WEEK
JUNE 14-19

STEEL MUSIC COMPANY
218 EAST PARRISH ST. Phone: 5-6281 DURHAM, N. C.

**IF YOUR DEALER IS NOT
ONE OF OUR DISTRIBUTORS
WRITE FACTORY DIRECT**



**Saddle
and
Turf**

SEVEN PLAYER
SPIN
TABLE

COLORFUL CABINET
OCCUPIES LESS SPACE
THAN ORDINARY PIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast-colorful! Flashing lights and high speed action attract and hold players as well as spectators.
- ★ High scores possible with single coin for top play incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED AND OK'd for mechanical perfection and top earnings.
- ★ Single coin drop with slug rejector, for 5c or 10c play. Available without coin drop.

SEE YOUR EVANS DISTRIBUTOR QUICK!

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

NATIONAL 5-BALL GUARANTEED VALUES

Flying High\$235	Queen of Hearts...\$235	Beauty\$475
Coronation 210	Silver Skates 225	Palm Beach 395
Skill Pool 210	Happy Days 215	Frolics 385
Chinatown 195	Quartette 190	Atlantic City 385
Hong Kong 180	Four Stars 185	Spotlite 275
Crossroads 175	Rose Bowl 135	Bright Spot 275
Domino 165	Shoo Shoo 100	Coney Island 275
Hit 'n' Run 145	Double Feature 100	Bright Lights 175
Cyclone 140	Control Tower 100	A-B-C 110
Mermaid 140	K. C. Jones 100	Life-A-Line 95

ATTENTION: Illinois Iowa Indiana OPERATORS
**FOR IMMEDIATE SHIPMENT
Gottlieb
GUYS-DOLLS**

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR
QUALITY RECONDITIONED EQUIPMENT

Bomber\$65.00	Nifty\$75.00	Dble. Shuffle \$65.00
Champion 55.00	Pinky 95.00	Shoo-Shoo .. 90.00
(CC) 65.00	Punchy 75.00	Tumbleweed 75.00
Red Shoes .. 75.00	Knockout .. 65.00	Oklahoma .. 65.00
Golden 75.00	Bowl, Champ 50.00	Stop & Go .. 70.00
Gloves 75.00		Freshie 60.00

BOWLING GAMES
Keeney 6-Player ..\$265.00 Keeney Team Bowler \$425.00
United 6-Player .. 240.00 Bally Speed Bowlers .. 50.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT
KEENEY ELECTRIC CIGARETTE VENDOR
KEENEY DOMINO BOWLER (6-PI.) KEENEY TELEVISION

ROY MCGINNIS CORP.
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

Runzel
**PUSHBACK
WIRE**
18 OR 20 STRANDED

NOW AVAILABLE IN
90
COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time. Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS . . . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications. We specialize in Telephone cords, wire and cable. Inter-Com. cable requirements solicited.

RUNZEL
Cord and Wire Co.
4723 W. MONTROSE AVE.
CHICAGO 41, ILL.

VERY	CLEAN
GOLDEN NUGGET . . \$235	
GENCO 400\$175.00	
ATLANTIC CITY 335.00	
SPOT LITE 200.00	
BRITE SPOT 225.00	
WESTERHAUS CO.	
3726 Kessen Ave., Cincinnati, Ohio	
Phone: MO 5000	
Terms: 1/3 down, balance sight draft.	

TOP PRICES for CLEAN
CHICAGO COIN, KEENEY
and UNITED 6 Players.
Write quantity, condition
and price.
D & A NOVELTY CO.
3733 N. Kimball Ave.
Chicago 18, Illinois

WANTED
LATE MODEL BOWLING
GAMES
STATE QUANTITY,
CONDITION AND BEST PRICE
PURVEYOR
4322-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814

NEW—USED
JACKPOT BELLS
FOR
FOREIGN TRADE
THOROUGHLY RECONDITIONED.
MADE FOR ANY FOREIGN COIN.
ALSO LEGAL STATES.
Write for Prices
AUTO-BELL NOV. CO.
29 W. KINZIE ST. CHICAGO 10, ILL.

GIVE TO THE
RUNYON CANCER FUND

**Shaffer
Specials**

in better quality buys

Like New!
**SEEBURG
M-100-A**
78 RPM—100 Selections
\$595.00

Mechanism cleaned, rebuilt, checked. Cabinet refinished. Electric Selector cleaned and adjusted. New Pick-Up Cartridge. Solenoid Assembly cleaned and rebuilt.

Rock-Ola 1428 20 Selections\$209.50
Rock-Ola 1434 52/50 Rocket 419.50
AMI Model "A"\$219.50
5/10 Wall Box..... 17.50
SEEBURG 148-ML (Blonde)\$209.50
147 (Gray Hammerloid).. 159.50
1946 Hideaway 89.50
1948 3 Wire, 5c, WOM.. 12.95
WURLITZER 4820 (48 Selection) WOM.\$39.50

SEEBURG SHOOT THE BEAR.....\$219.50

Terms: 25% Deposit, Balance C.O.D.
Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Columbus, Ohio 606 S. High Street MAin 5563
Cincinnati, Ohio 1200 Walnut Street MAin 6310
Indianapolis, Ind. 1327 Capitol Ave. LINcoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

**THE FINEST—LATEST—GREATEST
BUYS AT WORLD WIDE!**

FORMICA TOPS
GENUINE DELUXE FOR
UNITED SHUFFLE GAMES
8 FT. AND 9 FT. SIZES
SPECIALLY PRICED:

1-5\$15.00	6-10\$13.50
11-25 12.50	Over 25 11.50

BINGO GAMES

PALM BEACH.....\$415
BEAUTY 475
FROLIC 375
CONEY ISLAND .. 250
ATLANTIC CITY .. 365
SPOT LITE 225
BRITE SPOT 275
BRITE LIGHTS ... 185

PIN GAMES

ALL STAR BASKET-BALL\$145	SKILL POOL ... \$215
CYCLONE 150	QUEEN OF HEARTS 245
CHINATOWN 210	FOUR CORNERS 220
CORONATION 220	HONG KONG 175
CROSSROADS 185	MAJORETTES 110
FOUR STARS 195	PARATROOPER 150
HAPPY DAYS 225	PARATROOPER 150
MINSTREL MAN. 145	SILVER SKATES 220
QUINETTE 245	STAR LITE 220
DISK JOCKEY..... 225	TWENTY GRAND 195

MISCELLANEOUS

Bally TURF KING \$ 95.00
EX. SIX SHOOTER. 165.00
Wms. SPARK PLUG 125.00
Seeburg BEAR 250.00
GUN 95.00
United A.B.C. 75.00
QUIZZER 75.00
Keeney BOWL, CHAMP 55.00
ACE COIN COUNTER 159.50

TERMS: 1/3 deposit, balance sight draft.



ELECTRIC SCOREBOARDS
NEW DELUXE MODELS WITH
36" FLUORESCENT LIGHTS,
Models O-D-1, 15-21 point,
Model O-D-2, 15-21-51 point
Horseshollar.

**Hinged Front Panel
for Maintenance**

Lights operate automatically or continuous—5¢ or 10¢ play

Overhead and Wall Models

Wall Models Model O-W-1, 15-21 point, \$90.00.	Overhead Models Model O-C-1, 15-21 point, \$115.00.
Horseshollar, 15-21-51 point, \$95.00.	Horseshollar, Model O-H-1 15-21-51 point, \$125.00.
Model O-W-2	Replacement Control Buttons.

Orders:
1/3 Deposit,
Bal. C.O.D.

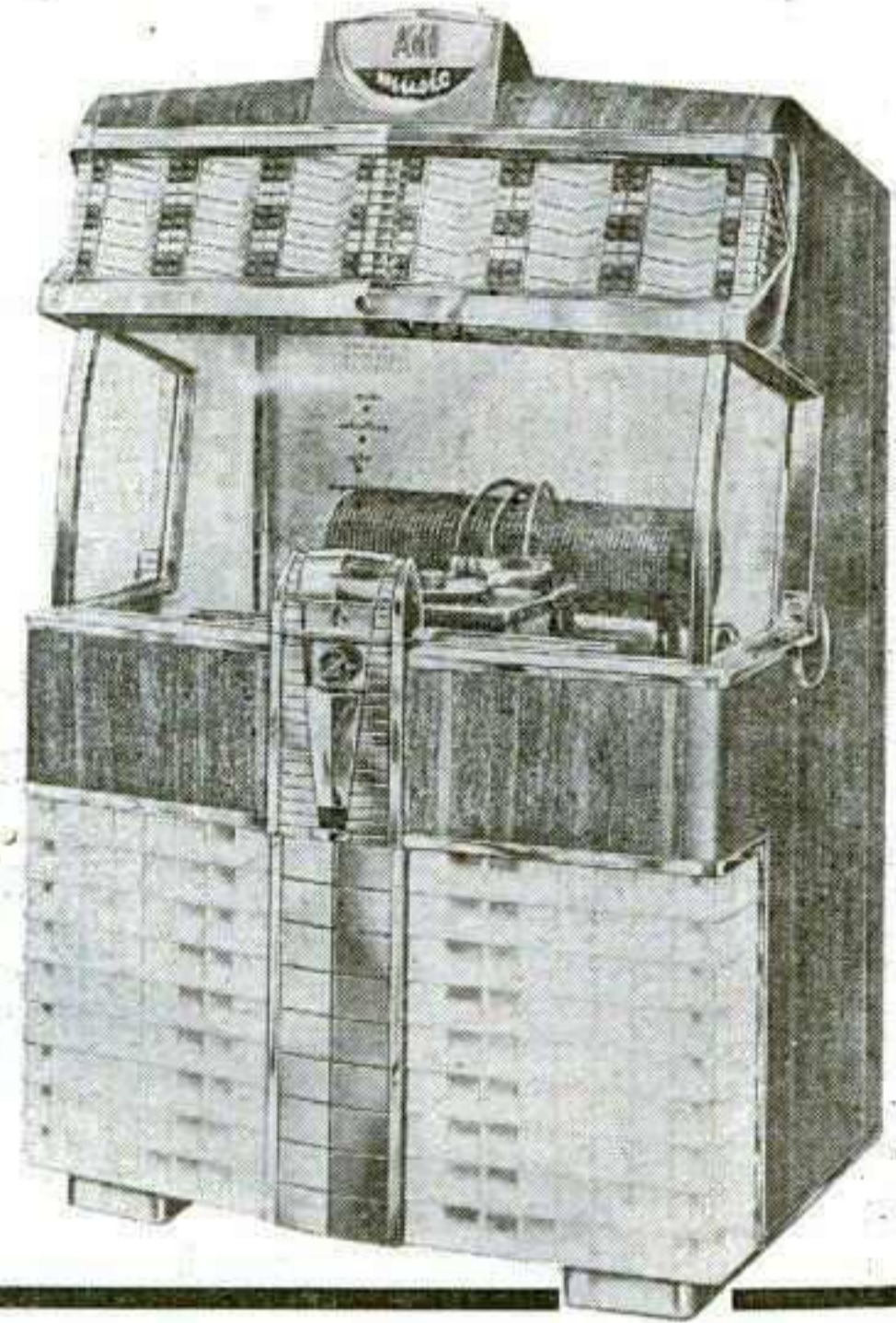
All Models Adjustable
5¢ or 10¢ Play \$5.75 per set.

S & S MANUFACTURING CO., P. O. Box 6081, Flint 3, Mich. Ph. 58293



**"Of all the PHONOGRAPHS
I've ever sold, the AMI 'E'
is by far
the BEST"**

David Rosen



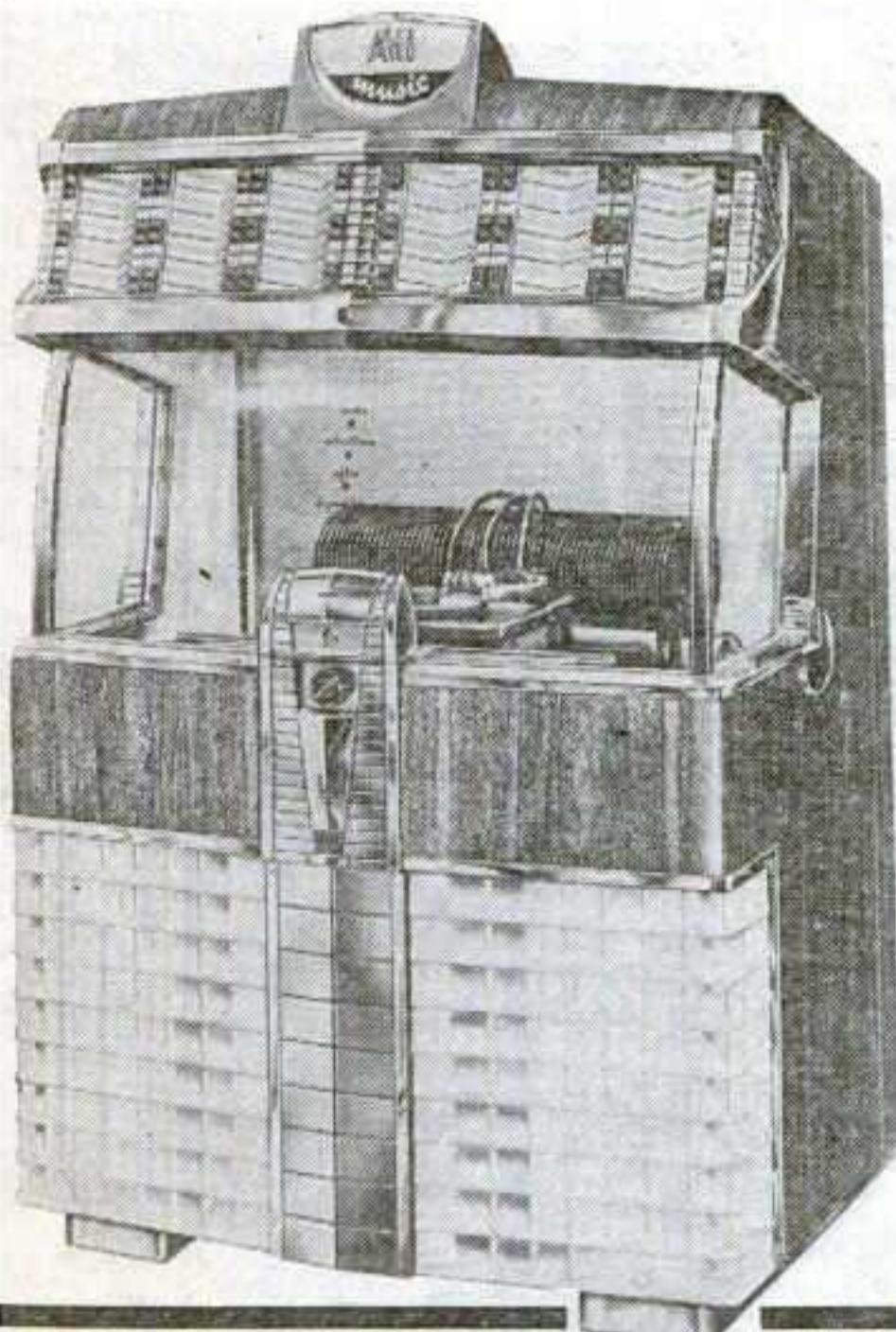
**Come in and see for Yourself
during "E" WEEK
JUNE 14-19, 1953
At Our Showrooms**

DAVID ROSEN, INC.

855 NORTH BROAD ST. Phone: Stevenson 2-2903 PHILADELPHIA 23, PA.

**"Of all the PHONOGRAPHS
we've ever sold, the AMI 'E'
is by far
the BEST"**

*Samuel Sugerman
David Rosen*



**Come in and see for Yourself
during "E" WEEK
JUNE 14-19, 1953
At Our Showrooms**

RUNYON SALES COMPANY

Note New NEW JERSEY Address

Exclusive AMI Distributors in N. Y., N. J., Conn.

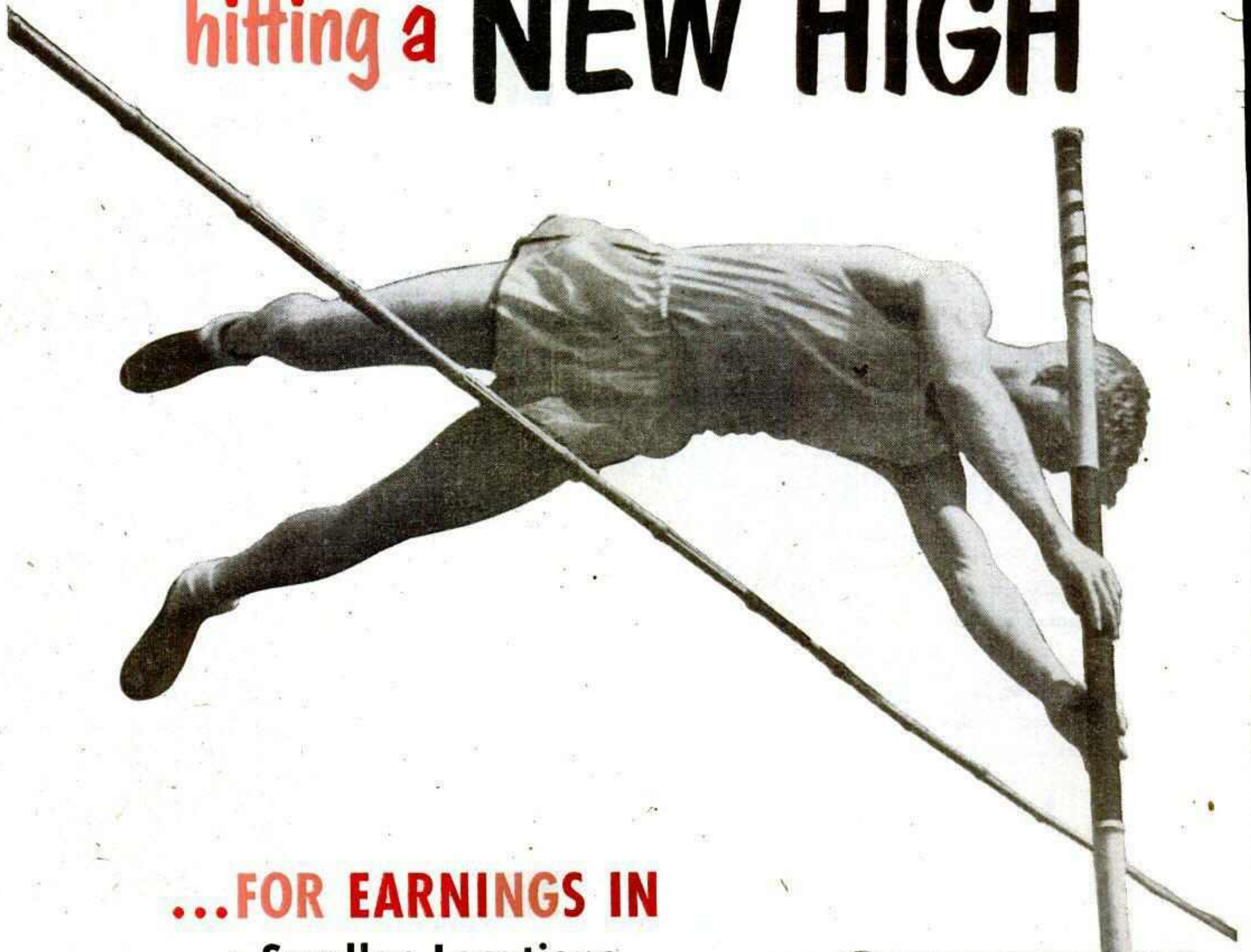
221 Frelinghuysen Avenue
Bigelow 3-8777

Newark, N. J. • 593 Tenth Avenue

Longacre 4-1880

New York 18, N. Y.

hitting a **NEW HIGH**



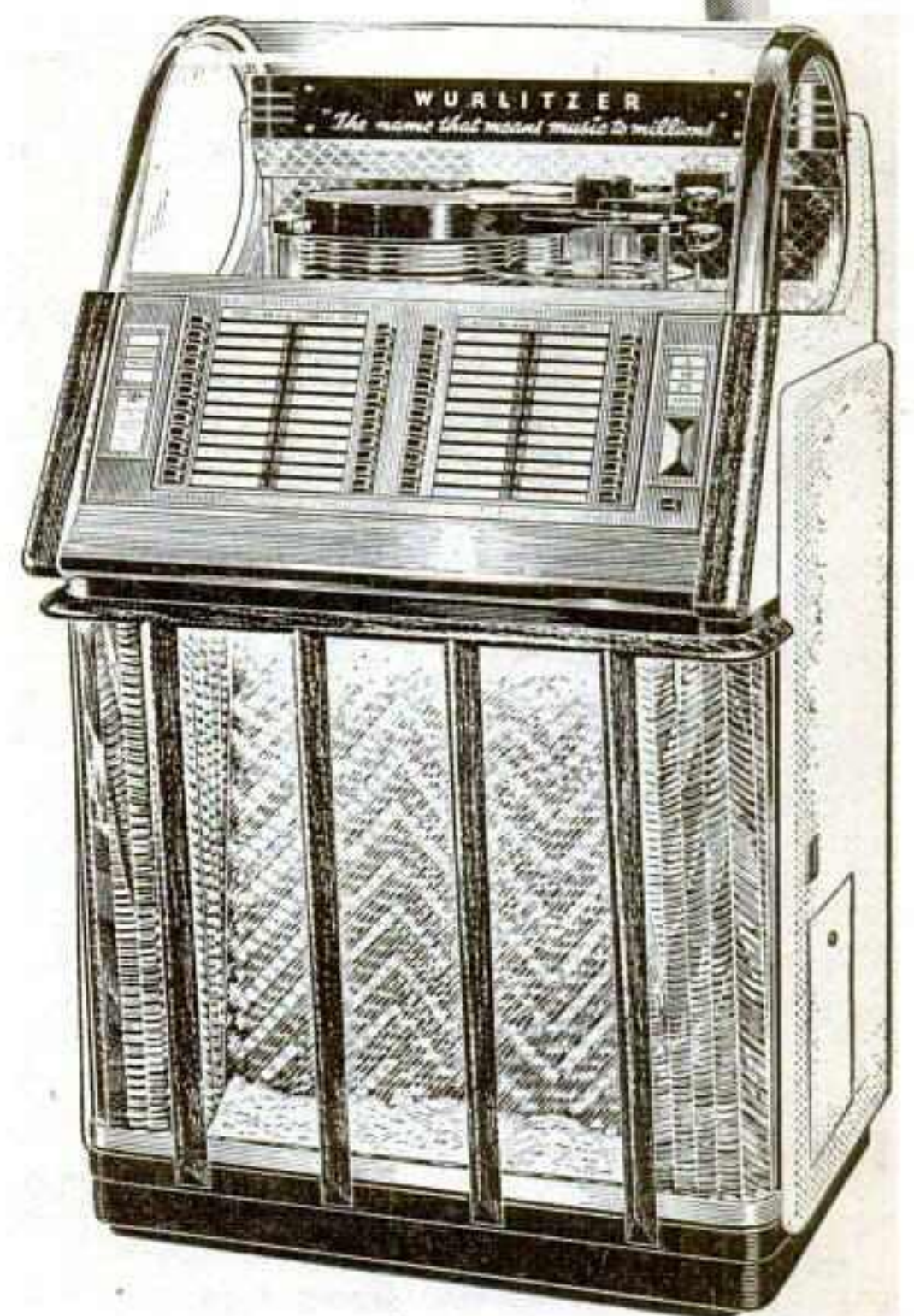
...FOR EARNINGS IN Smaller Locations

From the day it was introduced, this colorful, compact Wurlitzer 48 selection phonograph vaulted to the top spot in preference rating among limited space locations. Spearheaded by a sparkling glass AstraDome, its features include time-tested mechanism, two twin-titled strip holders with single button selector, famous Zenith Cobra Pick-Ups, Coin Banking Mechanism, Playmeter and built-in volume Level-Control—and priced to make every collection day a memorable day for Wurlitzer Operators.

Wurlitzer

1650 48 SELECTION
STRAIGHT 45 RPM PLAY

1600 48 SELECTION
45 OR 78 RPM PLAY



See Your Wurlitzer Distributor

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

THE BILLBOARD Index of Advertised Used Machine Prices

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, the single machine price is listed. Any price obviously depends on condition of the equipment, time on location, territory and other related factors.

	Issue of June 6	Issue of May 30	Issue of May 23	Issue of May 16
Bowler				\$25.00
Bowler (Chicago Coin)	\$50.00	\$50.00		
Shot (American)	275.00	275.00	275.00	275.00
Ball (Bally)		75.00	75.00 79.50	49.00 75.00
Ball, 2 player				
Chicago Coin)	69.50	69.50	69.50	69.50
Ball, 2 player (Bally)		49.50		
League Bowler (Keeney)	145.00 185.00		185.00	195.00
A-Ball, 6 player				
Chicago Coin)	380.00 425.00	390.00	390.00	390.00
Match (Gottlieb)	39.50	40.00	40.00	40.00
Match Alley, 6 player				
Chicago Coin)	225.00w/p	225.00w/p	235.00w/p	235.00 250.00
	245.00 255.00	250.00 295.00	245.00w/p	295.00
	295.00		250.00(2)	
Champ (Keeney)			255.00 295.00	75.00
Classic (Chicago Coin)	59.50 75.00	59.50 89.50	75.00 89.50	59.50 75.00
	89.50			89.50
Classic, 2 player				
Chicago Coin)		35.00		
League, 4 player				
(Keeney)		35.00		
League Bowler, 6 player				
(Williams)	125.00			
Match League Bowler				
(Keeney)	245.00 275.00		225.00 245.00	255.00
Match Bowler				
(Keeney)		295.00	315.00	
League Bowler,				
6 player	275.00			
Chicago Coin)		245.00 250.00	245.00 250.00	250.00
Bowler (Keeney)	79.50	79.50		79.50
Bowler, 2 player	79.50	79.50	79.50	99.50
(Keeney)				75.00
Header (Williams)				
Header, 2 player	49.50	49.50 59.00	49.50 69.50	49.50
(Williams)				
Shuffle Alley Express				
Bound (United)	119.50	119.50	119.50	119.50

8 Player (Genco)	125.00			125.00	125.00		
Five Player Shuffle Alley (United)	175.00 185.00			160.00	165.00	165.00	165.00
	195.00 225.00			180.00w/p	180.00w/p	180.00w/p	180.00w/p
				185.00 195.00	185.00	185.00	185.00
				225.00	195.00(2)	195.00(2)	225.00
					200.00 225.00	215.00	
Four Way Bowler (Keeney)					215.00		
Four Player Shuffle Alley (United)	150.00 175.00			125.00 135.00	135.00 150.00	135.00 150.00	135.00 150.00
	195.00			149.50 150.00	175.00 195.00	175.00 195.00	175.00 195.00
				195.00			
Hi-Score Bowler (Universal)				49.50	115.00	49.00 115.00	
Hook Bowler (Bally)	125.00 149.50			149.50	100.00 149.50	89.50 95.00	149.50
League Bowler (Keeney)	95.00 125.00			139.50	125.00(2)	49.00 125.00	139.50
	139.50						
League Bowler, 4 player (Keeney)	125.00 149.50			115.00 125.00	125.00 149.50	125.00 159.50	
				149.50			
League Bowler, 6 player (Keeney)						185.00	
League Bowler, 10 player (Keeney)						325.00	
Match Bowler, 4 player (Keeney)					185.00	185.00	185.00
Match Bowler-a-Ball, 6 player	450.00						
Matched Bowler, 4 player (United)	275.00						
Matched Bowler, 6 player (United)					345.00	345.00	345.00
Matched Bowler, 6 player (Chicago Coin)	295.00 365.00			300.00 345.00	300.00 345.00	300.00 345.00	300.00 345.00
				375.00	375.00	375.00	375.00
Name Bowler, 6 player (Chicago Coin)	450.00						
Official 4 player (United)	375.00					249.50w/p	
Official Shuffle Alley (United)	325.00					325.00 340.00	335.00
Official Match Bowler (United)					325.00	325.00	
Shuffle Alley (United)						45.00	
Shuffle Alley DeLuxe, 6 player (United)	240.00 295.00			250.00 315.00	250.00 295.00	199.50w/p	
	315.00				315.00	245.00 250.00	295.00 315.00
Shuffle Alley Express (United)	79.50					45.00	
Shuffle Alley Express 2 player (United)	109.50			109.50	109.50	139.50	
Shuffle Alley, 6 player (Keeney)	210.00 250.00			225.00 265.00	250.00(2)	265.00(2)	
	265.00				255.00 265.00		
Shuffle Alley, 6 player (United)	210.00			190.00	190.00	125.00w/p	
	225.00(2)			200.00w/p	200.00w/p	169.50w/p	
	240.00			215.00 225.00	215.00 225.00	190.00	
				240.00	235.00 245.00	200.00w/p	
					250.00	215.00 225.00	29.00
Shuffle Champs (Bally)							
Shuffle Horseshoe (Chicago Coin)	125.00			100.00	100.00		
Shuffle Horseshoes, 2 player (Chicago Coin)				55.00			
Shuffle Line (Bally)	109.50			109.50	109.50 110.00	95.00 109.50	
Shuffle Slugger (United)	65.00			65.00	65.00	49.00 65.00	
Shuffle Target (Genco)	69.50 95.00			74.50	74.50 95.00	49.00 74.50	95.00
Shuffle Target, 2 player (Genco)				39.50			
Single Shuffle Alley Rebound (United)	89.50			89.50	89.50	89.50	
Six Player 10th Frame (United)	385.00					385.00	
Skee Alley (United)	79.50			45.00	75.00 79.00	49.00 75.00	

(Continued on page 98)

Spagnola Holds 'E' Unveiling Week of 15th

CHICAGO, June 6.—Mike Spagnola, general manager of the Automatic Phonograph Distributing Company, announced the "E" week showings of the new AMI model E would begin June 15. He said, "Invitations have been sent by the firm to all operators in the territory, welcoming them to the unveiling of the juke boxes."

Spagnola urged operators, whose invitations may have been delayed in the mails, to consider themselves as having been personally invited by him.

Hosting at the unveiling of the new model E at Automatic Phonograph Distributors, in addition to Spagnola, will be Phil Weisman and Joe Glimco, officials, and Fred Minter and Eugene Smith, salesmen. Ray Grier and John Havrila, of the service department, also will be on hand.

Powers to View New AMI Model at Plant

LOS ANGELES, June 6.—Ray Powers, general manager of the Badger Sales Company here, leaves Tuesday for Grand Rapids, Mich., to view the new AMI Model E. The firm was recently named Southern California distributors for the line.

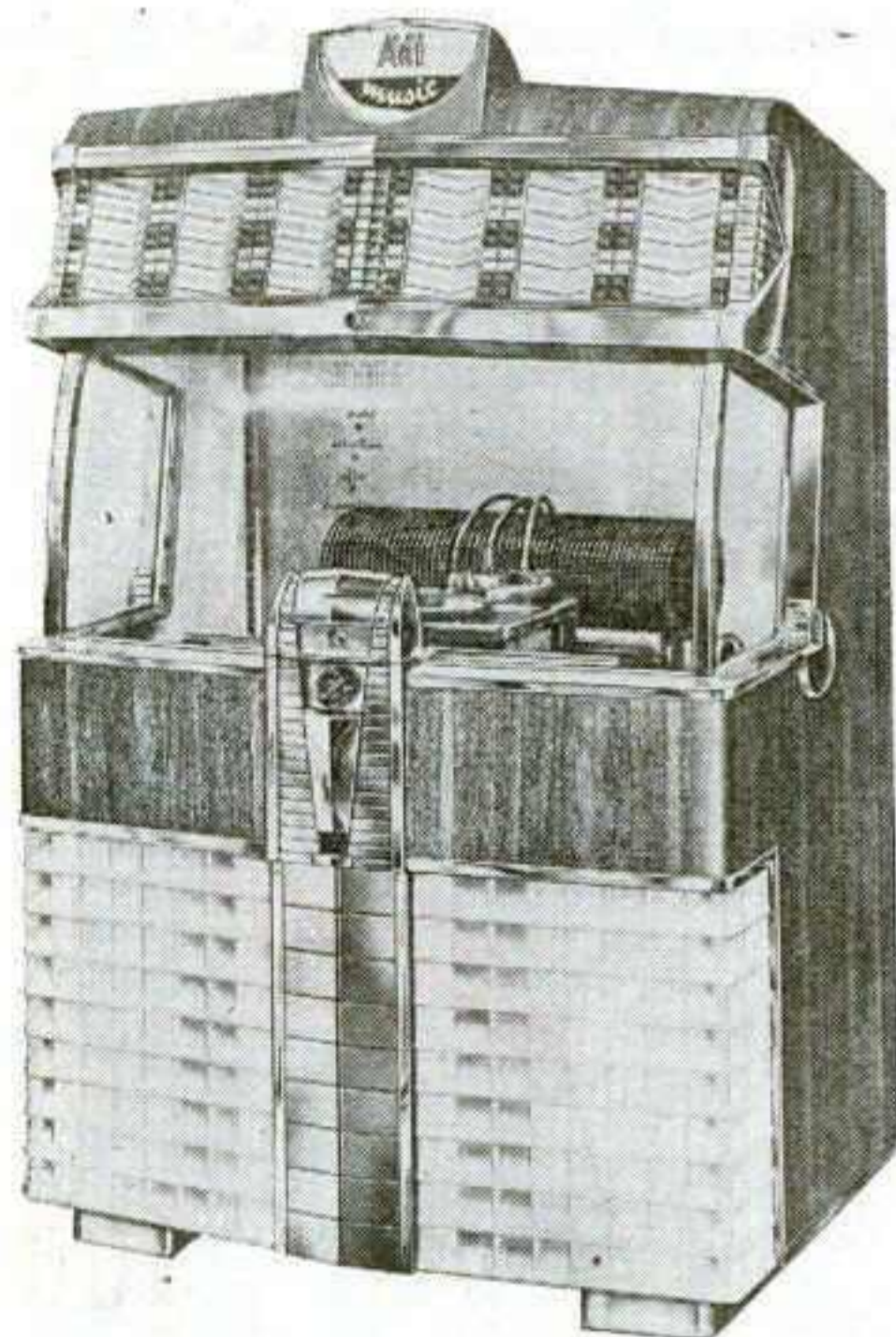
Powers said that the firm would hold open house during the week of June 14. The main day of the showing will be the starting Sunday, when refreshments will be served.

Powers expects to return here June 6 to complete plans for the local showing.



"Of all the PHONOGRAPHS I've ever sold, the AMI 'E' is by far the BEST"

John Michael



Come in and see for Yourself during "E" WEEK

JUNE 14, 15—SEATTLE OFFICE • JUNE 16, 17—SPOKANE OFFICE
OPEN HOUSE AT OUR SHOWROOMS

DUNIS DISTRIBUTING CO.

100 Elliott St., West
Seattle 99, Wash.
Phone: Alder 0414

906 W. Second Ave.
Spokane, Wash.
Phone: Main 9161

Let Us Know How You Made Out

The Billboard wants to accurately report all the many local promotions of the 65th anniversary of the music machine industry—newspaper stories, radio interviews, TV programs, speeches and the like.

Music operators who secured the co-operation of their local newspapers are urged to send The Billboard a clipping of the story together with the name of the paper and the date of the issue in which it appeared.

If photographs were taken of special events in connection with the 65th anniversary drive, please send a copy to The Billboard.

Mail your newspaper clippings and photographs to Dick Schreiber, The Billboard, 188 West Randolph Street, Chicago 1.

● Shuffle Games

● Continued from page 97

	Issue of June 6	Issue of May 30	Issue of May 23	Issue of May 16
Speed Bowler (Bally).....	50.00	45.00 50.00	45.00 50.00	29.00 45.00 50.00
Star Bowler (United).....			375.00	
Star Bowler, 2 player.....	350.00	350.00	350.00	350.00
Star 6 player (United).....	375.00		375.00	300.00 375.00
Super Deluxe League Bowler (Keeney).....	295.00			
Super Six Shuffle Alley (United).....	325.00 335.00	295.00 335.00	295.00 325.00 335.00 340.00	295.00w/p 295.00(2) 335.00(2)
Super Deluxe, 6 player (United).....	285.00			
Super Match Bowler (6 player).....	425.00			
Super Twin Bowler (Universal).....	565.00		565.00 69.00	569.00
Super Twin Bowler (United).....			59.50	
Super Twin Rotation (Exhibit).....	395.00	5395.00	395.00	
Team Bowler, 10 player (Keeney).....	425.00	425.00	400.00 425.00	425.00
10th Frame Bowler (Chicago Coin).....	365.00	345.00	345.00	345.00
Trophy Bowl (Chicago Coin).....	59.50 75.00 99.50	59.50 99.50	75.00 99.50	59.50 75.00 99.50
Twin Bowler (Universal).....	49.00 49.50	49.50(2)	49.00 49.50	49.00 49.50(2)
Twin Rotation (Exhibit).....	275.00	275.00(2)	275.00 395.00	195.00 275.00 395.00
Twin Shuffle Alley Rebound (United).....	125.00 145.00	99.50 129.50	125.00 145.00 145.00(2)	49.00 125.00 145.00
Twin Shuffle-Cade (United).....	150.00	150.00	150.00	150.00
Two Player (United).....		110.00	110.00	110.00

HOT EVENTS COMING

Ohio Hit Tune Party Summer Format Set

CLEVELAND, June 6.—The Cleveland Juke Box Operators and the Cleveland Press this week announced their new summertime Hit Tune promotion to replace the Hit Tune Parties during the next three months. Monthly Hit Tune Days will be staged instead.

The reason for the change, it was explained, was due to teenagers being on vacation, and secondly, the Public Music Hall (site of the party) contains no air conditioning facilities. Another factor in the determination of the summer promotion was the difficulty in obtaining artists to appear during the three months of June, July, and August.

On Hit Tune Day, the leading Cleveland disk jockeys will turn over one half hour of the record shows on radio to the playing of the seven lucky records in competition for the Hit Tune of the following month. According to Sanford Levine, chairman of the first Hit Tune Day on June 13, this promotion should be even more effective than the Hit Tune Party, for it exposes records to an audience throughout the day.

Seven disk jockeys will participate in the summer Hit Tune Days. They are Joe Mulvihill, WTAM; Bill Randle and Phil McClane, WERE; Bob Forrester, WSRS; Howie Lund and Virgil Brinnon, WJW; and Bill Gordon, WHK. The selected records will be played seven times during the day, once by each of the deejays.

The teen-agers will vote for their favorite record in order of preference via a ballot printed by the Cleveland Press the day before, and the day of Hit Tune event.

The recordings played will be unreleased recordings selected by a committee of judges on Tuesday June 9. This gives the record companies an opportunity to obtain copies of the winning seven. Each deejay will secure a set of the winning seven records in time for the playing of the disks on Hit Tune Day. Announcement of the winner will be made June 15. The selection at the last Hit Tune Party was "In the Mood," an M-G-M rendition by the Elliott brothers. This tune will also receive considerable play on Hit Tune Day.

The committee of judges will consist of the seven disk jockeys as well as Dorothy Heron, representative of the newspaper, and Sanford Levine of the Cleveland Juke Box operators. The Ohio

Fireball Featured By Detroit Drive-In

DETROIT, June 6.—Burke's new quarter-million dollar drive-in, which held its grand opening recently, featured as one of its attractions, a model 1436 Fireball 120-selection Rock-phonograph.

The drive-in at East Jefferson and Nine Mile Road in Detroit also staged many local acts, including the personal appearance of Frankie Malone, Milmar Records. Malone's latest recording is "A Fool or Devil," was one of the contestants chosen for competition in the last Cleveland Hit Tune Party.

State Phonograph Owners' Association, headed by Jack Cohen, a co-sponsor of the affair.

The Hit Tune affairs for July, August and September will be handled in this manner and the summer season will end with a big "Back to School" Hit Tune Party also being arranged for the month of September.

Info in Other Departments

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

MAJOR DISKERIES ACTIVE IN PLAYER FIELD. Record companies move point to increased efforts by at least six major diskeries in the record playing equipment field (Music department).

INDIES JUMP TO BEAT OUT BIG LABELS. The agility and awareness needed by an indie label to keep pace of the record business is obvious from the limited number of indie labels that last over an extended period (Music department).

DAVIS TO QUIT M-G-M. Joe Davis will sever his relations with M-G-M in July and start his own r.&b. label (Music department).

MUSIC PUBLISHING INCREASE. A sharp increase in activity in music publishing is seen reflected in a thumping rise in music copyright registrations in the last 10 months (Music department).

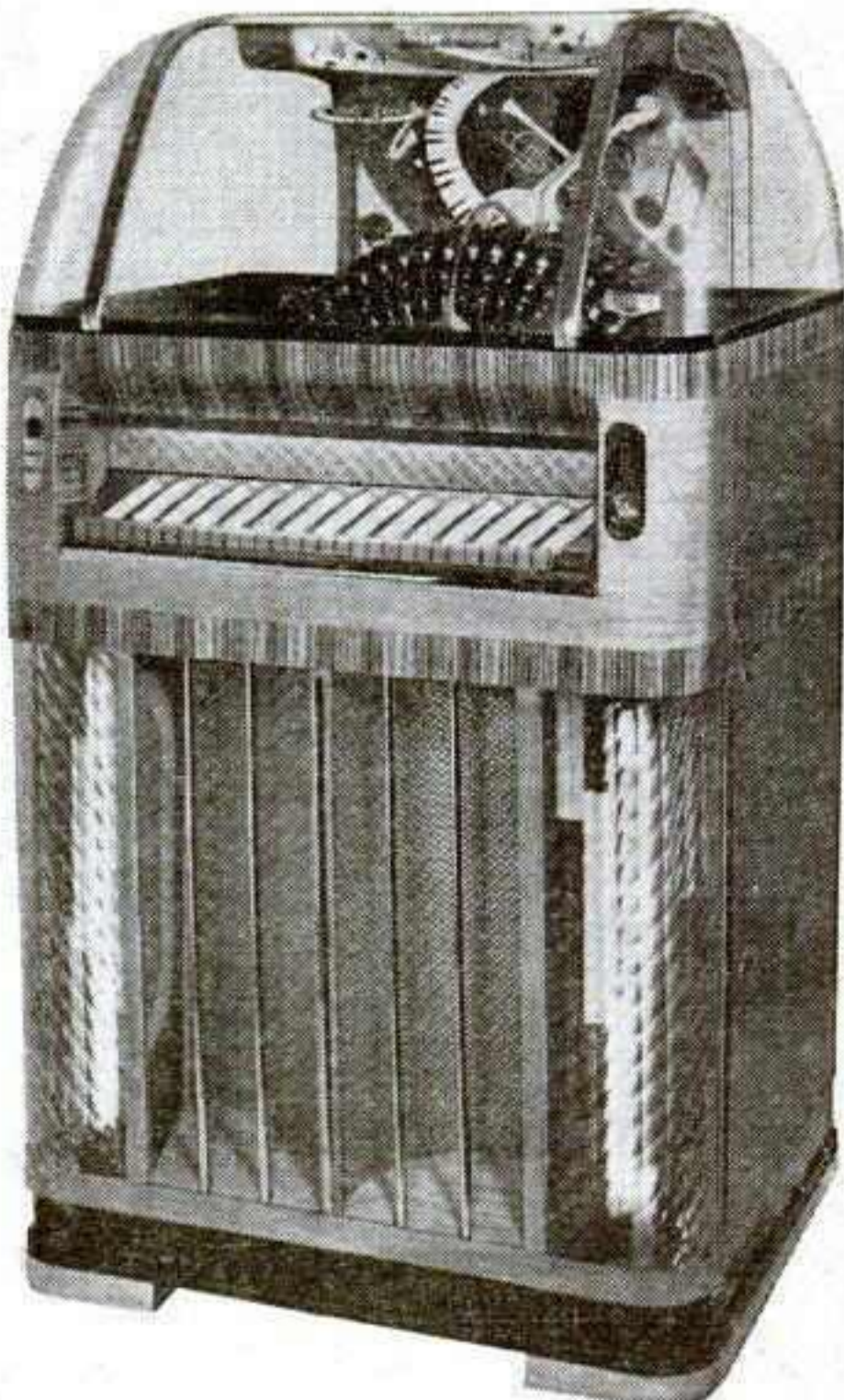
And many other informative news stories as well as the Honor Roll of Hits and pop charts.

ROCK-OLA

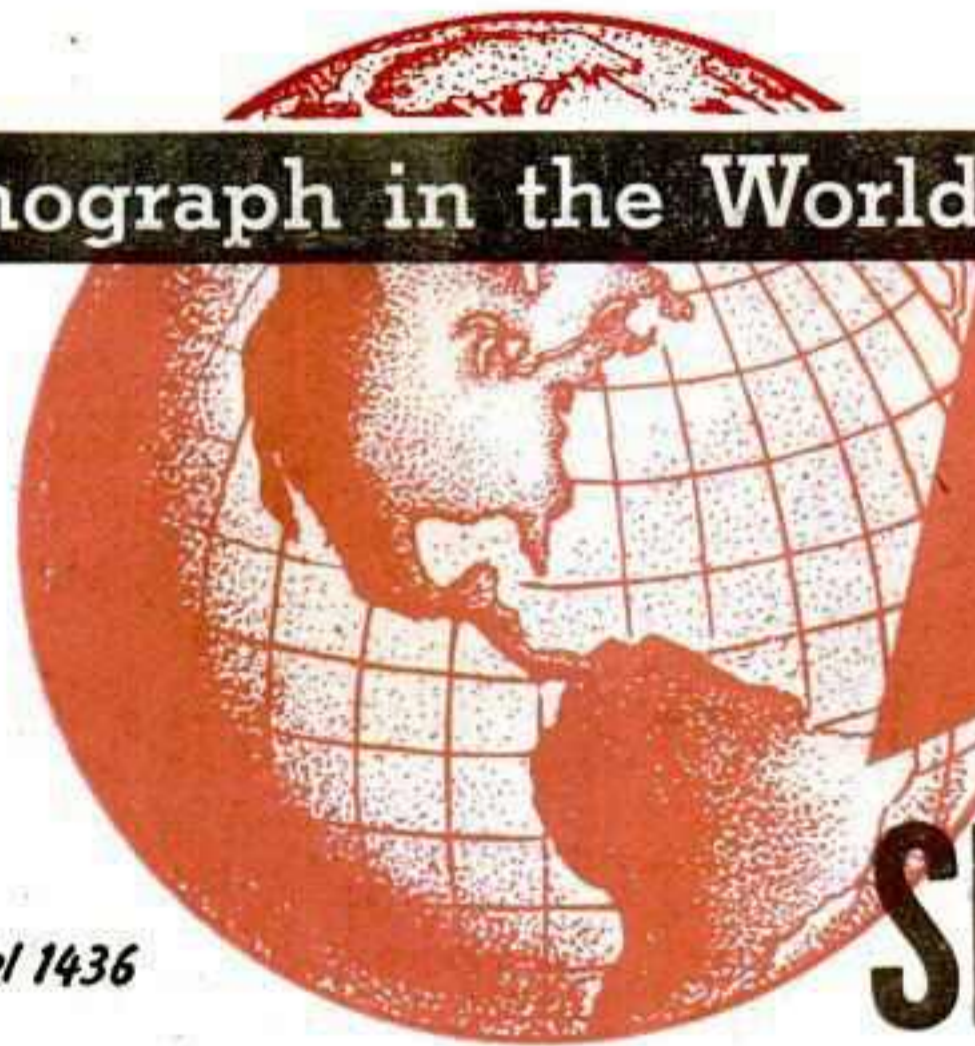
Fireball

120

The only phonograph in the World with



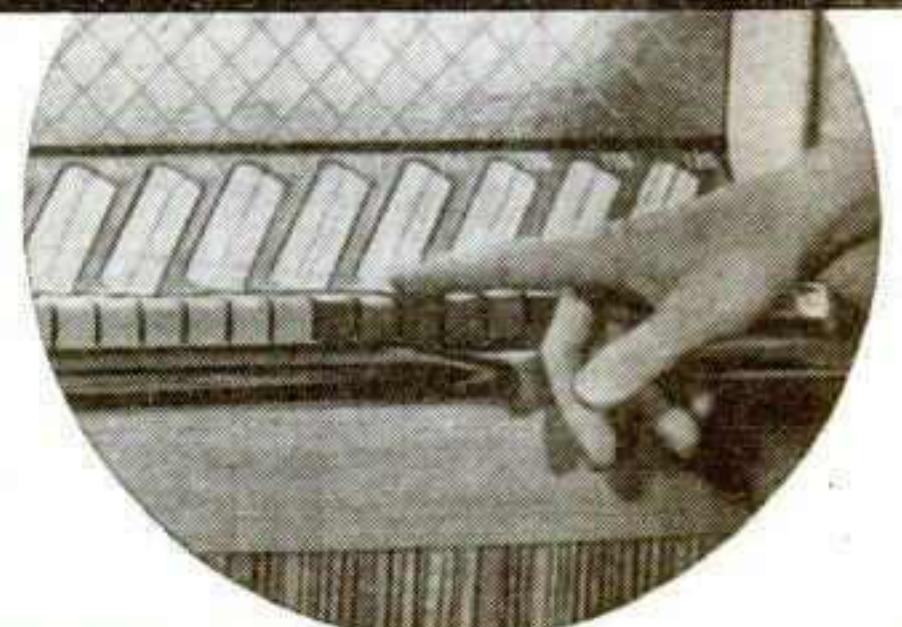
Model 1436



SELECTIONS

the Carrousel Line-O-Selector

No maze of title strips to confuse.
Only 30 title strips visible at any one time.
Push one button only and on comes the tune.
Maximum profits always assured when it takes less time to select!



Proven Performance
Proven Profits

Available in 2 models for either 78 RPM or 45 RPM Records

Distributors Display AMI MODEL 'E'

GRAND RAPIDS, Mich., June 6.—Following is a list of distributors who will be showing the new Model "E" juke box during E-Week, June 14-19:

STON, Mass.—Redd Distributing Co., 298 Lincoln St.

ANTA — Friedman Amusement Co., 441 Edgewood Ave., E.

ATIMORE—Chris Novelty Co., 6 St. Paul St.

BINGHAM — Birmingham Vending Co., 540 Second Ave.,

STOL, Va.—Roanoke Vending Machine Exchange, Inc., 63 Commonwealth Ave.

FALO—Sheldon Sales, Inc., 1 Main St.

ARLESTON, W. Va.—Roanoke Vending Machine Exchange, Inc., 8 W. Washington St.

CAGO — Automatic Phonograph Distributing Co., 806 N. Milwaukee Ave.

CINNATI — Southern Automatic Music Co., 1000 Broadway.

EVELAND — Cleveland Coin Machine Exchange, Inc., 2121-5 Prospect Ave.

LUMBIA, S. C.—T. B. Holliday Co., 727 Main St.

LLAS—State Music Distributors, Inc., 3100 Main St.

EVER — Mountain Distributors, 3630 Downing St.

TROIT — Miller - Newmark Distributing Co., 5743 Grand River Ave.

RHAM, N. C.—Steel Music Co., 18 E. Parrish St.

RT WAYNE, Ind. — Southern Automatic Music Co., 3011 E. Maumee Ave.

AND RAPIDS, Mich.—Miller-Newmark Distributing Co., 42 Fairbanks St., N. W.

USTON—R. Warncke Co., 3445 Leeland.

DIANAPOLIS — Southern Automatic Music Co., 129 W. North St.

CKSONVILLE, Fla. — Taran Distributing, Inc., 90 Riverside Ave.

XINGTON, Ky. — Southern Automatic Music Co., 240 N. Jefferson.

UISVILLE — Southern Automatic Music Co., 735 Brook St.

EMPHIS — Southern Amusement Co., 628 Madison Ave.

AMI—Taran Distributing, Inc., 3401 N. W. 36th St.

LWAUKEE—Paster Distributing Co., 2606 W. Fond du Lac Ave.

INERAL WELLS, Tex. — Wallace Distributing Co., 205 Northeast First Ave.

MINNEAPOLIS — Lieberman Music Co., 257 Plymouth Ave., N.

ASHVILLE — Hermitage Music Co., 423 Broad St.

EWARK, N. J.—Runyon Sales Co., 123 W. Runyon St.,

EW ORLEANS—Dixie Coin Machine Co., 122 N. Broad St.

EW YORK—Runyon Sales Co., 593 Tenth Ave.

KLAHOMA CITY—H. W. Dolph Distributing Co. 1004 N. Walnut.

PHILADELPHIA — David Rosen, Inc., 855 N. Broad St.

HOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington St.

TTTSBURGH — Banner Specialty Co., 1508 Fifth Ave.

ORTLAND, Ore.—Western Distributors, Inc., 1226 S. W. 16th St.

OANOKE, Va.—Roanoke Vending Machine Exchange, Inc., 3110 Williamson Rd., N. W.

T. LOUIS—Central Distributors, 2315 Olive St.

ALT LAKE CITY — Western States Distributors, 177 E. Second South St.

AN ANTONIO—R. Warncke Co., 121 Navarro St.

AN FRANCISCO — Huber Distributing Co., 1118 Howard St.

EATTLE — Dunis Distributing Co., 100 Elliott St., W.

POKANE, Wash. — Dunis Distributing Co., 906 W. Second Ave.

TULSA, Okla.—H. W. Dolph Distributing Co., 2239 E. Sixth St.

WICHITA, Kan.—United Distributors, Inc., 513 E. Central.

Foreign Distributors:

CANADA—Alberta Vending Machines, Ltd., 109 Seventh Ave., E., Calgary Alberta.

CANADA—Allan Pullmer Co., 30 Buckingham Apts., Winnipeg, Manitoba.

DETROIT PROBE

Union Rivals Investigated In Blast Quiz

DETROIT, June 6.—Investigation of rivalry between two juke box workers' unions in connection with the bombing of a bar at 16335 McNichols West, Detroit, revealed little.

The probe revealed no connection between the incident and the rivalry of the unions.

The building housing the bar was damaged by a bomb two weeks ago. At the time, Inspector Joseph Krug recalled the owner of the bar had ordered a juke box removed and replaced by one serviced by another union.

The juke box which was removed was serviced by the AFL Coin Mechanics and Drivers Local 985, of which William Bufalino is president. The juke box which replaced it is serviced by an independent rival of Local 985, United Electronics Workers' Union of America.

CANADA—Roxy Specialty Corp., 703 Notre Dame St., Montreal, Quebec.

CANADA—Toronto Trading Post, Ltd., 736 Yonge St., Toronto, Ont.

65th Anniversary

Continued from page 78

representatives of the Fresno Parent-Teachers' Association women from the Chamber of Commerce and from the city's department of recreation.

At the conclusion of the party, the Guild distributed 100 door prizes, ranging from record players and albums to novelty items—some contributed by Fresno dealers and distributors, some purchased by the Guild.

"As a public relations gesture," Miller said, "the party was a terrific success. In about six months we plan to hold a second party—either in Los Angeles or San Francisco."

Miller said California deejays

New Britain Jockeys Promote Anniversary

HARTFORD, Conn., June 6.—The 65th Anniversary of the Juke Box Industry was heralded on special radio programs this week by various disk jockeys in the area.

Among the deejays participating were Jack Downey, WONS, and Joe Girard, WHTT, interviewing Abe Fish, James Tolisano, Paul Rechtshafer, of the Connecticut State Coin Association, and Mac Perlman, Atlantic-Co necticut Corp., Seeburg Distributors.

already were plugging the Como and Ritter platters as the juke box tune of the month.

Sales Aids for AMI Distribs

GRAND RAPIDS, Mich., June 6.—Bill FitzGerald, advertising and sales promotion manager of AMI, Inc., announced the availability of jumbo-sized postcards containing literature on the new Model "E," and giveaway pamphlets.

Three varieties of postcards, eight pamphlets, and booklets will be available to all distributors as sales aids. All material is in color.

Attention Manufacturers!

We are interested in handling exclusive national distribution for products of merit.

We are a firm of many years' standing, with a sterling reputation and have a complete Coast-to-Coast and Foreign distribution set-up—embracing leading companies in the field.

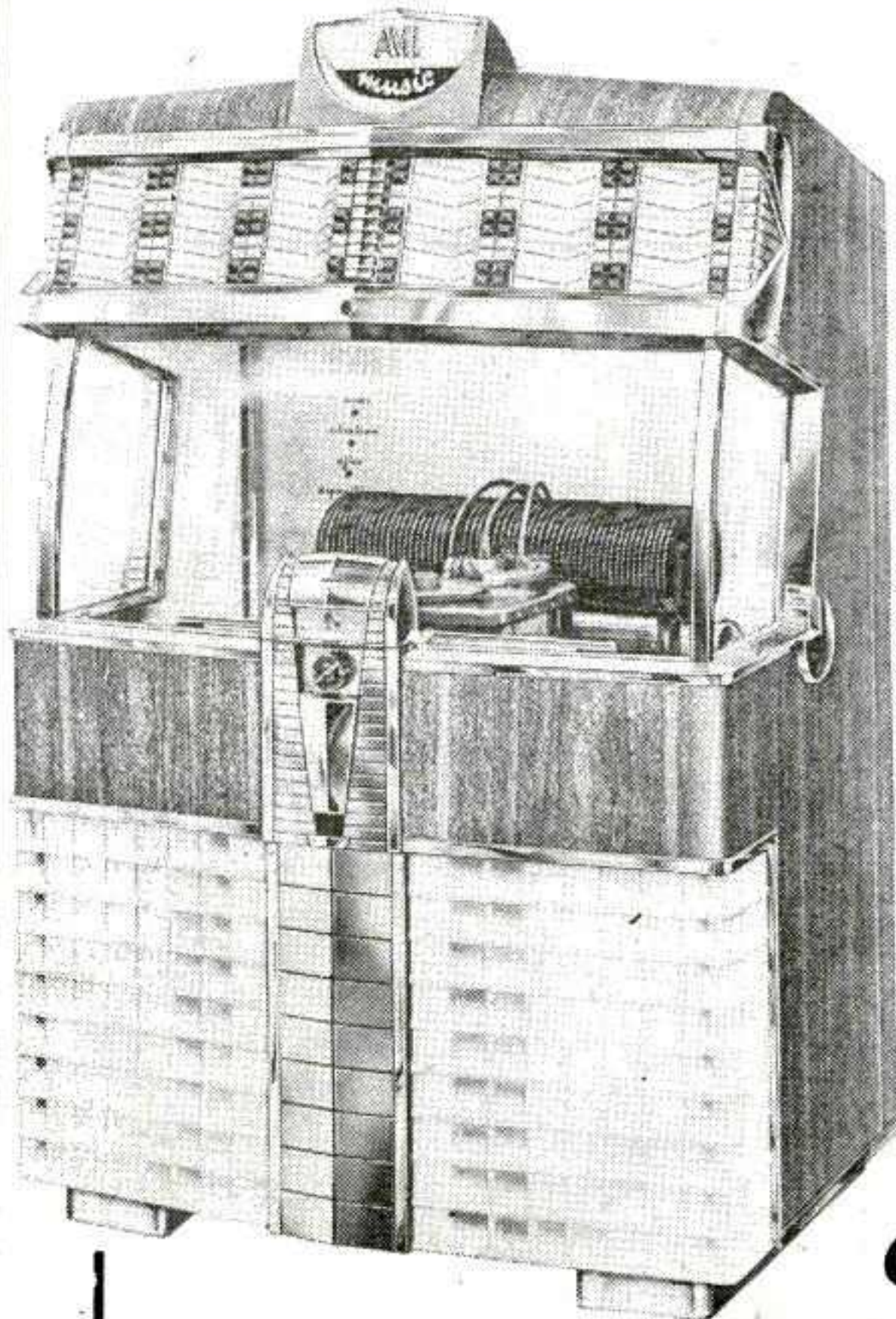
We Are Nationally Recognized—Financially Responsible

If your product really has merit we will consider financial backing as well as handling its distribution nationally.

Please feel free to write in strictest confidence, giving complete details in first communication, and we will arrange for a conference between company heads.

Box NY-145

CARE THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.



We are happy to announce our appointment as SOUTHERN CALIFORNIA DISTRIBUTORS

for... AMI PHONOGRAPHS and Accessories

Come in and see for yourself during E-WEEK JUNE 14-20, 1953

at OUR SHOW ROOMS 2251 West Pico Blvd. Los Angeles, Calif.



BADGER SALES COMPANY, Inc.

2251 West Pico Blvd.

Los Angeles 6, Calif.



THE LATEST AND GREATEST!

Magic Dial

selects:

- 20-30 Scoring
- 10th Frame Feature
- Bonus Scoring—Possible to score up to 900!
- Double in 3-5-7 plus 10th Frame

Meets Every Location Requirement by Adjusting MAGIC DIAL Inside the Cabinet

6 PLAYER

TERRIFIC FAST ACTION!

DIFFERENT!

plus MATCH THE:
• Number
• Diamond
• Domino

NEW SCORING!

Keeneys' DOMINO BOWLER

THE ONLY BOWLER COMBINING SUCH FEATURES WITH **6 PLAYER PARTICIPATION**

GIANT disappearing PINS silent "PLASTOK" PLAYFIELD

Install it today for **LONG RUN PROFITS!**

Order **DOMINO BOWLER Now!**

J. H. Keeney & CO. INC.
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

HINGED FRONT DOOR FOR EASY SERVICING!

FOREIGN BUYERS!

We'll see you soon in person

Abe Witsen will leave for Europe June 21

Sol Groenteman will leave for Europe August 2

Among the nations to be visited are . . . Belgium, Holland, France, Switzerland, Italy, Germany, Norway, Sweden, Portugal, Lebanon and Morocco.

INTERNATIONAL AMUSEMENT CO.

1423 SPRING GARDEN STREET



SCOTT-CROSSE COMPANY

PHILADELPHIA 30, PA.

Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

BUSINESSMEN KNOW . . . they can have full confidence in an audited business statement.



ADVERTISERS KNOW . . . that an audited paid circulation like The Billboard's is a genuine guarantee of effective advertising.

IT'S NO SECRET WHY LONDON CUSTOMERS MAKE BETTER BUYS!

NEW SELECTION FIVE BALLS NEW PRICES!

Double Shuffle . . . \$49.50	Sharpshooter . . . \$49.50	Trade Winds . . . \$29.50
Carnival . . . 49.50	Buccaneer . . . 34.50	Mardi Gras . . . 29.50
Hit Parade . . . 29.50	Cinderella . . . 29.50	Merry Widow . . . 29.50
One-Two-Three . . . 34.50	All Baba . . . 34.50	Puddin' Head . . . 39.50
Aquacade . . . 39.50	Barnacle Bill . . . 34.50	Three Feathers . . . 44.50
Tampico . . . 44.50	St. Louis . . . 44.50	Big Top . . . 44.50
Playland . . . 89.50	El Paso . . . 39.50	Wisconsin . . . 34.50
Floating Power . . . 44.50	Dallas . . . 44.50	Summer Time . . . 34.50
Serenade . . . 34.50	Maryland . . . 49.50	Oklahoma . . . 44.50
Tennessee . . . 29.50	Screwball . . . 34.50	Dew-Wa-Ditty . . . 34.50
Super Hockey . . . 59.50	Black Gold . . . 59.50	Saratoga . . . 39.50
Thrill . . . 29.50		Tucson . . . 44.50

EXCLUSIVE DISTRIBUTORS for SEEBURG in Wisconsin, Minnesota, North and South Dakota, Upper Michigan. GOTTLIEB in the State of Wisconsin. CHICAGO COIN in Wisconsin and Upper Michigan. KEENEY in Wisconsin, Minnesota, North and South Dakota, and Upper Michigan. WILLIAMS in Wisconsin and Upper Michigan.

WALL BOX SPECIALS!

Seeburg Postwar 5c Wire-Wireless \$9.95
Packard Boxes \$7.50

USED SPECIALS CHICAGO COIN

Trophy Bowl . . . \$59.50
Bowling Classic . . . 59.50
KEENEY League Bowler . . . \$139.50
Double Bowler . . . 79.50

PHONOGRAPH SPECIAL!

PACKARD MANHATTAN \$79.50

S. L. Londen Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220
2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

EXTRA CLEAN BINGOS

Atlantic City	\$325.00
Frolic	350.00
Palm Beach	375.00
Bally Beauty	465.00
Circus	275.00

ONE BALLS

Futurity (new—original crates) \$250.00

Terms: 1/3 Deposit, Balance C.O.D.

PAN AMERICAN SALES CO., INC.

323 S. Alamo St., San Antonio, Tex. Phone: Garfield 8371

YOU CAN'T BUY A BETTER RECONDITIONED PHONOGRAPH ANYWHERE!

MONEY BACK GUARANTEE

SEEBURG M100A	\$564
146	\$99.50

AMI "C" \$375
Wms. Hayburner 105
Coven's All-Purpose Cleaner, \$3.95 Per Gal. (\$3.50 Per Gal., 4 Gal. Lots)
Trial Bottle—60¢
Coven's Cart Sled—\$38.50



Cliff Clet says:

WURLITZER 1015's \$125
1100's 250
1250's 365
850's and 950's as is, uncrated 25
Exclusive Wurlitzer Distributors in No. Illinois and Indiana

COVEN

distributing company
3181 Elston Chicago 18, Ill. Independence 3-2210



COIN OPERATED TIMING METERS

EASILY ADAPTABLE TO THE APPLIANCE OF YOUR CHOICE

• WASHERS • T. V. SETS • IRONERS, ETC.
Available settings seconds to hours. Slotted for both dimes and quarters. Dust proof—rust proof—tamper proof.

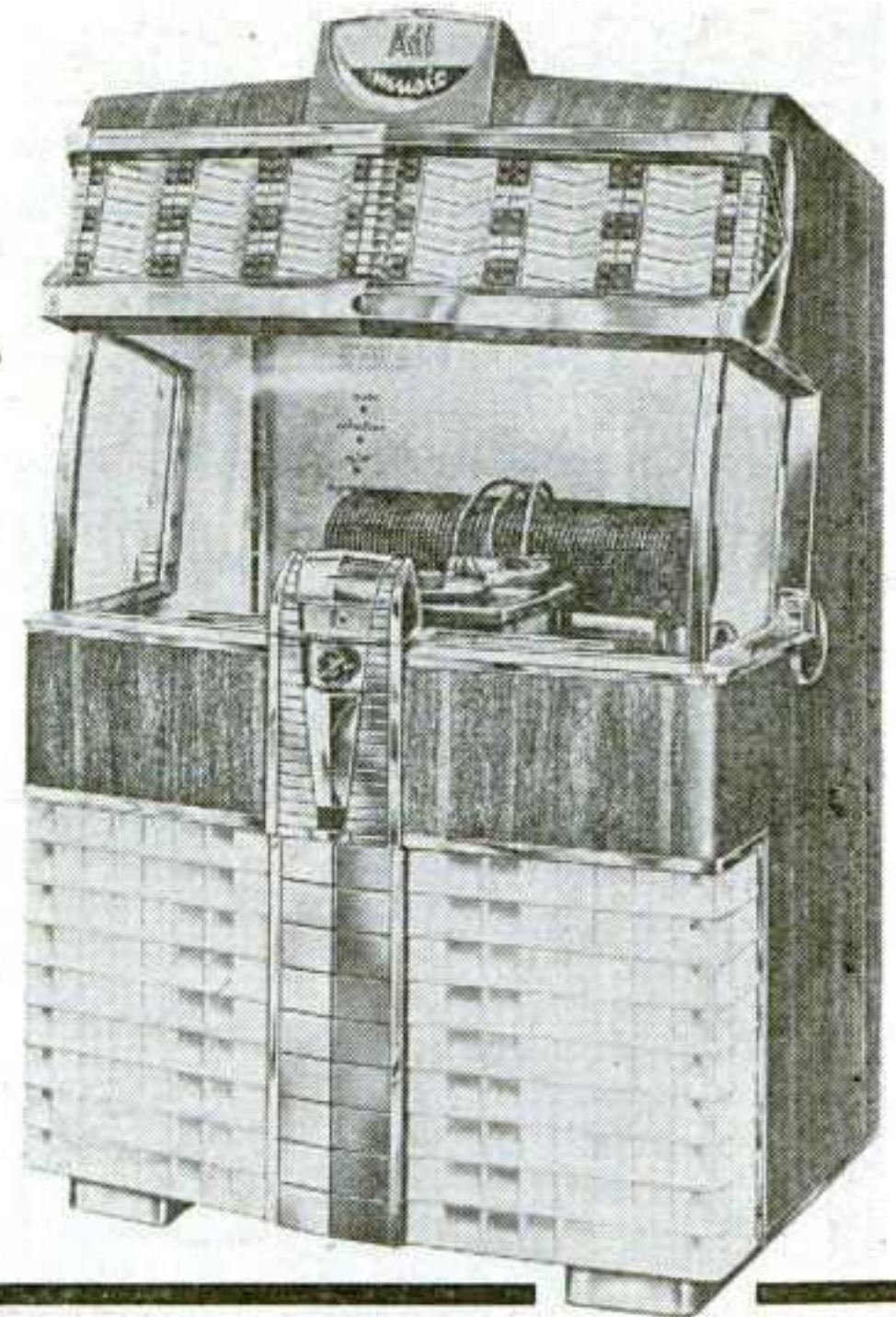
MONROE COIN MACHINE EXCHANGE

2423 PAYNE AVE., CLEVELAND 14, OHIO SU. 1-4600 Write—Wire—Phone



**"Of all the PHONOGRAPHS
I've ever sold, the AMI 'E'
is by far
the BEST"**

Allison Nowels



**Come in and see for Yourself
during "E" WEEK
JUNE 14-19, 1953
At Our Showrooms**

WESTERN STATES DISTRIBUTORS

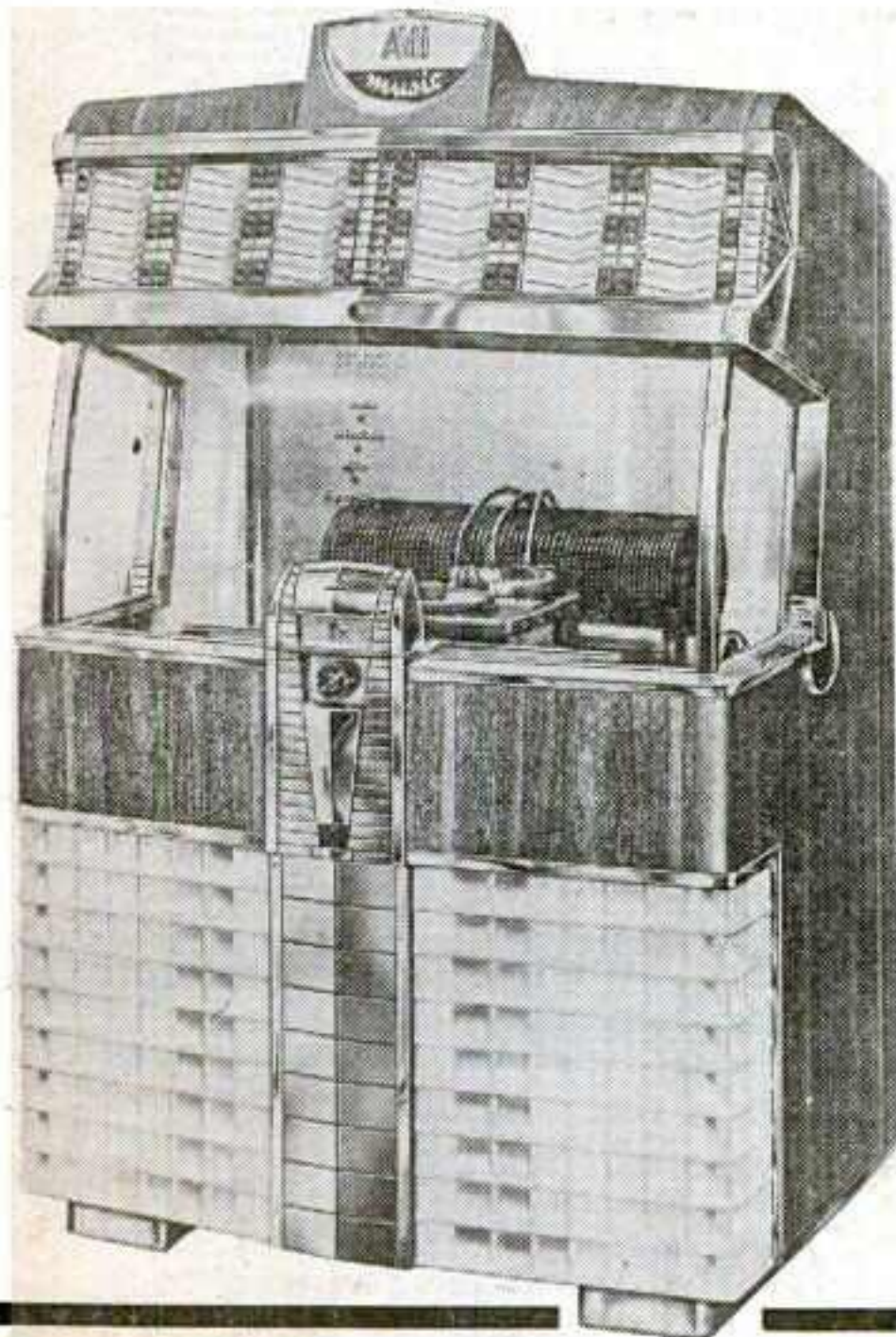
177 E. SECOND SOUTH ST.

Phone: 22-2549

SALT LAKE CITY, UTAH

**"Of all the PHONOGRAPHS
I've ever sold, the AMI 'E'
is by far
the BEST"**

Clarence Camp



OPEN HOUSE

**June 14, 15, 1953
REFRESHMENTS**

**Come in and
see the new
sensational
AMI "E"**

SOUTHERN AMUSEMENT CO.

628 MADISON AVE.

Phone: 55804

MEMPHIS, TENNESSEE



BASEBALL IS HERE AGAIN!

RIGHT OFF THE BAT... Williams
BREAKS ALL PROFIT RECORDS
 WITH *De Luxe*
BASEBALL

PLAYERS ACTUALLY RUN THE BASES!
 LITE BOX HINGES FORWARD FOR EASY ACCESS!

Proved OVER A PERIOD OF YEARS THE **OUTSTANDING MONEY MAKER OF ALL!!**

NEW ELECTRIC PITCHER

5¢ - 10¢ - 25¢
 Single Entry Slug-Proof Coin Mechanism Accepts Credits in any combination of coins. Records Credits for all coins paid in Advance.

MANUALLY CONTROLLED BAT!

Adjustable TO OPERATE ON:
 1 PLAY for 10¢ - 3 PLAYS for 25¢
 or
 1 PLAY for 5¢ - 2 PLAYS for 10¢
 5 PLAYS for 25¢

LITES ON PLAYFIELD BASES INDICATE MEN ON BASES!



CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILMORE ST. CHICAGO 24, ILL.

ORDER FROM YOUR DISTRIBUTOR TODAY!

GENCO'S 3-D SKY GUNNER
 10c or 5c Drop Chute
 Order Now for Prompt Shipment

S-BALLS

NEW UNITED TROPICS
BALLY YACHT CLUB
GEN. GOLDEN NUGGET
GEN. SILVER CHEST
CHI. BIG HIT
GOTT. GUYS & DOLLS

BINGO

GENCO
 Tri-Score \$ 89.50
 Canasta 89.50
 So. Pacific 79.50
 Rocket 79.50
 2 Feathers 64.50
 Black Gold 59.50
 Big Top 54.50
 Screwball 49.50
 Mardi Gras 49.50
 Floating P.W.R. 49.50

WILLIAMS
 Shoot the Moon \$159.50
 Shoo Shoo 119.50
 Control Twr. 119.50
 Dreamy 89.50
 Georgia 99.50
 De-Icer 99.50
 Rag Mop 99.50
 Pinkie 99.50
 Sweetheart 89.50
 Lucky Inning 84.50
 Maryland 84.50
 Boston 79.50
 St. Louis 69.50
 Dallas 69.50
 El Paso 59.50
 Virginia 49.50
 Yanks 49.50
 Daw-Wa-Ditty 49.50
 Saratoga 49.50
 Tennessee 49.50

BALLY
 Hot Rod \$99.50
 Batterina 49.50

Mills 20 rec., 40 secc. **CONSTELLATION \$169.50**

ARCADE

GENCO SKY GUNNER
 AUTO-PHOTO
 WMS. DELUXE BASEBALL
 EXH. SPACE GUN
 ABT RIFLE SPORT
 ABT CHALLENGER
 EVANS BAT-A-SCORE

Photomatic, Late \$450.00
 Voice-o-Graph, 35¢ \$25.00
 Midget Movies \$5.00
 Ev. Bat-A-Score \$275.00
 Shoot the Bear \$269.50
 Ch. Basketball Champ \$250.00
 Oklahoma \$69.50
 Avacado \$9.50
 Monterey \$49.50
 Rondevevo \$49.50
 Moon Glow \$49.50
 Baby Face \$49.50
 GOTT. LIEB \$49.50
 Skill Pool \$209.50
 Quartette \$185.00
 Rosa Bowl \$175.00
 Glamor \$175.00
 Wild West \$169.50
 Minstrel Man \$159.50
 Happy-Go-Lucky \$159.50
 Cyclone \$159.50
 4 Horsemen \$124.50
 Spot Bowler \$119.50
 Triplets \$109.50
 Rockette \$109.50
 College Daze \$89.50
 Bowling Ch. \$74.50
 Buffalo Bill \$74.50
 Buttons & Bows \$49.50
 Telecard \$49.50
 Just 21 \$59.50
 Buccaneer \$59.50
 King Cole \$49.50
 Cinderella \$49.50
 Humpty D. \$49.50
 Alice in W'ld \$49.50

EXHIBIT
 Judy \$94.50
 Jeanie \$49.50
 Be Bop \$84.50
 Campus \$84.50
 Tumbledweed \$74.50
 Samba \$49.50

CHICAGO COIN
 King Pin \$124.50
 Pin Bowler \$99.50
 Thing \$89.50
 Punchy \$89.50
 Majors \$74.50
 Holiday \$59.50
 Sally \$49.50
 Bermuda \$49.50

CIGARETTE VENDERS
FACTORY REBUILT, 25c. KING SIZE COILS
 Rowe President, 10 Col. or 8 Col. \$155
 National Model 950, 9 Col. \$145
 Ex. Col. \$130
 Uneedapak Model 500, 9 Col. \$135
 DuGrenier Champion, 9 Col. \$125
 DuGrenier Model "W", 9 Col. \$115

TERMS: 1/3 DEPOSIT; BALANCE SIGHT DRAFT OR C.O.D.

SHUFFLE GAMES

UNITED CLOVER S. A.
UNITED CASCADE S. A.
CHI. CROWN BOWLER, 6 PLAYER

Keeney 10 Player Club Bowler Write
 Star Bowler, 10', 2 Player, Wood Balls \$350.00
 United Super 6 Player 5 \$335.00
 United De Luxe S. A., 6 Player \$315.00
 United 4 Player \$195.00
 United 5 Player \$225.00
 United Twin Rebound \$145.00
 Chicoin 4 Player, Formica Top \$295.00
 Un. Double S.A., Express, Rebound, 8' \$119.50
 Un. 2 Player S.A., Express \$109.50
 Univ. Twin Bowler \$49.50
 Keeney League Bowler, 4 Player \$149.50
 Chi. Baseball 2 Player \$79.50
 Chicoin Bowling Classic \$89.50
 Chicoin Trophy Bowl \$99.50
 Bally Hook Bowler \$149.50
 Keeney Double Bowler, 2 Player \$149.50
 Exh. Super Twin Rotation \$295.00

WMS. 2-PLAYER DOUBLE HEADER \$49.50

Exclusive National Distributors!
COINWAY CHANGEMAKER
 Unconditionally guaranteed. Takes dimes and quarters. Dispenses nickels.
\$69.50
 Distributor Inquiries Invited

ELECTRIC SCOREBOARDS
 CENTER OVERHEAD \$125.00
 WALL MODEL \$95.00

VENDERS

ACORN VENDOR, 1c or 5c \$14.95

Mills 8 Col. \$198.50
 Candy \$89.50
 Mills 5 Col. Candy \$89.50
 Mills Tab Gum \$27.50
 Mills Tab Gum, Rebuilt \$16.50
 Silver King \$13.95
 N.W. Tab Gum \$35.95
 N.W. Stamp \$69.00
 U-Pop-It Write \$49.50
 Kleenex, 5 or 10¢ \$49.50
 Smokeshop Lobby \$239.50

1-BALLS

Bally Futurity Write \$149.50
 Turf King \$149.50
 Winner \$99.50
 Williams Coin Series \$99.50
 Citation \$145.00
 Gold Cup \$59.50
 Jockey Special \$54.50
 Special Entry \$49.50

UNITED'S Genuine 8' FORMICA TOPS \$15.95 ea. 9' Tops, \$16.95
 Minimum Order 5 Tops

LOOK AT THESE SPECIALS

BINGO GAMES

Bally Bright Spot \$245.00
 Spot Lights \$250.00
 Bright Lights Drop Coin Chute \$185.00
 Bolero \$175.00
 ABC \$90.00
 Frolics \$390.00
 Coney Island \$240.00
 Leaders \$215.00
 Atlantic City \$265.00
 Palm Beach \$395.00

ONE BALLS

Bally Futurity, Like New \$235.00
 Turf Kings, Very Clean \$90.00
 Citation \$30.00
 Photo Finish \$40.00
 Winner \$60.00

SPECIALS

Genco 400, Like New \$170.00
 Genco Jumping Jack \$260.00
 Genco Golden Nugget Write

ARCADE EQUIPMENT

Bally Big Inning \$149.50
 Bally Heavy Hitter \$49.50
 Battering Practice \$69.50
 Bomberang \$40.00
 Chicago Coin Goals \$115.00
 Chicago Coin 4 Player Derby \$295.00
 Chicago Coin Pistol \$90.00
 Chicago Coin Hockey \$49.50
 Chicago Coin Basketball Champ \$235.00
 Capitol Midget Movies Write
 Chicago Coin Name Bowler \$65.00
 Exhibit Six Shooter \$135.00
 Exhibit Jet Gun \$200.00
 Exhibit Gun Patrol \$175.00
 Exhibit Big Bronco Write
 Keeney Submarine Gun \$120.00
 Midget Skee Balls \$165.00
 Panoram \$250.00
 Quizzers \$95.00
 Texas Leaguer \$49.50
 Williams Coin Series \$75.00
 Mills Flip Skill \$29.50
 Mills Drop Picture \$42.50
 Fist Striker \$125.00
 Ball Grip \$75.00
 Lito-League \$145.00
 Pop Up, Like New \$22.00
 Silver Gloves \$175.00
 KO Fighter \$140.00
 Blow Ball \$75.00
 Keeney Submarine Gun \$225.00
 Success Night Bomber \$145.00
 Keeney Air Raider \$100.00
 Fun House Mirrors Write

MUSIC

Seeburg 5-10-25¢ 3-Wire Wallomatic \$27.50
 Seeburg 3-Wire 5¢ Wallomatic \$18.50
 Packard Wall Boxes \$9.95
 Wurlitzer Bar Box, 5-10¢ \$9.95
 Seeburg 1948 Blond \$245.00
 Seeburg 1947 Metal Cabinet \$175.00
 Wurlitzer 1100 \$250.00
 Williams Music Mite and Stand \$110.00

VENDORS

National King Candy Vendor \$19.50
 National King Ball Gum Vendor \$9.95
 Star Candy Vendors \$10.95
 4-Column Stamp Vendors \$18.50
 Bonanza Pop Corn Vendors Write
 Alkuna Crackers \$37.50
 Stick Gum Vendors \$9.95

SHUFFLE ALLEYS

United 4 Player, Formica Top \$150.00
 United 5 Player, Formica Top \$185.00
 United 6 Player, Formica Top \$215.00
 United 6 Player Deluxe \$240.00
 United 6 Player Super Deluxe \$285.00
 United 6 Player 10th Frame \$385.00
 United 4 Player Match Bowler \$275.00
 Chicago Coin 6 Player \$145.00
 Chicago Coin 6 Player Match Bowler \$295.00
 Chicago Coin 6 Player Match & 10th Frame \$365.00
 Chicago Coin Bowler-Ball \$380.00

NEW EQUIPMENT

Chicago Coin Band Box \$235.00
 Chicago Coin Crown Bowler \$120.00
 Chicago Coin Name Bowler \$65.00
 Chicago Coin Super Jet \$135.00
 Gottlieb Grand Slam \$175.00
 Genco Silver Chest \$175.00
 Bally Beach Club \$165.00
 Chicago Space Gun \$165.00
 Acorn Vendors \$250.00
 Auto Photo \$95.00
 Downey Johnson Coin Counter \$49.50

WANT TO BUY

Mutoscope Cross Country \$29.50
 Mutoscope Drivemobile \$42.50
 Mutoscope Voiceograph \$125.00
 Standard Metal Typers \$75.00

SUPPLIES

Shuffleboard Wax, Per Case \$ 4.25
 Coin Wrappers, 1000 Per Box, Per Box \$.90
 Collection Books, Per 100 \$ 7.50
 Pucks for Shuffleboard, 8 in Set, Per Set \$ 12.00
 Shuffleboard Pucks, Each \$ 1.50
 Leaf Rainbo Gum, Per Lb. .28
 Leaf Tab Gum, Chlorophyll, Per Lb. .60
 Leaf Chlorophyll Ball Gum, Per Lb. .60

MONROE COIN MACHINE EXCHANGE, Inc.
 2423 PAYNE AVENUE, CLEVELAND 14, OHIO
 (Tel.: 5Uperior 1-4600)

ELECTRIC SCOREBOARDS

Overhead, 15-21 pts. Horsecollar \$125 ea.
 15-21-50 pts. Wait Model 15-21 pts. and 15-21 \$95.00 ea.
 50 pts. Shuffleboard Adjusters, set \$12.00
 Fluor. Shuffboard, Lights (set of 4) \$12.00
 Shuf. Scorepads, Ea. .25
 Pucks (set of 8) \$12.00
 Wax, dozen \$3.00

22" Chi. Coin Shuffleboard cabinet, reconditioned, new maple top, complete and crated. Each \$160.00

8' Side Cushion Shuffleboards, New, Crated \$ 89.50
 22" Maple Tops, brand new, crated \$ 90.00
 Keeney 4-P. Leag. Bowler, 9 ft. \$125.00
 Bally Shuffle Line \$109.50
 Genco Shuf. Target \$69.50

TICKETS

2500 7-11 \$1.15 bag
 2170 R.W.&B. 1.00 bag
 2460 Lucky 7. 1.10 bag

Jumpin' Jacks \$275.00
 Lite-A-Line \$ 99.50
 Keeney Holiday \$259.50
 United Stars \$279.50
 5 Stars \$79.50
 Bright Lights \$190.00
 Bright Spot \$290.00
 Coney Island \$290.00
 Spot Life \$275.00
 Leader \$269.50
 Atlantic City \$375.00
 C. C. Holiday \$39.50
 C. C. Football \$49.50
 Un. Carolina \$34.50
 Un. Summertime \$49.50
 Got. Bowl. Champ. \$50.00
 Genco Mercury \$54.50
 Genco 1-2-3 \$34.50

MID-STATE COMPANY
 Chicago 47, Ill.
 Tel.: Dickens 2-3444

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

EMPIRE COIN MACHINE EXCHANGE
 1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2600 CHICAGO 22, ILL.

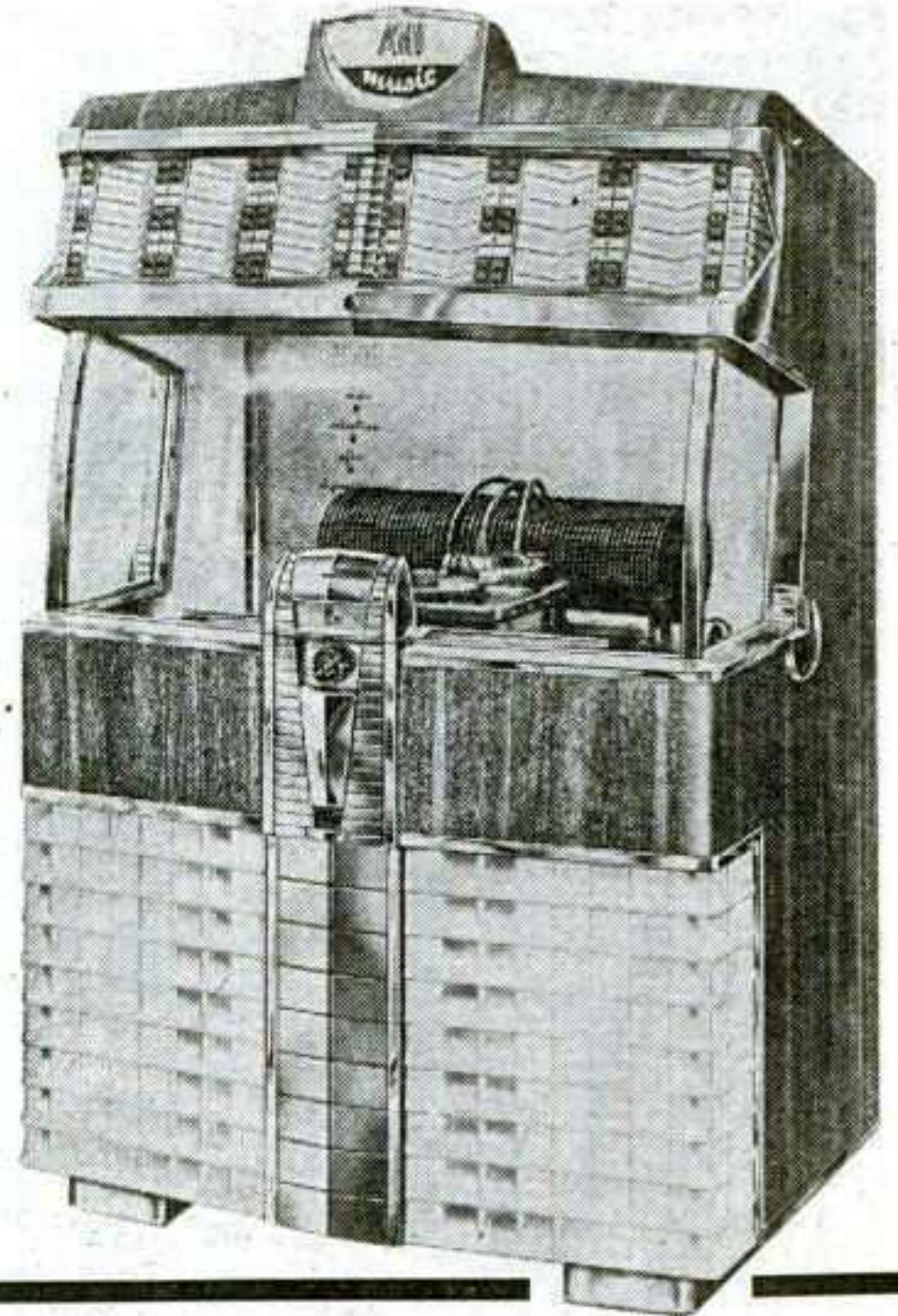
EVANS' 100 Selections CENTURY Now on Display

WANTED
 Used Metal Typers and Auto-Photos
WOODWARD AMUSEMENT CO.
 2329 Woodward Ave. Detroit 1, Mich.



**"Of all the PHONOGRAPHS
I've ever sold, the AMI 'E'
is by far
the BEST"**

T. B. Holliday



**Come in and see for Yourself
during "E" WEEK
JUNE 14-19, 1953
At Our Showrooms**

T. B. HOLLIDAY CO.

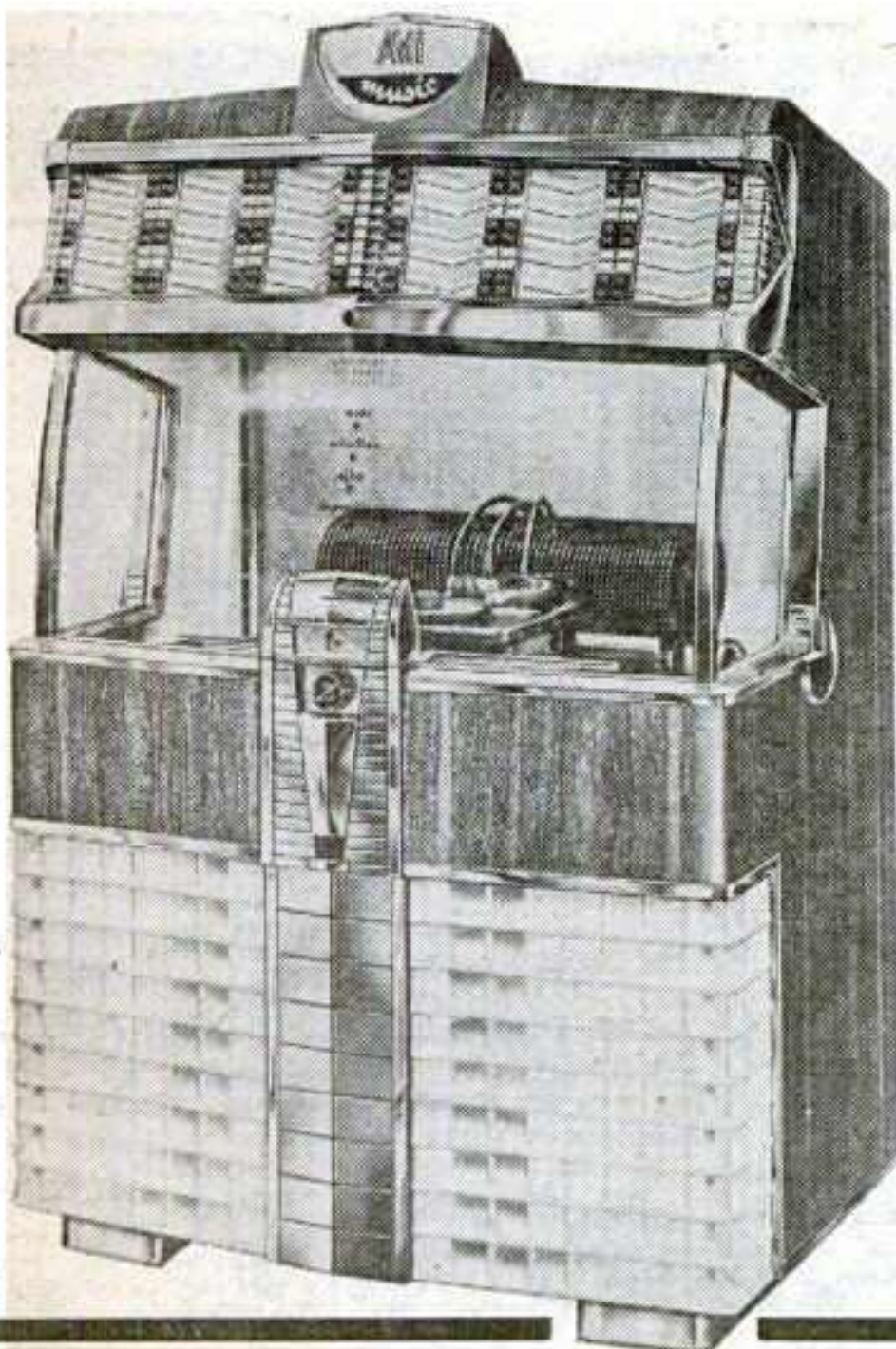
727 MAIN STREET

Phone: 3-7580

COLUMBIA 1, SO. CAROLINA

**"Of all the PHONOGRAPHS
I've ever sold, the AMI 'E'
is by far
the BEST"**

Frank Page



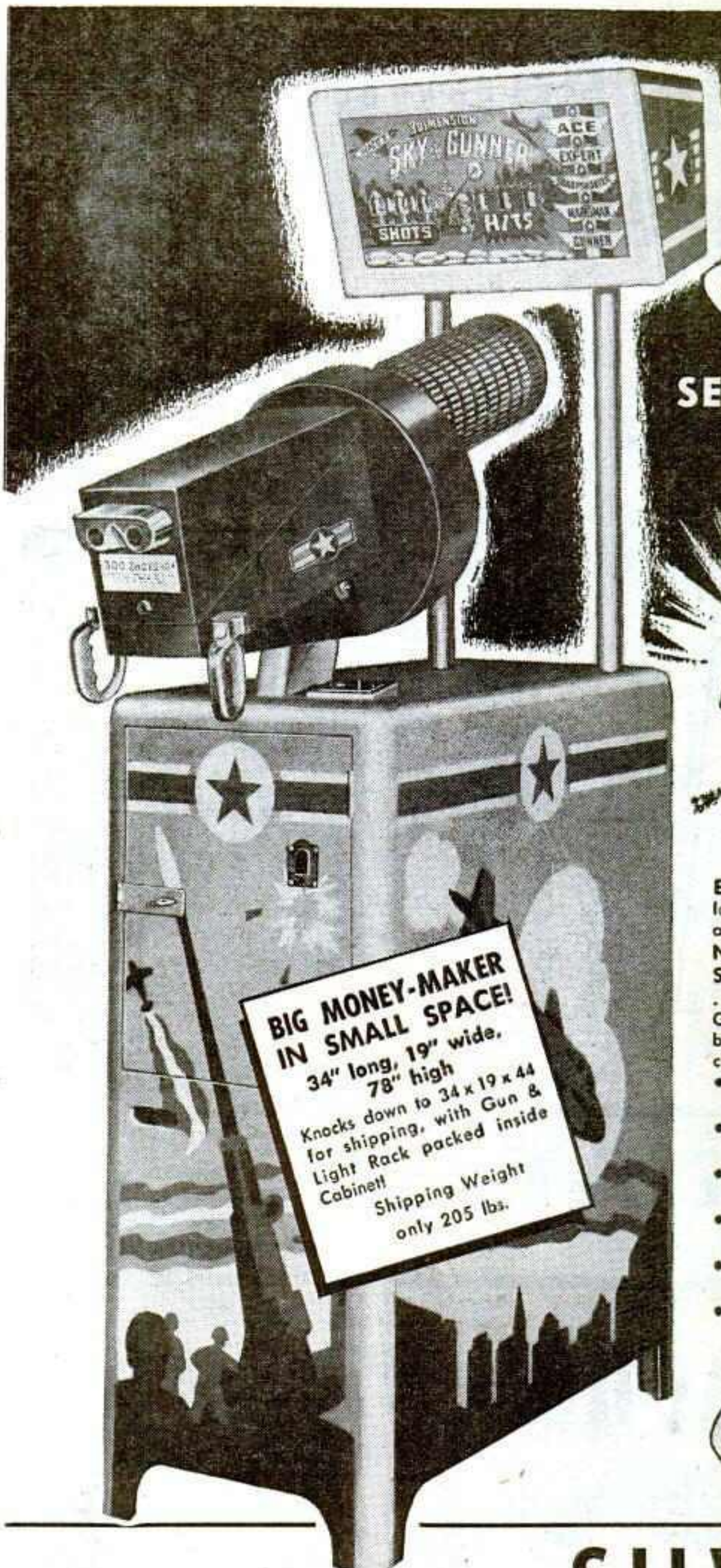
**Come in and see for Yourself
during "E" WEEK
JUNE 14-19, 1953
At Our Showrooms**

ROANOKE VENDING MACHINE EXCHANGE, INC.

3110 Williamson Rd., N.W.
Roanoke 12, Va. Phone: 3-1181

63 Commonwealth Ave.
Bristol, Va.

118 W. Washington St.
Charleston, W. Va.



GENCO'S Sky Gunner

SENSATIONAL **NEW** ALL-LOCATION GUN GAME

REALISTIC RECOIL ACTION
... TWIN BUTTON TRIGGER GRIPS!

4 FLASHING GUN MUZZLES!

300 EXCITING SHOTS!
(Easily adjusted to 200)
Playing Time 1 MINUTE!

LARGE-SIZE 3-DIMENSIONAL TARGET SCENE IN COLOR!

BIG MONEY-MAKER IN SMALL SPACE!
34" long, 19" wide, 78" high
Knocks down to 34 x 19 x 44 for shipping, with Gun & Light Rack packed inside Cabinet!
Shipping Weight only 205 lbs.

EXCITING NEW money-maker goes "big" in any location! Packed with thrilling action for players— attractive profits for operators!
NEW 3-DIMENSIONAL "BIG-PICTURE" SKY SCENE WITH LIFE-LIKE DEPTH... COLOR... MOTION!
Gives player feeling of actual Anti-Aircraft combat. Shows Enemy Planes speeding through moving clouds—planes "explode" when hit.

- **RAPID-ADD Drum-Type SCORING UNITS** Score Shots and Hits!
- **ADJUSTABLE SCORING** keeps Players trying for highest rank!
- **MOVABLE GUN MOUNT**—Player adjusts to desired angle.
- **10¢ DROP COIN CHUTE** with built-in Slug Reject.
- **DOUBLE-LOCKED CASH BOX**—extra hasp on front door.
- **ALL-STEEL GUN**—STURDY WOOD CABINET.

GENCO

MANUFACTURING & SALES CO.

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

Another Current GENCO FAVORITE

SILVER CHEST

NEW UPRIGHT GAME
PACKED WITH MANY EXCITING
NEW FEATURES

WRITE... WIRE ... PHONE YOUR GENCO DISTRIBUTOR FOR DETAILS

Marvel's New SHUFFLE-SCORE



3 BIG FEATURES!

- ★ 15-21 and/or 50 Pts.
- ★ 10c 1-Player or 10c 2-Player by Simple Plug Switch-Over.
- ★ Large METAL Coin Box.

New Shuffle-Score is 2-faced—adjustable for all boards... chrome tube supports.

Terms: 1/3 deposit, bal. C.O.D. or S.D. F.O.B. Factory, Chicago, Ill. **\$139.50**

IMMEDIATE DELIVERY

MARVEL MANUFACTURING COMPANY

2845 W. FULLERTON CHICAGO 47, ILL. TEL: DICKENS 2-2424

Also Available
Wall Models
Horsecaller (15 - 21 - 50 pts.)
Marvel Score (15 - 21 pts.)
\$95.00 each.

SPECIAL SALE!!

EQUIPMENT PERFECT OPERATING CONDITION

25 Spot Lifes	\$185.00 Ea.	10 Sunshine Parks	\$239.50 Ea.
10 Hayburners	79.50 Ea.	50 Turf Kings	69.50 Ea.
10 Futurities	169.50 Ea.	25 Brite Lifes	149.50 Ea.

Terms: 1/3 Cash, Balance C.O.D.

B. & B. NOVELTY CO.

715-17 WEST MAIN ST. LOUISVILLE 2, KY.

GIVE TO DAMON RUNYON CANCER FUND

ATTENTION!

- 7 United Super Six Alleys ... Ea. \$299.50
- 1 Chico Pistol 65.00
- 1 United Twin Reb. F. Top 99.50
- 1 Exhibit Gun Patrol 184.50
- 1 Super World Series, Wms. 195.00
- 1 Wurl. 500K 35.00
- 1 Gott. Bowlette 25.00

Send for complete list. (1300 Records—9¢ Each)

OLSHEIN DIST. CO.
1100 Broadway Albany 4, N. Y.

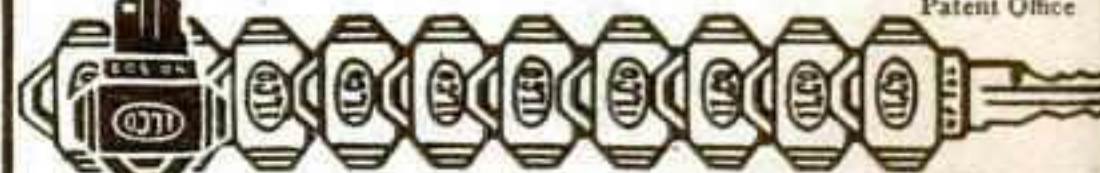


HERCULOOCK Double Feature Protection

- 1 Protect your money in coin machine cash boxes with HERCULOOCKS for dependable security.
- 2 Your key number is registered in our files under your name. This code system will protect your individual key... keeps it reserved for your use.

Only Herculoock has the Ilco Gear-Tooth keyway—virtually pick-proof because only the Herculoock key will fit. Investigate Herculoocks right now for complete cash box security!

*T.M. Reg. U. S. Patent Office



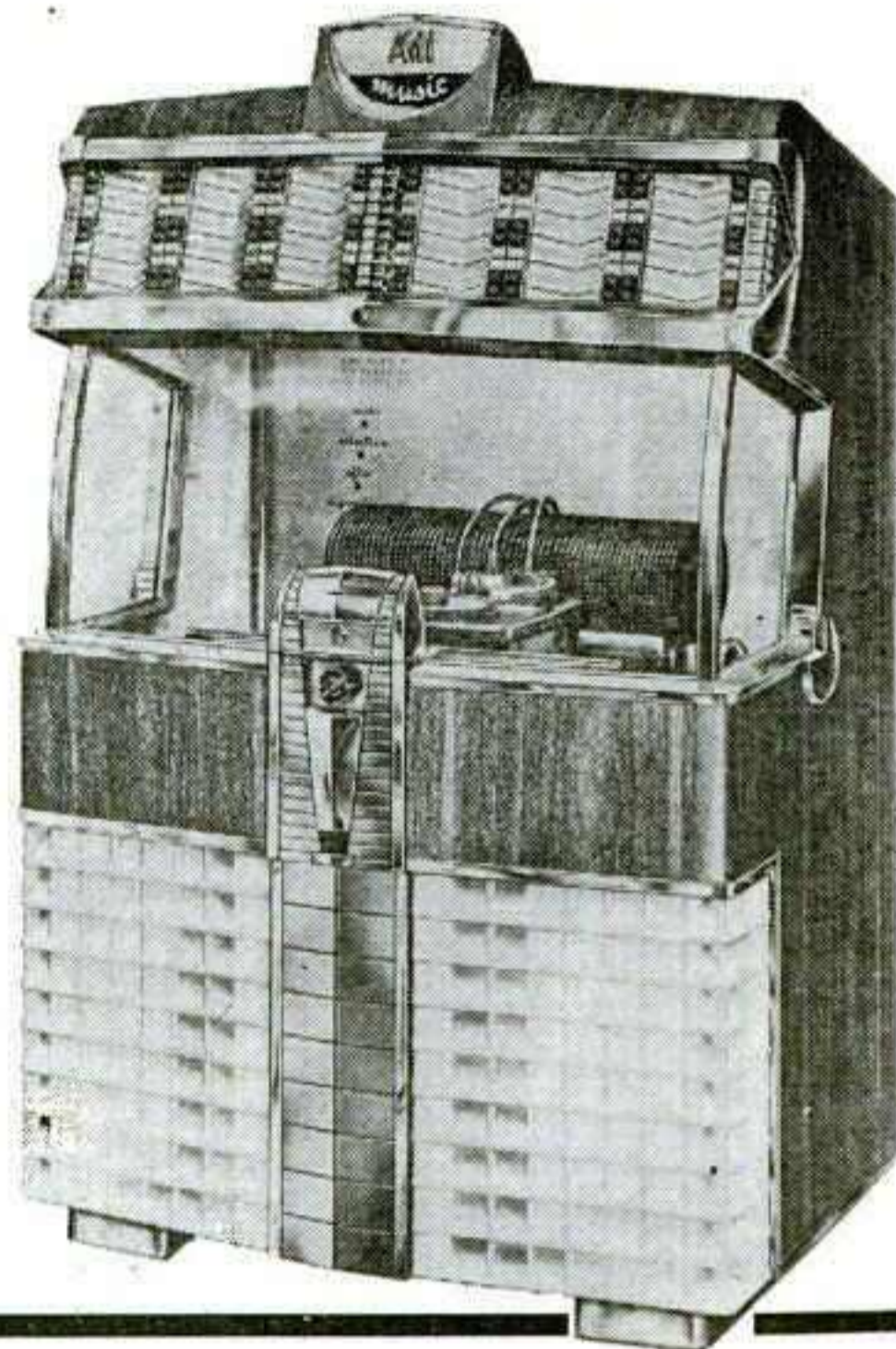
INDEPENDENT LOCK COMPANY
FITCHBURG • MASSACHUSETTS

when answering ads...
SAY YOU SAW IT IN THE BILLBOARD!



"Of all the PHONOGRAPHS I've ever sold, the AMI 'E' is by far the BEST"

Mike Spagnola



**Come in and see for Yourself during "E" WEEK
JUNE 15, 1953
OPEN HOUSE • REFRESHMENTS**

AUTOMATIC PHONOGRAPH DISTRIBUTING CO.

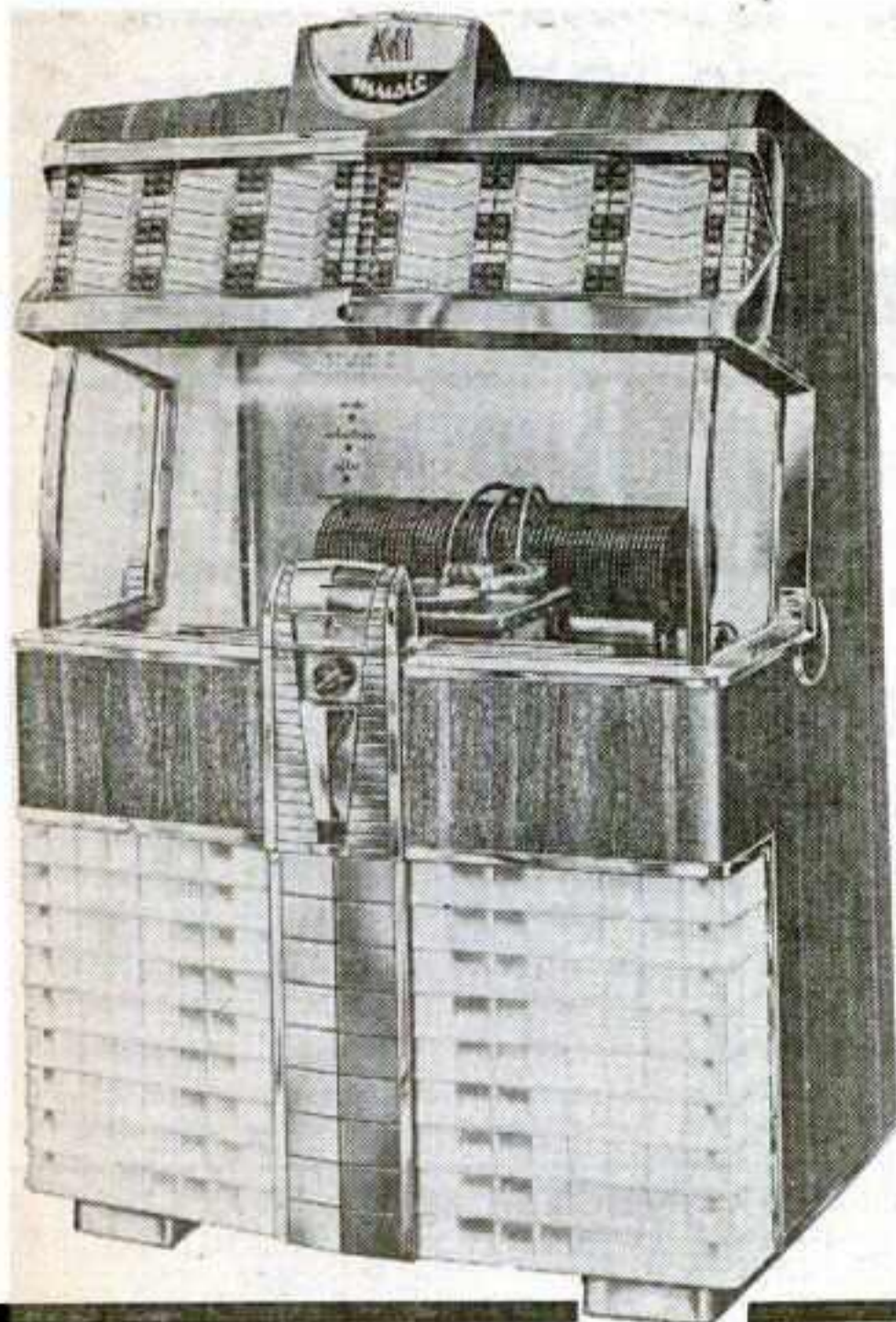
806 N. MILWAUKEE AVE.

Phone: Chesapeake 3-4900

CHICAGO 22, ILL.

"Of all the PHONOGRAPHS I've ever sold, the AMI 'E' is by far the BEST"

Virgil Christopher



**Come in and see for Yourself during "E" WEEK
JUNE 14-19, 1953**

CHRIS NOVELTY CO.

806 ST. PAUL ST.
BALTIMORE 2, MARYLAND
Phone: Mulberry 3167-8722



**Definitely
Tops!**

Gottlieb's

GUYS DOLLS



**PLAY THAT SPARKLES
WITH SPECTACULAR
THRILLS!**

RESETTING SEQUENCE FROM 1 TO 9—

ADVANCES BONUS for high score . . . INCREASES VALUE of point lanes . . . LIGHTS ROLL-OVERS at bottom for replays . . . AWARDS REPLAYS for spelling out "DOLLS" . . . EACH RE-SET lights one letter . . . MYSTERY "SPOT-EM" spots one letter intermittently at start of game.

A - B - C - D SEQUENCE

creates dazzling ball action . . . marvelous recovery shots . . . induces repeat play.

Lights bonus hold for replay

4 POP BUMPERS

BRAND NEW!
6 HIGH POWERED
POP-UP
POSTS

D. Gottlieb & Co.
1140-50 N. KOSTNER AV.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

ORDER FROM YOUR DISTRIBUTOR NOW!

DAVIS PHONO SATISFACTION! EASY AS A - B - C . . .

Always Buy Choice

DAVIS PHONOS

EVERY ONE FULLY GUARANTEED



SEEBURG M-100 A
with DAVIS Guarantee
\$595.00

Looks and Operates Like New

—CHECK THESE FEATURES—

- ✓ Mechanism overhauled
- ✓ Electric selector checked
- ✓ Solenoid Unit disassembled and cleaned
- ✓ New pick-up cartridge
- ✓ Amplifier tested
- ✓ Cabinet refinished

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE.

DAVIS DISTRIBUTING

CORP.

Branches in BUFFALO • ROCHESTER • ALBANY

SEEBURG FACTORY DISTRIBUTORS

738 ERIE BLVD E.

SYRACUSE, N. Y. PH. 75-5194

—WIRED MUSIC BARGAIN—
50 Units—PANTAGES-MAESTRO Music
Complete with Studio Equipment—Like New
WRITE for Details and Price

SEEBURG
148 ML \$199.00
147 M or S 115.00
146 M or S 99.00
1941 HIDEAWAY 49.00

WURLITZER
1080 \$125.00
1217 HIDEAWAY 249.00
1017 HIDEAWAY 99.00

AMI
A \$225.00
C 350.00

ROCK-OLA
1426 \$99.00
1422 79.00

Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

WALL BOXES

Wurlitzer 4820, 5c, 10c, 25c. Converted \$39.50
Wurlitzer 3020, 5c, 10c, 25c. Reconditioned 19.50
Wurlitzer 3031, Reconditioned 9.95
Wurlitzer 219 Stepper 19.50
Seeburg 3W2-L56, 3-Wire, Reconditioned, Refinished 7.50
Seeburg W1-L56, 5c, Wireless, Reconditioned, Refinished 4.95
Packard Pla-Mor 3.95

★ ★ MUSIC CLEARANCE ★ ★

3 AMI Hideaways—40 record \$295.00
68 5c & 10c AMI Wallboxes ea. 22.50
1 Wurlitzer Hideaway—48 record... 295.00
63 3020 Wurlitzer Wallboxes ea. 17.50

WANTED Seeburg "Shoot the Bear" Guns
Seeburg M100A

Exclusive Gottlieb, Williams, Seeburg and Chicago Coin Distributors

TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 7-9480

GET ON OUR MAILING LIST

For New and Used Bargains in Coin-Operated Equipment

Fast Delivery on Fast Profit
Bally BEACH CLUB

DONAN
DISTRIBUTING COMPANY

5007 N. Kedzie Avenue, Chicago 25, Illinois. Phone JUNiper 8-5211
Bally Distributors for Wisconsin and Northern Illinois



Brand New!
**Buckley CRISS-CROSS
JACKPOT BELLS**
5c-10c-25c-50c-\$1.00
Also mac for many foreign coins

BUCKLEY 20-24-32
WALL AND BAR Record Selections
MUSIC BOXES 5c or 10c Play

Buckley Manufacturing Co.
4223 W. Lake St. Chicago 24, Ill.

BINGO GAMES

Beauty \$475.00
Palm Beach 375.00
Frolics 340.00
Atlantic City 325.00
Spot-Lite 205.00
Bright Spot 200.00
Coney Island 200.00
Bright Lights 165.00
Circus 275.00
Stars 225.00
Leader 215.00
Long Beach 175.00
Bolero 165.00
A.B.C. 85.00
Five Star 75.00

ONE BALLS

Sunshine Park \$260.00
Futurity 125.00
Turf King 75.00
All of the above machines have been cleaned, checked and are ready for location.
1/3 deposit must accompany all orders.

H. M. BRANSON DISTRIBUTING CO.
811 East Broadway Louisville 4, Ky.

BINGO BUYS

Frolics \$350
Zingo 175
Stars 250
Bolero 175
Holiday Jacks \$235
Jumpin' Jacks 225
Genco "400" 195
Bright Spot 250

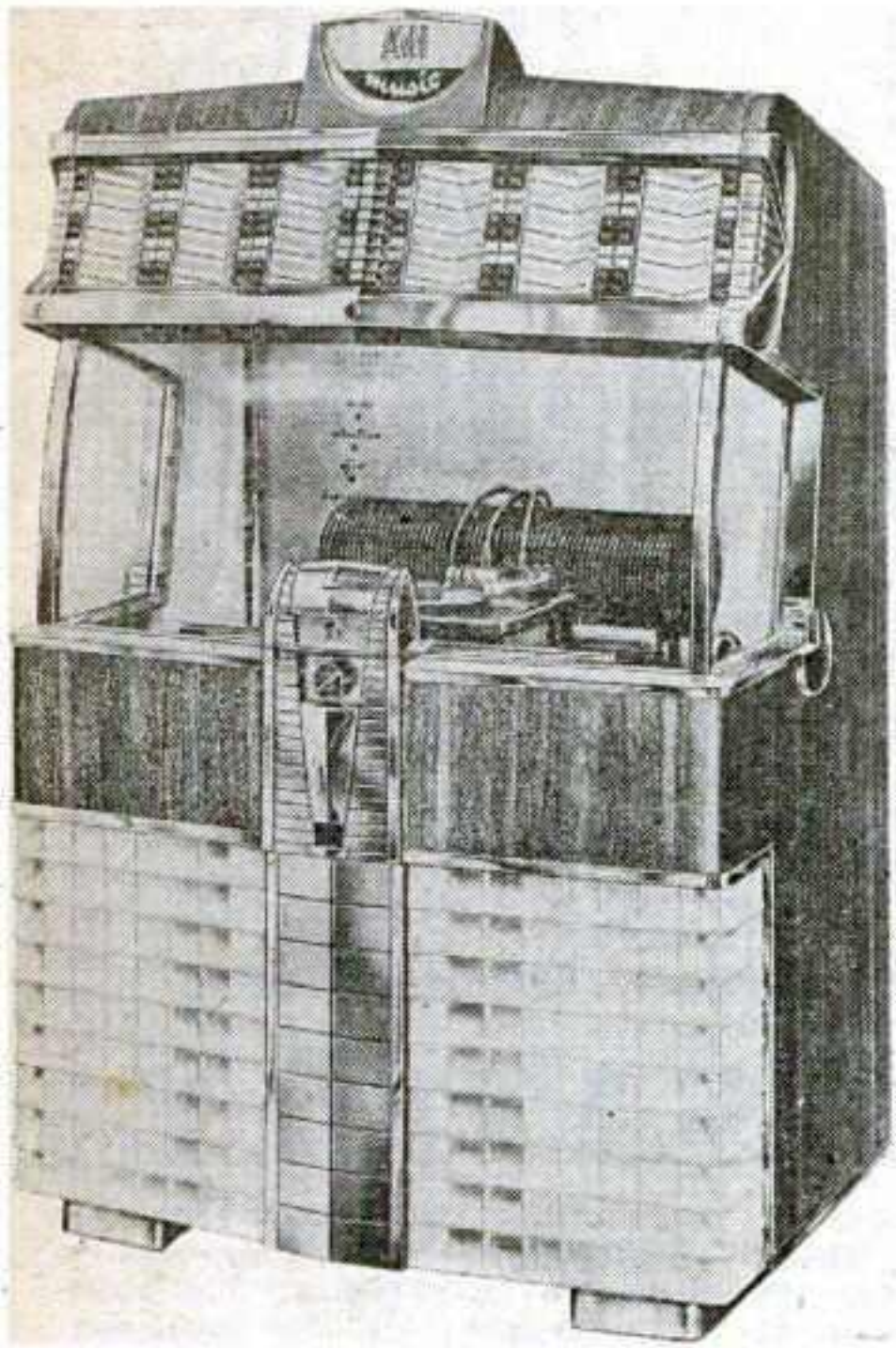
BRAND NEW AJAX CIGARETTE VENDORS—EXHIBIT BIG BRONCO HORSES, PETER RABBIT, RANGER RAWHIDE, BALLY CHAMPION—WRITE.
Write for Late List: Shuffles, etc., New—Used.

NEW! Write for Prices!
C.C. Crown Bowler, United Clover, Keeney 10-Play, Club Bowl, Bally Beach Club.
CLAYT NEMEROFF • CHARLEY PIERI

Monarch Coin Machine, Inc.
2257-59 N. Lincoln Ave. Chicago 14, Ill.
Phone: L. Lincoln 9-3996-7-8

SPECIAL!
"POP" CORN SEZ
10c VENDORS
RECONDITIONED
LIKE NEW
WRITE





Congratulations

AMi

"This is the finest phonograph I have ever seen."

Si Redd

REDD DISTRIBUTING CO., INC.

298 LINCOLN STREET

ALLSTON 34, MASS. AL 4-4040

"Of all the PHONOGRAPHS I've ever sold,

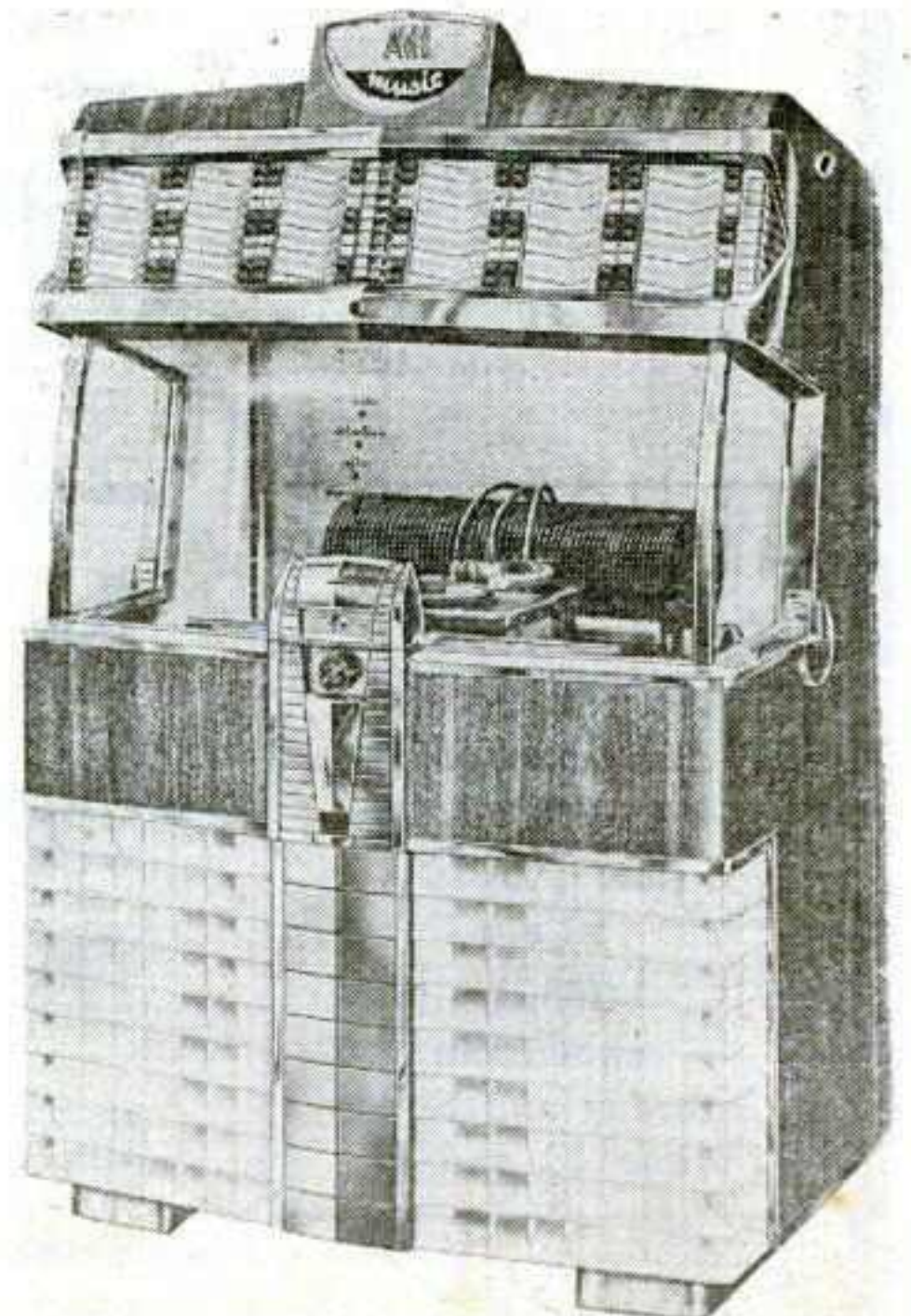
The New AMi 'E'

is absolutely the most

- Attractive
 - Revolutionary
 - Easy-to-Operate
 - Mechanically Perfect
- Music Machine Ever Manufactured"**

Morris S. Gisser

Come in and see for yourself during "E" WEEK, June 14-19, 1953



M. S. GISSER
Sales Manager

Cleveland Coin
MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

**SOUTHERN
AUTOMATIC
30th
ANNIVERSARY**

**..2..
Gala
events**

**THE NEW
AMi
MODEL E
40-80-120**

*YOU ARE INVITED TO VISIT US IN CELEBRATION
OF OUR 30th YEAR IN THE COIN MACHINE INDUSTRY*

SEE THE NEW SENSATIONAL

AMi MODEL E

IN 40-80-120 SELECTIONS

OUR ENTIRE ORGANIZATION OF 90 PEOPLE

**OPEN
HOUSE**

Saturday—June 13
Sunday—June 14

Refreshments Served

Gifts for All

Attend Showing at
Office Nearest YOU

WELCOMES YOU

TO OUR

30th

ANNIVERSARY PARTY

**and the first showing
of the sensationally new**

ALL OPERATORS,

their Wives and Service
Men are cordially in-
vited to our party. Make
a date now for Saturday
and Sunday, June 13, 14.

AMi MODEL E

40-80-120

SPECIAL NOTICE

Operators of
COLUMBUS, OHIO
and surrounding
territory see the
NEW MODEL E
at our
CINCINNATI
showroom
Saturday and Sunday
June 13 and 14

**SOUTHERN
AUTOMATIC
MUSIC CO., INC.**

ESTABLISHED 1923

735 S. BROOK ST., LOUISVILLE 3, KY. 1000 BROADWAY, CINCINNATI, OHIO
1535 DELAWARE AVE., LEXINGTON, KY. 3011 E. MAUMEE AVE., FORT WAYNE 4, IND.
129 W. NORTH ST., INDIANAPOLIS, IND.

NOTICE

**EASTERN
KENTUCKY
OPERATORS**

our new
LEXINGTON
office

is now open at
1535 Delaware Ave.

AMi MODEL E • 30th ANNIVERSARY PARTY • MODEL E AM



Size
8 ft. x 2 ft.

A Sure Winner!
CHICAGO COIN'S
New
CROWN BOWLER
Triple Match Feature

1 Match A
NUMBER
 0-9

2 Match A
NUMBER
 and **STAR**

3 Match A
NUMBER--
STAR and
CROWN

FAST ACTION!...

FAST PLAY!

Plus! 5th Frame Score **DOUBLES!**
10th FRAME DOUBLE SCORE FEATURE!
 Player In 10th Frame Can Add Up To **180 POINTS** To Total Score!

Plus! **NEW HINGED PIN COMPARTMENT!**
Easy Servicing! Easy Cleaning!

- NEW HINGED FRONT DOOR WITH PROTECTED JUMBO CASH BOX!
- HIGH SCORE OF THE WEEK
- 7-10 SPLIT PICK-UP
- EASY TO READ INDIVIDUAL SCORE DIALS
- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND ACTION 20-30 SCORING



chicago
coin
 MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14, ILLINOIS

NOW!
 Back in
 Production!

NEW
 HINGED PIN
 COMPARTMENT!
 Easy servicing!
 Easy cleaning!

NATURAL
PROFIT
MAKER!



5th Frame
Score
DOUBLES!

Coast to Coast Operators Clamored for More!

Chicago Coin's 10th FRAME
DOUBLE SCORE BOWLER

Now! No matter what score players have . . . the game is never over till the last puck!

Here's Why! A Player in the 10th Frame has the opportunity to Add up to 180 POINTS to his Total Score.

- ★ New hinged front door with protected jumbo cash box!
- ★ Easy to read individual score dials!
- ★ Jumbo "Fly-Away" pins! 7-10 split pick-up!

1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

chicago
coin
 MACHINE COMPANY

OPERATORS FROM COAST TO COAST AGREE THAT

BEACH CLUB

IS *Bally's* GREATEST "IN-LINE" GAME

From coast to coast the cash-box verdict is unanimous: "Better than BEAUTY...greatest in-line money-maker...only PALM BEACH came close to terrific earning power of BEACH CLUB!" In fact, BEACH CLUB includes all the greatest features of PALM BEACH plus added extra-coins attractions...new 7-Choice Select-A-Spot...and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big BEACH CLUB profits! Get BEACH CLUB now!

Attractive ADVANCING SCORES • IN-LINE and CORNER Scores
3-in-line on SUPER CARD Scores 4-in-line score
Improved SELECT-A-SPOT feature • New EXTRA-TIME feature
TRIPLE-SPOTS Roll-over feature • Up to 3 EXTRA BALLS per game

**NEW
7-CHOICE
SELECT-A-SPOT
FEATURE**

Player turns knob to select choice 10, 16, 19, 21, 22, 25 (when lit)



Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action... surging forward, gliding backward... dipping and rising... rolling from side to side... swinging and banking like a jet-fighter... and you will see why junior space-pilots prefer the Bally SPACE-SHIP... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector



Ride THE CHAMPION

TO BIGGEST PROFITS IN HOBBY-HORSE CLASS

Cash-box records prove that THE CHAMPION... the deluxe hobby-horse... is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?



IT TROTTS
IT GALLOPS

**FINANCE
PLAN**
NOW AVAILABLE
THROUGH
BALLY DISTRIBUTORS

RIDE
THE CHAMPION
10¢

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS