

The Billboard

1954
Country & Western
Jubilee Section
begins on page 47

MAY 22, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

See Ya in TV, Say The Funny Papers

Plethora of Comic Strips Head for Tele, As More Hot Video Shows Seek Print

By GENE PLOTNIK

NEW YORK, May 15.—Many more of the most popular comic strips will likely come to life on the TV screens next season. And conversely, a few more of the hottest TV shows will be re-created as comic strips.

According to reports coming in every week a very lively interest in comic-strip properties continues to grow among TV film producers. Some of the familiar comic strip titles which are reported to be in negotiation, in pre-production planning or in pilot film form are "Steve Canyon," "Blondie," "Dixie Dugan," "Tailspin Tommy" and "The Heart of Juliet Jones."

The conversion the other way, from TV film to comic strip, has been slower, but new activity has developed sporadically in that direction. In recent weeks, for example, Toby Press received the comic book rights to "Ramar of the Jungle," a half-hour show appearing on over 100 stations.

Move Cautiously

On the TV side, the producers are proceeding with caution, due to the natural hazards of the comics-to-film conversion. But the allure of a pre-sold title and pre-existing story material is hard to resist. When the comic strip is hot, TV is definitely interested.

Only six comic strip titles are in active circulation as TV film shows at this time. They are "Dick Tracy," "Fearless Fosdick," "Terry and the Pirates," "Superman," "Joe Palooka" and "Flash Gordon."

The TV film hits which have found their way to the comics are "Hopalong Cassidy," "Dragnet," "I Love Lucy" and Gene Autry. Also "Annie Oakley" went into comic strips before its TV sales began.

The six strips which are on TV film are, of course, a drop in the bucket when the total number of such titles are taken into consideration. In six of New York's daily newspapers, over 65 different strips appear each day. This does not include the single block cartoons, nor does it include the Sunday-only strips.

Identity Problem

The difficulty in the comics-TV relationship has been in maintaining the identity of the original

Holmes Stalks Everywhere

NEW YORK, May 15.—The pre-sold assets of comic strip properties often go far beyond their newspaper audiences. Many have had extensive exposure in radio, motion pictures, magazines, books, even legitimate theater.

One of the most pre-exposed TV film series of all time will be the "Sherlock Holmes" show now being produced in Europe by Sheldon Reynolds.

Holmes is also available to the public in a comic strip and in a new book of stories some of which recently ran in top national magazines. Broadway also saw him this season.

Besides this, televisioners can see Holmes in 12 movies released by Universal and distributed by Motion Pictures for Television.

characters in the converted form. There is some feeling on both sides that this can be overcome to a great extent if the originator of the property would maintain co-production authority on the converted version, would exercise the right of rejection on casting and story, for instance, rather than merely sitting back and collecting royalties.

Others feel that when you put a comic strip on film, you just try your best and take your chances. They believe that everyone has his own idea of what a comic-strip character should look like in life size, and you just can't please everybody.

Widely acknowledged as the most successful of the comic-strip based on TV film shows is "Superman." This is produced by Superman, Inc., the TV film production subsidiary of National Comics Publications, which owns the strip. Whitney Ellsworth, who is a top exec of National Comics and who was involved in the production of the "Superman" motion picture serial, maintains the production reins on the TV series. And George Reeves is widely regarded as the perfect embodiment of Superman in his paper manifestations.

"The Adventures of Superman" is sponsored nationally by Kellogg. In February it racked up

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LEGIT TO PICK 11th DONALDSON AWARD BESTS

NEW YORK, May 15.—The 11th Annual Donaldson Awards ballots and eligibility lists were mailed this week to all stage managers of Broadway productions for distribution to all members of the legitimate theater field. Those eligible to vote in the two categories covering all phases of the theater must have their ballots in the mail by June 1.

Everybody connected with the making of a Broadway season—from stagehands to producers—is entitled to a vote. Those who are not currently employed on Broadway, and who therefore cannot obtain ballots from stage managers, may participate in the voting by returning a coupon printed in this issue's Talent Review department or by calling at The Billboard offices. A limited supply of ballots will also be available Actors and Chorus Equity.

The mailing to stage managers was accompanied by Drama Editor Robert Francis' letter noting that the gold keys and scrolls which will go to the winners represent the American Theater's accolade to its own. Each ballot, therefore, is important, including partially completed ones sent in by voters whose interest does not encompass the entire awards range.

Early returns will facilitate final compilation of votes, Francis said.

Country Music Field Full of Green Stuff—Folding Kind, That Is

\$70,000,000 Doled Out by Public To See, Hear, Play C&W Tunes

By JOE MARTIN

NEW YORK, May 15.—The American public last year spent some \$70,000,000 to be entertained by country and western artists, records and songs. Indications are that the figure will continue to rise in the years to come.

Of the \$70,000,000 gross, phonograph records accounted for about \$26,000,000, the personal appearance field grossed about \$40,000,000 and the publishing end of the country and western field took in well over \$2,000,000.

While it is true that accurate statistics are not readily available, the sellers of country and western talent, records and songs consider these figures as conservative.

The most recent statistical information available on the sale of phonograph records shows a 1953 retail business for all recordings of \$205,000,000. The country and western records account for 13.2 per cent of the total record volume—or \$26,650,000. The size of the country and western record market is all the more impressive when considering the unit volume rather than the dollar volume.

Few country and western albums are produced or sold. Almost all of the \$26,000,000 done in c.&w. records is thru the sale of single records—retailing at 89 cents. The unit volume, therefore, tops 30,000,000 records sold last year.

There are many within the music and record industry who point out that the figure for money spent on country and western music on records should be far higher. These people insist that such recorded favorites as "Tennessee Waltz," "Jambalaya," "Hey Joe," "Don't Let the Stars Get in Your Eyes," "Crying in the Chapel" and others rightfully belong on the country side of the ledger, tho they sold best as popular records after the pop artists took the basic material from the country field.

If still further proof of the importance of the country record is needed, a study of the major record manufacturers' catalogs will show that the country artists and their individual catalogs are particularly important. As an example, in RCA Victor's catalog of strong and steady sellers, "Music America Loves Best," there are more listings for Eddy Arnold and Hank Snow than for the company's big pop and classical names.

\$40 Mil. Gross

The personal appearances of country artists thruout the United States and Canada account for at least a \$40,000,000 gross. That's agreed by buyers and sellers of talent in all fields. There are said to be at least 3,000 locations which present country talent on a fairly regular basis. A recent "Grand Ole Opry" unit traveling thru Texas grossed \$60,000 in six days. A single Sunday country show in the Pennsylvania territory grosses from \$1,000 to \$8,000 regularly.

In Toronto, last year, Hank Snow drew 26,000 people to a single performance and played before 98,618 people in nine days. The packaged country unit of Webb Pierce, Jean Shepard, Ferlin Huskey and T. Texas Tyler drew 89,746 people in seven days. These are typical audiences and

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WCOP's Fans Like 'Haylofts'

BOSTON, May 15.—The latest example of the power of country music and talent to draw the public is the consistent attendance figures being racked by Boston radio station WCOP's "New England Original Hayloft Jamboree" program, starring Elton Britt. The weekly show has moved to a newly erected 1,800-seat auditorium.

The show has played to capacity houses since moving to the new broadcast auditorium, John Hancock Hall. Admission prices are \$1 for orchestra seats and 75 cents for the balcony. Since January, it has played to 7,500 paid admissions, while the station's artists have played to over 20,000 people in personal appearances.

NEWS OF THE WEEK

NBC-TV Spectacular Schedule

Builds: Clients Take Lure . . .
NBC-TV achieved an important part of its fall nighttime sales objective by selling about half of its spectaculars. The result may be the scheduling of still another spectacular, probably for the Saturday night 7:30-9 spot once a month. . . . [Page 2](#)

How They Love to Harmonize!

Vocal Groups On the Upgrade . . .
If you've got a brood of kids around the house, look out—they'll probably wind up as a vocal group on a record label. At least it looks that way from the current popularity of trios, quartets and quintets which can handle the lyric of a song. . . . [Page 49](#)

"Operation Pushpop" Draws

Wide Disk Industry Response . . .
Music and record executives have plenty to say about "Operation Pushpop," the record industry-wide campaign to spark Summer sales of new records and songs. The first mailings to operators, dealers and disk jockeys will be made next week-end. . . . [Page 40](#)

LP Labels Go Pop; Grab Up

Gypsies, Parisian Thrushes . . .
Cafe pianists, Gypsies and Parisian chanteuses provide a "pop" diet for classical LP record manufacturers out to attract more income and establish their labels in new outlets. . . . [Page 41](#)

Film Syndicators Trek to

NARTB: Promotions Planned . . .
Film syndicators will be represented en masse at the broadcasters' convention in Chicago shortly. As a lure, the distributors are going in for several promotional schemes which are expected to win the attention of station execs. . . . [Page 7](#)

NBC, CBS Affiliates Wary of

Spot Participation Plans . . .
On the eve of the broadcasters' convention, both the NBC and CBS Radio networks are finding affiliates restive about projected spot participation sales plans of the webs, which many stations believe will cut heavily into their local income. . . . [Page 6](#)

Las Vegas Hotel Boom Sparks

Demand For Talent . . .
Las Vegas hotel boom takes new hold with demand for talent getting bigger. . . . [Page 13](#)

Hot Time in Miami Forecast

As Talent War Grows . . .
Miami Beach is expected to break out in a talent war next winter. Two big clubs are already bidding and one other has started buying up ahead. . . . [Page 13](#)

Nation's Juke Box Operators

Act to Combat Unfair Taxes . . .
Music Operators of America, national juke box association, starts move to hit discriminatory State and local tax levies with the formation of a national council. . . . [Page 100](#)

Largest Carnival Opens

Its Season in Memphis . . .
The Royal American Shows—the nation's biggest touring midway—opened its season at the Memphis Cotton Carnival with the strongest attraction line-up in its history—24 rides, 14 shows, including a dancing water show. . . . [Page 49](#)

Ringling Circus Grosses

\$300,000 in One Week . . .
The Ringling-Barnum circus boosted its Boston gross \$50,000 to a record \$300,000 for the week's run. Three shows on Saturday and an early finale on Sunday added to sellouts. Show opens under canvas this week. . . . [Page 81](#)

DEPARTMENTS AND FEATURES	
Burlesque	Letter List
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Coin Machines	Music Charts
Coin Machine Market	Music Machines
Coming Events	Parks & Pools
C&W Jubilee Section	Pipes
Drive-In Theaters	Radio
Fairs & Expositions	Risky
Final Curtain	Roadshow-Reportage
General Outlook	Shows
High Fidelity	Talent Review
Honor Roll of Hits	Television
Legitimate	TV Film
Legit Routes	Vending Machines

Spectacular Selling Sells Spectaculars for NBC-TV

Web Lines Up Half of Needed Big Show Sponsors of 3-Night Specs

NEW YORK, May 15.—NBC-TV, in a series of razzle-dazzle selling achievements, this week completed about half the task of finding sponsors for its three groups of spectaculars, and expects to tie up the rest next week.

The entire series of Saturday night extravaganzas, at least 10 shows and perhaps 13, which will air 9-10:30 p.m. next season, was sold to Oldsmobile thru the D. P. Brother agency.

The Sunday night situation is

2d NARTB Bid For Petrillo, AFTRA Peace

WASHINGTON, May 15.—The National Labor Relations Board is mulling the second proposal in two weeks by the National Association of Radio and Television Broadcasters to bring about settlement of a battle over bargaining representation by the American Federation of Musicians and the American Federation of Television and Radio Artists.

The NARTB in a brief filed this week urged the NLRB to "resolve the issue" as to whether AFM or AFTRA is the proper bargaining representative for employees who, during the course of a single performance, play musical instruments, sing or engage in ad lib comment. Acting manager Charles H. Tower, of NARTB's employer-employee relations department, last month filed a letter with NLRB seeking permission to intervene in support of a similar motion by the American Broadcasting Company.

The NARTB's latest brief cites "the importance to the entire broadcasting industry of a peaceful settlement of the issue" and calls for an NLRB motion which will clarify for managers of stations and networks the proper

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not quite wrapped up, tho close to being so. Hazel Bishop was willing to bankroll the entire Sunday package, but probably will wind up taking half of these shows, which will be programed 7:30-9 p.m. once monthly.

General Mills also is near signing for half the Sunday night package, but its order, as yet, is not in the house. And Reynolds Metals has stated that it wishes to buy a few of the Sunday night extravaganzas, tho where that firm could be fitted into the picture is not definite.

The network, however, intends to work Reynolds into Sundays somehow. Hazel Bishop would have bought the entire series, but the show follows the Toni-sponsored "People Are Funny," which would have created a product conflict. Bishop, obviously, will be slotted in the last three quarters of an hour.

Monday Specs

The Monday night spectacular picture is the least settled. Two sponsors, RCA Victor and Ford Motors, are most likely to wind

up sponsoring 8-9:30 that evening next season.

An order from one of those clients is expected to be in the house by early next week at the latest. NBC-TV, consequently, confidently looks forward to wrapping up all its spectacular sales by the end of next week.

Because of the sales action on these three groups of spectaculars, the chances are good that Saturday night 7:30-9 p.m. will be opened up for a new series, which is to be produced by Worthington Minor.

The producer will probably offer dramatics of a light romantic nature in this hour and a half. The web now feels that it can sell such a series in the early Saturday nighttime period, altho there has been some opinion that 7:30-9 is too early in the Central and Pacific time zones to get a large enough audience.

The Saturday and Sunday spectaculars are to be produced by Max Liebman, and those on Mondays by Leland Hayward, with a strong assist by Richard Whorf.

SPRING BRINGS OUT SICK BEDS

NEW YORK, May 15.—Spring has brought with it a rash of illness among radio-TV execs. Included on the industry's sick list are Bud Barry, NBC-TV vice-president, bedded at the University Hospital with a liver ailment; Chick Abry, ABC-TV sales topper, recovering from a back operation; Arthur Pryor Jr., Batten, Barton, Durstine & Osborn vice-president, hospitalized with a stomach ailment; Irwin Ezzes, Motion Pictures for Television vice-president, suffering from bursitis of the shoulder, and Jo Dine, co-head of Dine & Kalmus, recuperating after an operation for a stomach ailment.

Geritol Wants Jack Carter—If

NEW YORK, May 15.—CBS-TV has an order for the new Jack Carter situation comedy from Geritol if it can deliver Saturday nights 10:30-11.

The time period has been withdrawn from sale, and another client has first crack at it. An effort will be made to find another time period for Geritol, if the Saturday period cannot be cleared.

O'Connor and Durante Share Texaco Show

NEW YORK, May 15.—Texaco this week signed Donald O'Connor to alternate with Jimmy Durante in the Saturday 9:30-10 p.m. time period next fall on NBC-TV. The program will occupy that time period three weeks out of four, the other week being used for a spectacular.

The cost of the program is said to be about \$40,000 each week, making it one of the top budgeted half hours in TV. The Durante-O'Connor combo is the only show to be slotted at 9-10:30, the period which was vacated when "Your Show of Shows" was dropped in favor of a once-a-month spectacular.

2 BALLROOMS

Marshall, Block Both Pull Well

NEW YORK, May 15.—Altho Martin Block has moved to WABC, while Jerry Marshall has taken over the deejay's old-time slot on WNEW here, there's still enough audience to go around for two "Make Believe Ballrooms," according to Pulse reports for the first four months of this year.

Since Block left last January, Jerry Marshall has not only maintained the former's high rating standards in WNEW's 10-11:30 a.m. time period, but has upped them slightly, with a 3 per cent rating increase and a 7 per cent share-of-audience increase over the same period last year.

On the "Ballroom's" Saturday morning spot, Marshall's April ratings were higher than those of the two previous months, and his over-all audience for the four-month period was fully equal to Block's record pull in the slot last

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UHF IN SENATE SPOTLIGHT

FCC Has First Crack at Telling Of Ultra-High's Financial Woes

WASHINGTON, May 15.—Congressional interest in UHF television will reach a new peak next week when the Senate Interstate and Foreign Commerce Communications Subcommittee opens its twice-deferred hearing on ultra-high's economic plight. The Federal Communications Commission will lead off the witnesses. The hearing will recess after three days, and will be resumed a week or so after the National Association of Radio and Television Broadcasters Convention which opens in Chicago May 23.

Meanwhile, two other major Capitol Hill developments aimed to spur UHF expansion were: (1) Sen. Edwin C. Johnson (D. Colo.) introduced a bill to exempt from federal excises all TV sets equipped to receive UHF signals; (2) Chairman John W. Bricker (R., O.) of the Senate Interstate and Foreign Commerce Committee introduced a bill to extend the Federal Communications Commission's authority to network regulation, contending that a factor in UHF turnbacks is lack of network affiliation (see separate story on Bricker Bill).

Sen. Charles E. Potter (R., Mich.), communications subcommittee chairman, said he will stick to his determination to proceed with the UHF hearing even tho this will require his missing sessions of the McCarthy-Army hearing before a Senate investigations

subcommittee of which Potter is a member.

FCC Chairman Rosel Hyde and Chief Economist Hy Golden will be among commission witnesses. Commission testimony will include findings of a new study showing UHF successes in some areas and some communities and tough going in others. The commission is expected to point out to the committee that UHF's future is a prosperous one, altho as FCC Commissioner George Sterling declared earlier this week, "It is a long, hard pull for those who have VHF competition and it takes capital, astute management, good salesmanship promotion and, last but not least, ability to obtain the best network shows or by originating programs that have popular appeal."

The commission will further point out, as Sterling did, that "there are successful UHF licensees" who "deplore the propaganda program that some are engaged in by denouncing the UHF band as being impossible for a TV broadcasting service."

The line-up of witnesses at the hearings which open at 9 a.m. Wednesday (19), includes the UHF co-ordinating committee; President Glen E. McDaniel of the Radio-Electronics-Television Manufacturers' Association; Dr. Allen B. Du Mont, president of Allen B. Du Mont Laboratories, Inc.; Dr. George Baker, General Electric Company; W. W. Watts, Radio Corporation of America; Blair Foulds, General Precision Laboratories; William Roberts, counsel, UHF Television Association; Lou Polle, Milwaukee; Don Burton, WLCB, Muncie, Ind.; Mortimer Loewl, WIZ, Holly-

wood, Fla.; Morris Berman, New York Society of Engineers; Sarks Taralan, Bloomington, Ind.; Vincent Lutz, Television Service, Inc.; Lawrence Israel, WENS, Pittsburgh; Thomas Martin, Hollywood Broadcasting Company, Reading, Pa.; Phillip Murrmen, Bridgeport, Conn.; John Esau, Oklahoma City; Gordon Brown, WSAY, Rochester; Albert Beck, Tulsa, Okla.; Robert Mullen, executive director, National Citizens' Association for Educational TV; S. W. Townsend, WKST, Newcastle, Pa.; and William J. Scripts, Detroit.

Elgin Will Sponsor 'TV Hour' Over ABC

NEW YORK, May 15.—ABC-TV is on the verge of getting itself off the hook on its high-priced dramatic "TV Hour" (recently ankled by Motorola) with Elgin Watch Company all but inked to pick up the alternate week stanza this fall.

It's understood the deal is contingent upon U. S. Steel renewing in October its sponsorship of the "U. S. Steel Hour," which alternates with "TV Hour."

The web, faced with sustaining "TV Hour" over the summer, is trying to sell Elgin on the idea of starting its bankrolling earlier than this fall.

Meanwhile, additional business came ABC-TV's way as Florida Citrus signed to sponsor "Twenty Questions" in the Tuesday night 8:30-9 slot starting the end of next month. Also, Continental Manufacturing Company is pick-

ing up on a one-shot basis the 8:30-9 p.m. slot Monday, May 31, for a reprise of the Indianapolis Speedway auto races to be held that day.

A&C Re-Runs For CBS; 'Boy' Gets Renewal

NEW YORK, May 15.—CBS-TV this week sold Saturday mornings 11:30-12 to Campbell Soups thru Leo Burnett. Beginning June 5, the advertiser will program re-runs of "Abbott and Costello" in an effort to attract the kiddie audience.

The network also succeeded in getting a renewal from Plymouth for "That's My Boy," which is now on Saturdays, 10-10:30 p.m. The Eddie Mayehoff vehicle, now in the sixth week of its first 1. week cycle, evidently has made a strong enough showing to win the future support of the motor car company.

Simulcast Policy Dropped by ABC

NEW YORK, May 15.—ABC's policy of selling "Breakfast Club" only to advertisers willing to simulcast fell by the wayside this week as the web wrapped up a radio-only deal with RealLemon-Puritan Company for the Tuesday and Thursday 9:00-9:15 a.m. slot starting June 1. RealLemon replaces Toni, who is anking the show at the end of this month.

The deal, which is for 52 weeks, leaves the TV network free to sell the TV time opposite the RealLemon radio segments to an other advertiser.

Rivals Woo Firestone Following NBC Divorce

NEW YORK, May 15.—The curtain was rung down this week on Firestone's 25 years of association with NBC, and exertions were immediately made by CBS-TV and ABC-TV to get the business.

CBS-TV is trying to get Firestone to drop its musical show, "The Voice of Firestone," and to program another prestige-type stanza which the network would package. ABC-TV, on the other hand, will give Firestone a choice of good time periods on its strong programming nights for the sponsor's present program.

While the client obviously has a preference for his "Voice of Firestone" because of his long association, the desire to make an impact in nighttime TV and to counter the programming of competitors such as Goodyear may

weigh heavily in his thinking.

Should Firestone move to either CBS-TV or ABC-TV it is presumed that the advertiser will continue to have a radio show which to both networks would be a vital part of the deal. The show might be "Voice of Firestone," if that program is retained, or a simulcast version of the proposed CBS-TV show, if the network succeeds in getting the Firestone business.

In defense of its ousting of Firestone from the Monday night 8:30-9 p.m. time period, NBC-TV this week issued a statement which said that it had offered the advertiser Sunday afternoons 5:30-8. This time period, the web claimed, would have arrested the downward trend of the Firestone rating. The advertiser evidently disagreed with the network.

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TV PLUGS RADIO AND VICE VERSA

NEW YORK, May 15.—A radio and TV station here will next week inaugurate a year's program of cross-promoting each other on the air—possibly the first such deal made in the industry. WABD, the Du Mont TV flagship, and WINS, owned by Gotham Broadcasting, finalized the agreement this week.

WINS will plug the TV station's evening shows from 6:30 to 8:30 a.m. daily. In return WABD will plug WINS' morning fare.

Okay 4-Month Trial of Tele Audience Study

WASHINGTON, May 15.—Clearing the track for adoption of a new industrywide TV audience measurement yardstick, a formal go-ahead for a four-month pre-testing study was given this week by the Television Board of the National Association of Radio and Television Broadcasters. The study will commence in a few weeks.

Hailed by industry leaders here as the biggest step ever undertaken to establish the long-pending project for a continuing study of TV set ownership and circulation, the study will be climaxed this fall by a pilot study preparatory to putting into operation on a year-round basis a TV broadcast industry counterpart of the Audit Bureau of Circulation (The Billboard, October 10, 1953; December 3, 1953; March 6, 1954; April 24, 1954).

The NARTB board's approval of the pre-testing study this week came after the project received encouragement from representatives of networks, major advertising agencies and TV broadcasters. The NARTB's subcommittee on research will handle the pre-testing work. The subcommittee is headed by Hugh M. Beville Jr., director of research and planning at NBC, and includes Donald Coyle, director of television research, CBS; Edward Eadeh, director of research, Du Mont, and Ward Quaal, Crosley Broadcasting Corporation, Cincinnati.

Emphasizing the importance of the upcoming pre-testing study, Chairman Robert D. Swezey, of the NARTB Television Board, declared that one of the most difficult problems facing TV is "the selection of a system which reduces to standardized form the measurement of the medium's circulation."

"Advertisers know of the medium's selling power, a fact which is demonstrated by tremendous support which they have offered," Swezey said. "But as we grow, and before the nation is saturated with stations—which may be quite some time in the future—we feel it is necessary to establish basic policies now that will meet the needs of the future when competition becomes more intense."

The circulation study plan, fathered by Dr. Franklin Cawl, consultant in marketing and advertising, was hailed by the NARTB board this week as "a new concept and approach to the problem" of measuring audiences and determining where they are located.

Liss Files Suit Vs. WABC-TV

NEW YORK, May 15.—Two shows on WABC-TV here were slapped with a plagiarism suit in New York Supreme Court this week by writer Howard Liss. Liss claims that prior to January, 1951, he submitted two scripts on which the current shows, "Angels' Audition" and "So You Want to Be a Comic," are based. The scripts were returned to him, but Liss claims an implied contract exists.

He named as defendants American Broadcasting - Paramount Theaters, Inc.; Robert F. Lewine, Howard Field, Milzern Productions, Jerry Lester (emcee of the latter show) and Broadway Angels, Inc. Liss asked the court for a permanent injunction.

NETWORK POLICING

Bricker Bill Calls For FCC Regulation

WASHINGTON, May 15.—Tossing a bill in the hopper this week to authorize the Federal Communications Commission to regulate networks, Chairman John W. Bricker (R., O.) of the Senate Interstate and Foreign Commerce Committee indicated he hopes to stage a hearing on the legislation.

Altho there was an impression in some quarters that Bricker hopped his bill on the approaching eve of next week's UHF hearing largely to prod networks into helping UHF and would be forgotten after the ultra-high hearings are completed, Bricker indicated he intends to see that his bill isn't scrapped.

As proof that he is earnest on airing the proposal, he has already called upon the FCC to start assembling comments. In reviving the chain broadcasting issue on the Hill, the Ohio senator said he has received "many complaints from all parts of the country" and from several fellow senators criticizing network methods of negotiating affiliations.

Bricker in a statement on the Senate floor said the FCC has no control over radio or TV networks and declared that networks have grown "to dominate the broadcast field" since the enactment of the communications law of 1934. He said the ability of a station to get network programing determines

whether that station "lives or dies."

If the FCC "is hampered" in carrying out the Communications Act's objective to make available "to all of the people of the United States a nationwide efficient radio and TV service," said Bricker, "then Congress must act accordingly." He said he has asked the FCC and other agencies to submit comments as soon as possible preparatory to committee exploration of the issue.

"FCC statistics show that since the television freeze was lifted in April, 1952, 72 television grants to operate stations have been dropped or surrendered by the holders," he said. "Of this number, 60 were in the so-called UHF band while 12 were in the VHF."

"We have reason to believe that many of these failures are due to the fact that the stations were denied programs by the various operating networks. It is that field which, thru this bill, we seek to explore."

CBS Gets One Radio Client, Loses Another

NEW YORK, May 15.—CBS-Radio this week found a sponsor for one of its packages and lost one for another.

Chesterfield will pick up the tab for "Gunsmoke" Monday nights 9-9:30 p.m., EDT, beginning July 5.

Cancelled, after a long career as a sponsored show, is "Suspense" which Auto-Lite is dropping after June 7 in the 8 p.m. time slot on Mondays. The program will be sustained by the network, but will switch with the sponsored "My Friend Irma" which is now programed Tuesdays at 9:30.

Toni and Manhattan Soap, who co-sponsor Tennessee Ernie in the 7-7:15 strip, are cutting back to three each week. CBS will probably sustain the other two quarter-hours. In the area of doubt as to its future is "Mr. and Mrs. North," which is sponsored by Colgate.

Ups & Downs Of NBC Sales

NEW YORK, May 15.—NBC radio this week lost a nighttime advertiser and, in return, sold four days of a daytime strip. Kraft canceled "The Great Gildersleeve," now on Wednesdays 8:30-9 p.m., at the end of its current cycle.

Toni, however, bought three quarter hours of "One Man's Family," and RCA Victor bought another quarter hour of the soap opera. NBC radio also expects to do more business with Toni, possibly on Friday nights.

WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, May 15.—Rep. Charles R. Howell's (D., N. J.) bill to give radio and TV representation on the Federal Fine Arts Commission will finally get a hearing, probably in the week of May 24. A House Education and Labor Subcommittee, appointed this week to hold the hearing, includes Rep. Howell along with Rep. Albert E. Bosch (R., N. Y.), chairman, and Rep. Clifton Young (R., Nev.). The group is inviting everyone interested either to appear as witnesses or to file statements.

FACTS FORUM UNDER FIRE . . .

A lengthy probe ending with minority and majority reports is the prospect for the House Special Committee to Investigate Foundations since the question of whether to look into wealthy oilman H. L. Hunt's Facts Forum, sponsor of several radio and TV shows, has come up. Rep. Wayne L. Hays (D., O.) said at a hearing this week that Facts Forum money is being used for propaganda, and he said he'll insist on a full investigation, but other committee members appear cool to the idea. They want to limit the probe to the big foundations—Ford, Carnegie, Rockefeller, Guggenheim. Hays says he'll press for probes "of any foundation I've had a complaint about."

NOW SOLONS STAY HOME FOR TV? . . .

CBS got a free, unscheduled plug on the House floor this week from Speaker Charles A. Halleck (R., Ind.) Presumably notified in advance by an enterprising CBS publicist that Walter Cronkite's Friday morning TV show would include a "take" from a high-kicking musical show staged a week earlier by a bevy of congressional secretaries, Halleck on Thursday called the House's attention to the event and concluded

in the spirited manner of a commercial announcer: "I would recommend that you be just a little late in coming to your office tomorrow morning in order that you might see members of your staff perform to a nationwide audience — 8:18 tomorrow on CBS."

THIS BEER COCKTAIL IS EXPLOSIVE . . .

Whether TV, beer and baseball can be mixed is the issue that'll be hammered out by a Senate Judiciary Subcommittee which will stage a May 25 hearing on the Johnson baseball anti-trust bill. Originally aimed to block Anheuser-Busch, Inc., brewer of Budweiser beer, from invading minor league baseball territory via telecasts of the St. Louis Cardinals games, the bill now is a threat to the use of any professional baseball in promoting beer sales. The Senate Judiciary Subcommittee report on the bill, which will go a long way toward settling the issue, is expected by mid-June.

MAYBE IT'LL MAKE UHF ROSIER? . . .

If Congress goes along with Sen. Edwin C. Johnson's (D., Colo.) bill to waive taxes on TV sets equipped for UHF reception, it'll be a sure-fire guarantee that every color set will have UHF gear. That's what the Radio-Electronics-Television Manufacturers brass are ready to inform the Hill. A RETMA survey shows that plenty of sets are coming out of the factories with UHF gear, but some manufacturers are waiting to see how public demand develops. FCC Commissioner George E. Sterling in a speech earlier this week suggested that they all jump on the bandwagon now. A RETMA brass hat adds that if Johnson's bill goes thru, it'll pay them to do it.




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

WDEL
AM TV FM
Steinman
Station

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



There's Real Muscle

in The Billboard's Coverage of the Industry's Three Most Interesting and Provocative Topics

What UHF stations are doing to make the grade . . . what are the obstacles—and the answers . . . how advertisers are using UHF . . . what industry-leaders think of the future of UHF . . . what is the government doing to help . . . will UHF face up to VHF by the end of '54 . . . what equipment is available to stations . . . how much will it cost . . .

When will color TV really come of age . . . what are the key production and sales problems . . . when will color TV be within the reach of the small-budget sponsor . . . what is the outlook for set sales . . . what will be the price pattern for color TV sets over the next years . . . what color equipment will become available and when . . . what equipment will be shown at the NARTB . . . which stations have ordered color equipment . . . will color kines be by-passed in favor of tape . . .

What is the general outlook for film . . . how and why use of film on local station level is growing . . . how feature film is being used in new selling patterns . . . the place of film in the color era . . . lists of new film products available and coming up . . . special charts and rating features . . . color and TV film commercials . . . how station and film buying reps can best serve telecasters in the color era . . .


UHF

COLOR TV

TV Film

Be Sure

to Get Your Copy of
The Billboard May 29
NARTB CONVENTION
NUMBER . . .



OUT NEXT WEEK

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

Payment enclosed Bill me 917

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

This One



AZBP-P8W-TQ5R Copyrighted material

Here's the Color TV announcement ad the public has been waiting to see!

Here's what creates more customer-excitement than you've seen since TV began!

Here's the RCA Victor CT-100—the Compatible Color TV set that will make sales history for you!

Here's why the RCA Service Company is more important to you than ever before!

The newspaper ad shown on the facing page is currently appearing in cities throughout the country where color television programs are, or soon will be, available.

Every year more people buy **RCA VICTOR**
RADIO CORPORATION OF AMERICA

RCA VICTOR

first in black-and-white television
 first in compatible color television

invites you to see and order

COLOR TV

at its brightest and best

Fifteen years ago, on April 30, 1939, RCA publicly introduced all-electronic BLACK-AND-WHITE TELEVISION at the opening of the World's Fair in New York. It was an almost unbelievable step forward in electronic communication—sight was added to sound!

Color is added to sight!

Now RCA brings you another great advance—one that was naturally expected from the pioneer and leader in black-and-white television. After spending almost \$30,000,000 in color research and development, RCA proudly presents to the public its all-electronic COMPATIBLE COLOR TELEVISION set.

Already color programs coast to coast!

Remember how thrilled you were at seeing your first color movie... how impressed you were by the first color snapshots you took? Here is a new kind of color picture—a picture transmitted through the air from miles away, brought into your home alive and sparkling—vivid, sharp, clear and bright—on an RCA Victor Color Television set.

You can't imagine what color television holds in store for you—till you see this new RCA Victor color receiver in actual performance. Already, NBC and another TV network are transmitting color programs from coast to coast. And right now—at your RCA Victor dealer's—you can see and order this newest electronic wonder of the world.

True-to-life pictures

The RCA Victor Compatible Color Television set is the ultimate in television quality. You get every feature that has made RCA Victor the most-wanted and highest-rated picture in black-and-white television—PLUS all the new, advanced circuits and tubes necessary to bring you the finest in color television.

Heart of the color set is the revolutionary RCA Tri-Color Picture Tube—the famous RCA development that made all-electronic compatible color television practicable. This tube electronically "paints" all the colors of the rainbow on the screen of the set. Imagine! Television pictures so true-to-life you can see the delicate skin-tones of actors and actresses... the flashing colors of ornate costumes as dancers swirl across the stage... the vivid green of the baseball diamond!

RCA Color Television is compatible

What about television programs that are transmitted in black-and-white? On the RCA Victor Compatible Color Television set, you will automatically see such programs in black-and-white. You don't even have to readjust the controls!

For example, if you should be watching a program in color, and then a black-and-white program comes on, the set will automatically put on screen superb black-and-white pictures of extremely high definition. And if the program following that should be in color, the set again will automatically bring you color pictures at their brightest and best.

And for the millions of people who now own

black-and-white TV receivers, RCA Compatible Color means this: programs transmitted in color will automatically be seen on the screen of a black-and-white receiver in black-and-white. No additional equipment—no adjustment to the set—is necessary. So even though you can't enjoy color programs in color on your present set, you are able to see them in black-and-white.

This twofold advantage of compatible color television is the principal reason why RCA chose to develop this particular system and so strongly recommended adoption by the FCC of compatible color television standards used by the RCA Color Television System.

Be first to see it... and own it!

And now you can actually see and buy RCA Victor Color TV. But with only a few sets available in each area—plan to see it soon.

Watch for announcements by your RCA Victor dealers who now have RCA Victor Compatible Color TV on sale and display.

For the finest installation and service

Color Television... more enjoyable... more intricate... requires expert installation and maintenance service with specialized equipment. The RCA Service Company offers you both... plus the "know-how" of practical color TV servicing experience gained while color television was being developed. Ask your RCA Victor dealer about the RCA Victor Factory-Service Contract... available in nearly all television areas—exclusively for owners of RCA Victor Television.



The RCA VICTOR CT-100

COMPATIBLE COLOR TELEVISION at its brightest and best! Four color controls allow finest adjustment of color, hue, focus and convergence. Has the famous automatic "Magic Monitor" circuit system, exclusive "Golden Throat" Fidelity Sound, famous RCA Victor heavily-shielded UHF-VHF tuner. Mahogany finished cabinet in rich Contemporary-Traditional design. The Merrill, Model CT-100, \$1000

Suggested list price shown, subject to change without notice.

Every year more people buy **RCA VICTOR** than any other television

than any other television



"HIS MASTER'S VOICE"

Major Network Affils Uneasy On Eve of NARTB Convention

NEW YORK, May 15.—With the National Association of Radio and Television Broadcasters convention in the offing, radio affiliates of both the CBS and NBC webs were growing increasingly restive.

The CBS affiliates advisory board this week met with network toppers here and vigorously restated their opposition to any sort of network spot participation plan similar to one already put into effect by NBC.

CBS-Radio's position is that in order to meet the competition of NBC-Radio it must be able to move in the same direction. CBS furthermore believes that its own power plan, the NBC tandem plan and the ABC pyramid plan are all

just blood brothers of the network spot participation scheme. **Nighttime Problem**
The CBS affiliates nevertheless feel that spot participations do not meet the problem of nighttime radio. The network, at this moment, is taking no action but is waiting to see how NBC works out its problems with affiliates and whether the plan succeeds with advertisers.

Information is that only a few of the larger NBC affiliates opposed to the plan have changed their tune. There is a solid body of opposition which continues to fight it. These are stations in

medium sized and large cities which have strong signals and cover large areas. These stations have built up their local income to the point where network income is of secondary importance, and feel the web is competing for the same advertisers at rates about half of those being used by the outlets. Other stations which are dependent upon network income must go along with the network.

The CBS affiliates meet on next Monday (24), when the NARTB convention starts. The NBC affiliates have no meeting scheduled prior to the convention.

Ike Salutes NARTB; Membership at Peak

WASHINGTON, May 15.—The National Association of Radio and Television Broadcasters will enter their 32d annual convention in Chicago May 23 with a salute from President Eisenhower and with a peak strength of 1,832 members, a gain of 8 per cent over last year.

NARTB President Harold E. Fellows will read a lengthy message of greetings from President Eisenhower to the convention which will be staged at the culmination of the association's latest membership drive. The AM membership of NARTB now totals 1,128 compared with 1,083 a year ago, while television membership has jumped from 148 a year ago to 255 today. Associate membership has grown from 88 to 114 in the same year. A drop in FM membership from 373 to 329 is mainly the result of FM station deletions. A total of four television and two radio networks are active members.

Among features of the convention agenda will be the television film workshop on how, when and where to buy TV film to be conducted by eight panelists, Harold See, KRON-TV, San Francisco, chairman; Paul Adanti, WHEN-TV, Syracuse; Martin Campbell, WFAA-TV, Dallas; Klaus Landsberg, KTLA-TV, Los Angeles; Marshall Pengra, KLTW (TV), Tyler Tex.; Elaine Phillips, WSPD-TV, Toledo; Irving Rosenhaus, WATV (TV), Newark, N. J., and Raymond Welpott, WRGB (TV), Schenectady, N. Y. The workshop will run from 4:15 to 5:30 Tuesday, May 25.

The high level of activity planned for the convention is reflected in the scheduling of more than 20 separate events not on the official convention agenda. These will lead off Saturday, May 22, with separate sales meetings of the Radio Corporation of America and the General Electric Company and a meeting of Motion Pictures for Television, all set for 9 a.m.

Sunday, May 23, will feature a meeting of Central Broadcast Company at 9 a.m.; board meeting and luncheon of Broadcast Music, Inc., 10:30 a.m.; the Television Pioneers dinner, and MBS affiliates meeting, 2:30 p.m.

Latest events scheduled for Monday, May 24, include meetings of the Radio-Electronics-Television

Manufacturers' Association broadcast equipment group, 9 a.m.; Television Advertising Bureau, 9 a.m.; Daytime Broadcasters' Association, 9 a.m.; Edward Petry Company, 10 a.m.; Council on Radio Journalism, 9 a.m.; CBS affiliates, 9 a.m.; University Association for Professional Radio Education, 10 a.m.; NARTB sports committee, 11 a.m.; Drew Pearson's service group, 5 p.m.; Broadcast Advertising Bureau Board luncheon, noon; NARTB luncheon for State broadcasting association presidents, noon, and BMI-NARTB "Old Timers' Dinner," 6:30 p.m. Chief speaker at the "Old Timers' Dinner" will be the Pakistani ambassador, his excellency Syed Amjad Ali, and a pioneer hall of fame award will go for the first time to a pioneer broadcaster with a scroll presented in memory of the late John J. Gillin, of WOW, Omaha.

Martha Raye To Get Tues. Spot on NBC

NEW YORK, May 15.—Martha Raye and a new sponsor will probably team up to help program Tuesday 8-9 p.m. next season on NBC-TV. Milton Berle is set to do 20 shows in that time next season for Buick. And General Foods is likely to take a substantial number of the remaining 19 hours during the season for Bob Hope, if it can iron out contract details with him.

Whatever hours are left will be pitched to a new sponsor with Martha Raye as the programing bait. The Tuesday hour will be her main chore next season, but she is also likely to be used on the "Colgate Comedy Hour" as a replacement if any of the names booked can't make it.

NBC-TV is waiting for General Foods to complete its plans for the time period before it makes any formal pitch to other clients.

U. S. Pulse TV Is Switch in Rating Report

NEW YORK, May 15.—The Pulse, Inc., this week unveiled its new national TV ratings, which will be based on the largest sample to be used by any national service. Once-a-week ratings in the "U. S. Pulse TV" will be based on a minimum of 6,000 interviewed homes, and Monday-to-Friday figures will be based on at least 25,000 TV homes.

The report will be issued monthly, beginning immediately, and will reach subscribers by the first of the month with the survey of the first seven days of the preceding month.

The U. S. Pulse TV supplants the Pulse Multi-Market report. Pulse will issue a separate report giving national weighted ratings of syndicated film shows.

WCAN-TV APRIL RATINGS SHINE IN UHF DARKNESS

MILWAUKEE, May 15.—In view of the recent and numerous failures of UHF television stations throught the country, the ARB ratings in the Milwaukee area for the week of April 1-7 are especially interesting.

The ratings show that WCAN-TV, Milwaukee's UHF station, only eight months old, has topped the veteran VHF station, WTMJ-TV, in many instances for the viewers' listening time.

Lou Poller, station manager of WCAN, said: "In view of the numerous UHF failures, coupled with the UHF hearings slated for next week, this accomplishment is especially noteworthy. And this, with only a 62 per cent conversion, according to ARB." The station, however, figures the conversion at 70 per cent.

Poller, who is also the president of the UHF Association, is slated to appear before the Senate group in Washington Thursday, May 20, to testify in behalf of UHF.

WCAN is the exclusive CBS outlet in Milwaukee. While in many instances top ratings were achieved with CBS programing, the UHF outlet bested the competition in 26 instances on local programing.

The top-rated program was "I Love Lucy" with a 30.7 rating against a 29.0 rating for the competitive "Life Is Worth Living" show, featuring Bishop Sheen. Top-rated syndicated film show was "Badge 714" with 22.2. The station claims 300,000 viewers in its signal area since it upped its power to 212,000 watts.

Talent Notes on Air and Screen

Warner Bros. is negotiating with Norman Brokenshire, radio announcer, for the filmed story of his life. His autobiography, "This Is Norman Brokenshire," is selling well. . . . Edward R. Murrow and Elmer Davis, news analysts, have been selected by the Roosevelt College Association as the 1954 award winners for "distinguished service to the principles of American Democracy." . . . Bill Hobin has been re-assigned to "Your Show of Shows" for next season as associate producer and director. . . . John E. McCarthy, formerly at Station WXYZ-TV, Detroit, and more recently a network actor, has joined the announcing staff of WPIX, New York.

Effective May 17, Max Wylie will become the only writer assigned to CBS' "Secret Storm." . . . Perry Lefferty replaces Ira Cirker as director of "Valiant Lady" for four weeks while Cirker is in Europe. . . . Alan Sands, TV writer, has been appointed exec producer of WABD's, New York, "Movie Quick Quiz." . . . Leslie Nielsen will star on "Studio One" on May 26. . . . Nina Foch will appear in the CBS-TV color show, "New Review," on May 28.

Artists rep Helene Parker has set Evelyn Wall on "Hit Parade." Renay Granville to do the Lilt commercial on the Loretta Young film series, Rosemary Prinz to do the Holiday cigarette commercial on "Plainclothes Man." Rud Lowry on "Suspense," Helen Arden into the Red Buttons show, and Terry Van Tell into the "Rocky King" show.

Larry Lesueur, CBS-Radio news correspondent who landed in Normandy with the 4th (Ivy) Infantry Division on D-Day, will be guest speaker at their national reunion on June 5 at the Hotel Statler, New York. . . . Regina Resnik, Metropolitan opera soprano, will perform her first dramatic role on TV and sing an aria when she visits "The Goldbergs" on May 25.

ABC-Radio Claims Tops In Ayem Soaper Field

NEW YORK, May 15.—ABC-Radio's morning soap opera block has racked up impressive audience gains for the web, according to an ABC research report on Nielsen ratings for the first full week of April, as compared with ratings for the same period last year.

If the average Nielsen ratings for these one-week periods can be considered indicative of the changing picture throught the year, then ABC-Radio during the hours of 10 to 12 noon has been pulling hefty segments of the listening audience away from CBS, MBS and NBC.

According to the study, ABC's average rating for its sponsored

shows from April 5 to 11, 1953, was 3.4; CBS' was 5.0; MBS' was 1.9; NBC's was 4.0. One year later, ABC has jumped from third to first place with an average rating for its week's programs of 4.0, while CBS declined to 3.9, MBS to 1.7, NBC to 3.4.

4 Soap Operas Set on NBC-TV Summer Sked

NEW YORK, May 15.—NBC-TV this week set half of its late afternoon summer schedule. Four soap operas will occupy the hour from 3-4 p.m. Beginning July 5, "One Man's Family" will be switched to 3-3:15; Procter and Gamble will program a soap opera of its own choosing in the following quarter-hour, "First Love," a new soaper, goes at 3:30, and P. & G. will use the last quarter-hour of its 3-4 time for another detergent drama.

Going into "Family's" current 10:30-10:45 a.m. strip in July will be "Member of the Press," which will illustrate the trials and tribulations of a widowed female reporter. The web hasn't decided what it will program between 4 and 5 p.m.

FCC Issues 5 Video Grants

WASHINGTON, May 15.—The Federal Communications Commission this week issued five TV grants, including one to the New York Municipal Broadcasting System for Channel 31. The System now operates the city's Radio Station WNYC. These grants bring total authorizations to 681, of which 573 are post-freeze grants, including 29 non-commercial, educational grants. With 71 grants canceled, outstanding authorizations now number 610.

The four other grants this week went to John F. Easley, Channel 12, Ardmore, Pa.; KCOR, Inc., Channel 41, San Antonio; Wisconsin Valley Television Corporation, Channel 7, Wausau, and the Goodwill Station, Inc., Channel 12, Flint, Mich. In granting a CP to the Goodwill Station, Inc., the FCC denied competing applications by the Trebit Corporation and W. S. Butterfield Theaters, Inc.

MIAMI BEACH, May 15.—The Storer Broadcasting Company has consolidated its national headquarters operations here in a new three-story building, thus bringing under one roof operations previously handled in Miami; Toledo, O., and Birmingham, Mich., offices.

Dems Studying Closed-Circuit TV for Rallies

WASHINGTON, May 15.—A proposal for a closed-circuit theater TV hook-up of Democratic campaign rallies next fall is being considered by the Democratic National Committee, but party officials are doubtful that the idea will materialize unless a workable plan can be developed to assure "financial and mechanical" support from State organizations.

Also the idea for the Democratic hook-up originated with Theater Network Television, the national committee is not committed to engage TNT if the plan materializes, a spokesman said. The committee will consider use of closed-circuit facilities of competing firms, which include box-office television.

Several members of the Democratic National Committee consider that a closed-circuit hook-up during next fall's congressional election campaigns would be a useful money-raising and vote-getting venture, but it is felt that the plan cannot be put into effect unless local party organizations take the initiative in working out plans to guarantee ample audiences ready to shell out a decent-sized box-office admission fee which would entitle them to engage in a political rally, witness a TV political show interlarded with professional entertainment, and perhaps partake of a box supper.

The National Committee this week began laying the groundwork to sound out local party chieftains as to whether the idea can prove workable.

ANTI-ALCOHOL

100 Want in On Bryson Bill Hearing

WASHINGTON, May 15.—More than 100 witnesses have notified the House Interstate and Foreign Commerce Committee that they want to testify at the committee's hearing next week (19-21) on the Bryson Bill to ban TV-radio beer and liquor commercials. Chairman Charles Wolverton (R., N. J.) is trying to scale down the number of appearances to 20 with the hope that the rest will be content to file statements, but thus far he is having no success.

Meanwhile, a Senate Interstate and Foreign Commerce Subcommittee is going ahead with preparations to stage a June 19-21 hearing on the Langer counterpart measure.

Opposition to the legislation will come from representatives of advertising interests, labor groups, distillers, wine interests and brewers. Supporting the bill will be six congressmen, including Reps. Ben F. Jensen (R., Ia.), James C. Davis (D., Ga.) and Gracie Pfost (D., Idaho), and spokesmen of the Women's Christian Temperance Union, National Grange, Knights of Good Templars, and various church groups, including Methodist Bishop Wilbur E. Hammaker.

NEW YORK, May 15.—Levolor - Lorentzen, Venetian blind components manufacturer, has earmarked \$750,000 for its 1954 advertising and sales promotion campaign, with TV and national magazines as primary media. The firm will sponsor the "Short Story Theater" on a national TV spot basis for the third consecutive year. The agency is Friend-Reiss-McGlone.

NBC to Re-Sked Sat. Ayem Time With 'Home' & 'Today'

NEW YORK, May 15.—In the talk stage at NBC-TV is a new plan to program Saturday morning next season. The web would like to expand "Today" another hour to three hours, and to program "Home" on Saturdays. "Home" is currently on a Monday thru Friday schedule. The combination of shows would find "Today" running from 7-10 a.m. Saturdays and "Home"

11-12. Into the 10-11 time period might be slotted a brace of half-hour shows, or perhaps the hour live remote from a Midwestern farm which Ben Parks is ticketed to produce.

On Saturday mornings both "Today" and "Home" would naturally have a different emphasis. The programing would be slanted more for the youngsters and for the male audience.

Cinema-Vue's Staff, Smith Join Guild Pix

NEW YORK, May 15. — Joe Smith, head of Cinema-Vue, joins Guild Films as general sales manager beginning Monday (17). Guild also acquires Cinema-Vue and its personnel, including Smith's brother, Frank, as well as its major property, a feature-length animated cartoon titled "Tinderbox."

Smith, prior to forming Cinema-Vue, was vice-president and general manager for Tele-Pictures, Inc., the subsidiary formed by Robert Lippert to distribute his features to TV.

His immediate task will be the selling of the Florian ZaBach and the Frankie Laine shows, the two newest Guild properties, but he will also concentrate on other programs. Smith also plans to add about three more salesmen in the East and Midwest.

'Curtain Call' Package Skein By United TV

HOLLYWOOD, May 15.—United Television Programs this week announced the packaging of a telefilm series titled "Curtain Call" which consists of 13 shows selected from "Omnibus," the "Lux Video Theater" and "General Electric Theater." Lee Savin, UTP executive vice-president, said the package includes three John Steinbeck stories filmed by Eugene Solow and Brewster Morgan for "Omnibus," four films made by Gross-Krasne Productions for "Lux Video Theater" and six General Electric shows produced by Bing Crosby Enterprises.

In announcing the new package, Savin said the series showcases some of TV's top talent. Among stars are Laraine Day, Ann Sheridan, Robert Paige, Lew Ayres, Virginia Bruce, Otto Kruger, Thomas Mitchell, Gene Raymond, June Haver, Victor Jory, Joan Bennett, Angela Lansbury, Donald Woods, Miriam Hopkins and Audrey Totter.

Roland Reed Hikes Production Plans

HOLLYWOOD, May 15.—Roland Reed productions this week stepped up its production plans with the revelation that it had acquired the telefilm rights to inspirational stories appearing in Guidepost magazine, is finalizing pre-shooting work on two new video series, announced continued filming of "Waterfront" and "My Little Margie" and has been commissioned to produce two Kodachrome pictures for Westinghouse Electric.

In addition, according to Guy V. Thayer Jr., vice-president and executive producer, a final determination is expected next week on the likelihood of continued shooting of the Stu Erwin telefilm series. Reed extended until Monday (17) the option for alternate sponsorship with General Mills on the series. The Dancer-Fitzgerald-Sample agency is currently seeking an alternate bankroller to share the burden of sponsorship starting from October.

Thayer announced that Roland Reed Productions had acquired telefilm rights to Guidepost magazine articles, at least 580 of which already have been published, for adaptation for TV. Norman Vincent Peale, a member of the magazine's advisory board and author of "The Power of Positive Thinking," assisted in the negotiations. Thayer said that Paula Stone has been retained to produce the series for Reed and that he would be executive producer.

The Guidepost series, like a comedy series as yet untitled star-

NO SOLUTION IN 'HOLMES' CASE

HOLLYWOOD, May 15.—The "Sherlock Holmes" mystery defies solution. Motion Pictures for Television's office here now says it thinks KETV, Tijuana, Mexico, was the first buyer. This is after MPTV's New York headquarters revealed that WBNC-TV, Columbus, O., was first. However, it appears that WBNC-TV still hasn't signed its contract.

Meanwhile, KTTV here this week claimed to be first on the air with the "Holmes" pictures. They bowed here May 2, sponsored by Pontiac.

Option Taken On TV Shadow

NEW YORK, May 15.—Sullivan, Stauffer, Colwell & Bayles has an option on the video version of "The Shadow." A pilot film of the program has already been produced by Willson M. Tuttle, vice-president of John Gibbs & Company, to which the agency contributed substantially.

The pilot film stars Tom Helmore and features Hollywood screen actress Paula Raymond.

TVAB Organizers Name Conciliation Unit to Meet With NARTB Group

CHICAGO, May 15.—A first step was taken here yesterday in an attempt to avoid possible conflict in efforts to establish a Television Advertising Bureau. The 38-member "organizing committee" voted into existence a special sub-committee that will endeavor to discuss the subject with a committee of the National Association of Radio-TV Broadcasters before the opening of the NARTB convention here next Sunday (23).

Since the formation of the "organizing committee" by 17 leading independent station operators three weeks ago, station men close to the internal workings of NARTB have come forth to charge that the newly formed group was pre-empting efforts that NARTB had been quietly making in the same direction for some time.

The special sub-committee was invoked to try to find a way of

ring David O'Brien, and another series, "Alarm," dramatic interest stories based on fire departments, are being handled direct by the producers for national sponsorship. It was indicated that all three series have created interest among several prospective sponsors.

Thayer also revealed that Official Films had selected Roland Reed Productions to produce the O'Brien comedy series and, in conjunction with the producers, would handle financing and sales. The pilot is due to roll within 10 days since a commitment to show it in New York must be met by June 15, Thayer said. Ed Forman has been named to script.

Meanwhile, Reed is planning to continue production of the Preston Foster starrer, "Waterfront," thru October when a total of 39 half-hour episodes will have been put in the can.

By the end of May and the first week in June the producers will start filming two films for Westinghouse Electric. One of these is a 45-minute public relations film for the American Economic Foundation and starring William Lundigan. The film will be shot in 16mm. Kodachrome. The other, also in Kodachrome, will be a 30-minute dealer training film on black and white and color film for showing to Westinghouse distributors and dealers.

During this period, Thayer said, Reed also will produce commercial telefilm for Gruen and Vaseline Hair Tonic.

THINK!—OF CHEESECAKE...OF GOLD

Syndicates Plan Come-On Displays at NARTB Meeting

NEW YORK, May 15.—The top syndication firms in the country are planning to turn out en masse at the National Association of Radio and Television Broadcasters convention next week in Chicago, to try to score as well in film sales as they did at last year's meet. Their top execs will be there, and most will feature displays of their programs as they peddle their properties, old and new.

A partial list of the firms scheduled to be represented includes Ziv, Motion Pictures for Television, MCA-TV, Screen Gems, CBS-TV Film Sales, Television Programs of America, the NBC Film Division, Official Films, Guild Films, ABC Film Syndication, Sterling Television, Flamingo Films, General Teleradio, International News Service, Minot TV, United Television Programs, and National Telefilm Associates. Most of these firms will take rooms for their displays, but a few will be represented only by top brass.

One of the more spectacular gimmicks will be used by CBS-TV Film Sales, which is going all out to push its news-film. The syndication arm of the network will have names from its various shows on hand—Gloria Swanson, Gail Davis ("Annie Oakley"), Tim Moore—to be filmed with execs from the video stations attending. The films then will be processed and sent to the stations for use in their own newsreels.

Attending the convention for the first time, National Telefilm Associates will use a treasure chest containing 500 pieces of gold as its main promotion. One of the keys that it passes out to those attending the convention naturally will fit the chest and make some executive happy. It will also use four big photo murals around the walls of its exhibition room, which will feature the names in its shows and describe their contents.

Sterling TV will tie in an oversized liquor bottle with the word "Think!" to gain attention

for its exhibit. It will show its new 15-minute program, "Movie Museum," and give away a 22-page brochure describing its properties. International News Service is installing one of its facsimile receivers in its suite to run continuously. Also on hand will be sample reels of its properties.

The NBC Film Division will use a display devoted to all 15 of its properties, but emphasize particularly its newest property, "The Falcon." Guild Films which has the Florian ZaBach show and the Frankie Laine show as two of its newest aces, will beat the drums for them. Unity, which will have its entire sales staff on hand, will give valuable gifts away at its quarters, but will not show any of its films unless requested.

Both UTP and Flamingo will go in for cheesecake. The first syndicator will use three girls to dress up its exhibit, and the second will use twice that number. Official, which will be represented by six of its sales toppers, will have a room and push all its shows equally.

Sheridan for 'Vegas' Series

HOLLYWOOD, May 15.—Actress Ann Sheridan this week was signed to star in a new telefilm series by Jack Chertok, president of Chertok Television Enterprises. New series, tentatively titled "Las Vegas Woman," will be produced by the Chertok Company as a comedy-drama series with the desert city as a background and Miss Sheridan portraying the role of a hotel press agent.

Pilot is set to roll June 15. Jacques Mapes will act as producer for the series.

SAG Rule to Police Pacts

HOLLYWOOD, May 15.—A new rule to more effectively police contracts with commercial telefilm producers and assure faster collection of use payments for its members has been adopted by the Screen Actors' Guild board of directors.

The regulation requires that members working in TV film commercials must file a simple report for each employment. It goes into effect June 15. However, prior to that date, SAG members who have worked in this field will be supplied with forms to assist them in recording each employment. The board took this action, it was indicated, to more properly process any claim involving TV film commercials, additional payments for which accrue to SAG members for subsequent showings.

avoiding any duplication of efforts being made by NARTB and to further explore areas of possible co-operation.

The "organizing committee" yesterday agreed to hold its first open meeting, to which, presumably, every station in the country will be invited, on Monday, May 24. The meeting was called for 9 a.m. in the Palmer House here.

The group yesterday set \$500,000 for TVAB's first year budget. Monthly dues were pegged at each station's Class A quarter-hour rate.

Other Committees

Three other committees set up at yesterday's meeting were a by-laws study group, a membership

committee and a group to line up the program for the presentation at the May 24 meeting.

It was also agreed yesterday that TVAB's board of directors would be composed, as equally as possible, of small, medium and big town stations. At least one-third of the board will be from stations in towns of less than 150,000, another third from cities between 150,000 and 500,000, and the rest from cities over 500,000.

On the meeting with NARTB next week is likely to hang the extent to which the networks and network-owned stations will participate in TVAB when it materializes.

Sales Emphasis

The emphasis of the 38-member organizing committee has so far been definitely in the direction of spot and local sales. Norman Chandler and Dick Moore, owner and manager respectively of KTTV, Los Angeles, are credited with being the main spark-plug of the current movement. And this station only recently resigned its network affiliation and embarked on a program of selling syndicated film series on a regional basis.

Further, leading station reps sat in on the very first meeting of this organizing committee. And Tom Flanagan, director of the Station Representatives' Association and a leading propagandist for spot, took a most active part in getting the group together.

Only this week the committee invited the networks to send in representatives of their o&o stations. This was widely regarded as a gesture to remove the specter of anti-network sentiment from the group. Representatives of o&o's were reported to have attended yesterday's conclave, but they were not identified.

OUTSIDE SALES

KTTV Peddles 'Century' in N.W. Markets

HOLLYWOOD, May 15.—Marking what is believed to be the first time an individual TV station has sold telefilm property outside its own area, independent KTTV this week completed negotiations for a 52-week sponsorship of "Stories of the Century" in six Pacific Northwest markets.

Station acquired the West Coast rights to the series a month ago from Hollywood Television Service, Inc., Republic Studios subsidiary. This is the first sale since its acquisition on a regional basis in five West Coast States, according to Richard A. Moore, vice-president and general manager.

Sale was for Anheuser-Busch, Inc., thru the D'Arcy Advertising Agency, St. Louis. Budweiser will sponsor the series in Seattle, Portland, Spokane, Twin Falls and Idaho Falls.

Hasso-Asther Series Muled

NEW YORK, May 15.—Several networks are now considering a film series titled "Riviera Express" which is to star motion picture stars Signe Hasso and Nils Asther.

The program is being scripted by Hans Holzer and will center around a romantic couple who are involved with jewel thieves. Miss Hasso and Asther also may team up for summer stock.

Gen. Tele's Film Unit Adds 3 New Execs

NEW YORK, May 15.—General Teleradio Film Division's sales staff began taking permanent form this week with the addition of three new account executives.

The three men named are: William Fineldey, who will headquarter in New York; Charles E. Morin, in Los Angeles; Wade Barnes, Chicago. They will report to Peter Robeck, newly named general sales manager of the firm, whose base will be Los Angeles. More staffers are expected to be added in the near future.

All three men formerly worked under Robeck at Consolidated Television Sales. Fineldey, who is leaving his present post at CBS-TV Film Sales to join Gen-

eral Teleradio, had been with the broadcasting division of Capitol Records prior to Consolidated. Morin was CBS' Pacific Coast sales manager from 1937-1945 and more recently an independent radio-TV packager and producer.

Up to now, most of General Teleradio Film Division's early activities have been carried on by executives from the parent General Teleradio Corporation, namely Arnold Kaufman, Dwight Martin, Bob Manby and Max Bradbar. These executives, at least for the time being, will continue devoting a large part of their time to the Film Division.

Raft of Comic Strips Heads for TV, as Tele Shows Get Print

Continued from page 1

such ratings as 23.1 in New York; 25.3 in Los Angeles, where it was on 8:30-9 p.m., Monday, and 29.8 in Chicago. The show is owned by Flamingo Films, which, it is understood, has its eye on the rights to syndicate it to still further markets than Kellogg takes.

Puck Ad

Flamingo toppers point out that "Superman" draws a hefty adult audience, and they are seeking evening slotting wherever possible. The adult appeal of comics generally was recently emphasized in a full-page ad in The New

Pearson Gets Another Life

NEW YORK, May 15.—Motion Pictures for Television has definitely decided to produce another 39 weeks of "Drew Pearson's Washington Merry-Go-Round" beginning the middle of September. The first 26 installments of the weekly release will wind up the first week in July, after which Pearson will vacation for the summer.

Ed Madden, veepee in charge of MPTV's syndication division, this week sent a pitch on next season's series to potential sponsors. The current group is booked in 68 markets. MPTV produces the show itself. Production on each week's installment is usually completed by Wednesday and gets its first airings on Friday.

Ward Series On Railroads

HOLLYWOOD, May 15.—The Association of American Railroads this week granted exclusive rights to writer Al C. Ward to the file cases of railroad special agents for use in a projected television series for fall airing.

The agreement assures Ward co-operation of most of the major U. S. railroads, and places at the writer's disposal material dating back to the early 19th century. The TV package will be handled by the Mitchell Gertz Agency.

Ward, active in TV writing for the past three years, with 110 teleplays to his credit, hopes to use a star to introduce each show. Different casts will be used in each episode. Series will be semi-documentary, including location footage.

19-Inch Color Tube Readied

NEW YORK, May 15.—Limited quantities of Du Mont's new 19-inch "Chroma-Sync" color receiving tube will be available to licensees this fall, it was revealed this week. It is expected that receiver manufacturers using the new tube will be able to have their sets on the market in time for the pre-Christmas selling season.

Du Mont previously stated that its own sets will retail for around \$1,000. The "Chroma-Sync" gives a picture that is almost 19 inches across, the first one of that size.

Top Ten Network Film Shows and comparative rank among all web shows

This feature, which runs once a month in The Billboard's TV Film department, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs. live web shows by indicating the standing of film programs among all network entries. In the latter column, film shows which did not hit the top 25 among all web programs carry no rank number, but are designated with asterisks. Rating figures are from the latest monthly finding of the American Research Bureau.

Rank Among Web Film Shows	Rank Among All Web Shows	Program	Web	April ARB Rating
1.	1.	Dragnet	NBC	59.9
2.	2.	I Love Lucy	CBS	58.8
3.	4.	You Bet Your Life	NBC	52.3
4.	6.	Life of Riley	NBC	44.5
5.	8.	Ford Theater	NBC	40.6
6.	11.	Our Miss Brooks	CBS	37.8
7.	17.	Burns and Allen	CBS	34.1
8.	18.	Fireside Theater	NBC	34.0
9.	21.	I Married Joan	NBC	32.1
10.	25.	Four Star Playhouse	CBS	30.3

York Times, placed by Puck, the Comic Weekly. In answer to a previous ad claiming "... there are no comics in the Wall Street Journal," Puck's ad declared: "Four out of five adults are readers of newspaper comics."

There, of course, is still plenty of comic-strip territory for TV filmlets to invade. Of the top 11 strips, only three are on TV film and another two are reported in the offing. According to best estimates, the top strips—all earning over \$250,000 annually from newspaper syndication alone—are "Blondie," "Li'l Abner," "Dick Tracy," "Pogo," "Joe Palooka," "Nancy," "Steve Canyon," "Orphan Annie," "Gasoline Alley," "Mary Worth" and "Terry."

"Blondie," which is over 20 years old, is in over 750 daily and Sunday papers, which is considered the saturation point. "Abner" is regarded as actually a bigger total earner than "Blondie" due to its considerable subsidiary income.

Biggest Strips

The 15 strips with the biggest readership among men, according to the 1951 Continuous Study of Newspaper Reading, are "Tracy," "Nancy," "Blondie," "Gasoline Alley," "Terry," "Pogo," "Dick Tracy," "Joe Palooka," "Orphan Annie," "Steve Canyon," "Nancy," "Blondie," "Gasoline Alley," "Terry."

SG Technical Staff Shifted

NEW YORK, May 15.—Ben Berenberg has been promoted to head up all East Coast production by Screen Gems in a reorganization move completed this week. Other switches include the creation of the new post of director of technological development, which will be filled by M. Peter Keane.

Howard Magwood and Selmer Chalf will work under Berenberg as producer-director and production manager, respectively. The formation of a new animation department, which has been planned for some time, is currently in its early stages.

Alley," "Henry," "Orphan Annie," "The Nebbs," "Joe Palooka," "Mutt and Jeff," "Kerry Drake," "Li'l Abner," "Moon Mullins," "Rip Kirby," "Smilin' Jack" and "Wash Tubbs."

A further asset in the comic-to-television conversion is the extensive cross-promotional potential, of which most of the existing strip titles do take advantage. Furthermore, between the newspaper and TV exposures, a tremendous merchandising potential is built up for the character. An example of this is the resurgence of Superman merchandise since the first of this year.

TV RIGHTS

Test Cases Involve Old Republic Pix

SAN FRANCISCO, May 15.—Test cases involving television rights to old Republic pictures made by Gene Autry and Roy Rogers were argued here Wednesday (12) before the Ninth Federal Circuit Court of Appeals, which will take the arguments under consideration and issue a decision at a later date. Outcome may set a precedent for cases of this type.

The actions were brought into Appellate Court as the result of conflicting decisions handed down previously in suits brought against Republic by the two Western stars. In the Rogers case, Judge Peirson Hall ruled he was entitled to an order restraining Republic from using his films on TV, while in Autry's case Judge Ben Harrison ruled that contracts dating from 1934 to 1946 gave the studio a right to show his pictures on TV. It was agreed in both cases that Republic owned the films, but Rogers and Autry wanted to participate in the TV take.

COMMERCIAL CRITIQUE

By AL CANTWELL

The thought of writing copy for chewing gum commercials on TV is enough to chill the heart of the most imaginative copy writer. The big problem is what to show in the picture. One minute or 20 seconds of happy souls stuffing their maws with chewing gum is a frightening thought.

A sensible way out seems to be animation, as typified by the excellent spots made for Chiclets mentioned in an earlier column. Another approach is the aid-to-dental-health technique currently used by Dentyne.

But what other believable live action commercials can you do for chewing gum? I'm glad you asked me, because that's my topic for today.

The No. 1 gum, Wrigley's, has come up with a No. 1 idea in the current series of commercials now running as spots on various stations. In a typical one, the picture opens on a desert scene, while a voice of an announcer suggests that this is the way your mouth feels when you're in the middle of a hot, dusty, dry day.

The desert scene is followed by

a shot of cool running mountain streams, while a pack of Wrigley's gum zooms up out of the water. The ailment and the cure are neatly associated with pictures which produce perfect thought associations to go with the words of the announcer.

Before & After

This picture sequence is less abstract than another one that opens with milling, hot crowds that suggest the before-Wrigley feeling, followed by laughing, happy children on a Merry-Go-Round to suggest the after-Wrigley feeling.

These spots are very neatly and very cheaply done, for the only cost involved is the price of the stock shots which make up the film, a couple of simple opticals and a sound track. No studio and crew charge, no sets, no large talent payments.

The same originality manifest in the one-minute films is present in the ID's which Wrigley is currently using. They use no sound track whatsoever, and the effect on the home viewer is startling, if I may judge from my personal experience. Absorbed in a newspaper, I suddenly became aware that I was surrounded by silence.

I looked up to see what was happening on the TV set which had been blaring away unheeded, and my eyes met the screen just in time to catch the last card of a two-card ID which showed a pack of gum and the words "Healthful, Refreshing, Delicious."

Minor Flaws

This has happened to me several times since, and I'm sorry to say that I have never been fast enough to catch that first card. This is about the only flaw I can see in this highly original idea.

Someone at Ruthrauf & Ryan in Chicago is really thinking about chewing gum. As a matter of fact, I'll make a small wager that the lad who figured these out has put in some time in a psychology course. It's positively uncanny the way your eyes leap to that screen as soon as it goes silent for a few seconds.

I do wish, tho, that they would hold that first card a second longer. I miss it every time and it might say something important.

THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau. Each week this chart covers a different group of cities; thus, over a four-week span, all cities are covered which were surveyed by ARB in its latest market studies. Where a city also was covered by ARB in the previous month, the last rating of each film series also is shown.

Within each market shown below, programs are listed under three separate subdivisions of broadcast time: The prime evening hours, daytime hours on weekdays and daytime hours on Saturdays and Sundays. This is to highlight the developing use of marginal time

periods for TV film. Listing of films is by rank order, according to rating, under each of these time subdivisions. All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot booked. Stations, when designated by an asterisk (*), are UHF outlets.

The highest rated opposition program is shown along with each film series listed, and ARB ratings are given for programs competing with the top 10 film series in each market.

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

April ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Rate In Use
PHILADELPHIA 3 STATIONS				
Sign-On to 7 p.m.—Monday thru Friday				
13.2.	15.1.	Ramar of the Jungle—Adv.—TPA	WFIL—M-F, 6:00-6:30	30.9
Top Opp. & Rating: Early Show 8.9				
13.1.	18.0.	Wild Bill Hickok—West.—Kellogg Co.	WPTZ—T, 6:30-7:00	27.3
Top Opp. & Rating: Early Show				
10.2.	13.8.	Hopalong Cassidy—West.—NBC Film	WFIL—M-F, 5:00-6:00	29.9
Top Opp. & Rating: Pinky Lee; Howdy Doody				
8.4.	12.0.	Range Rider—West.—CBS Film	WPTZ—T, 6:00-6:30	31.7
Top Opp. & Rating: Ramar of the Jungle				
7.4.	9.9.	Gene Autry—West.—CBS Film	WCAU—M-F, 5:30-6:00	31.8
Top Opp. & Rating: Howdy Doody				
4.2.	4.6.	Ramar of the Jungle—Adv.—TPA	WFIL—M-F, 12:15-12:45	26.2
Top Opp. & Rating: Love of Life; Search for Tomorrow				
2.3.	3.6.	Racket Squad—Adv.—ABC Film	WFIL—M-F, 2:30-3:00	17.2
Top Opp. & Rating: Art Linkletter				
Sign-On to 7 p.m.—Saturday and Sunday				
21.1.	26.4.	Badge 714—Adv.—NBC Film	WCAU—S, 6:30-7:00	35.6
Top Opp. & Rating: Kit Carson 12.8				
15.0.	14.7.	Annie Oakley—West.—CBS Film	WFIL—Su, 6:00-6:30	33.1
Top Opp. & Rating: Mr. and Mrs. North 14.3				
13.3.	9.6.	Liberace—Music—Guild Films	WPTZ—Su, 2:30-3:00	23.8
Top Opp. & Rating: Eastern Guild Playhouse 5.4				
12.8.	11.8.	Kit Carson—West.—Coca-Cola Co.	WPTZ—S, 6:30-7:00	35.6
Top Opp. & Rating: Badge 714				
12.7.	14.7.	Craig Kennedy—Mys.—L. Weiss	WCAU—S, 6:00-6:30	29.8
Top Opp. & Rating: Dollar a Second				
12.4.	13.2.	Captain Midnight—Adv.—Wander Co.	WPTZ—Su, 12:00-12:30	26.5
Top Opp. & Rating: Children's Hour				
10.2.	8.3.	Adventures of Blinky—Child.—Amer. Maize Prod.	WCAU—S, 11:30-11:45	19.7
Top Opp. & Rating: Grady and Hurst				
9.3.	4.4.	Files of Jeff Jones—Mys.—CBS Film	WCAU—S, 5:00-5:30	17.9
Top Opp. & Rating: Rex Trailer				
9.2.	7.2.	Ramar of the Jungle—Adv.—TPA	WFIL—S, 5:30-6:00	23.8
Top Opp. & Rating: Dick Tracy				
8.9.	10.8.	Dick Tracy—Adv.—Combined TV	WCAU—S, 5:30-6:00	23.8
Top Opp. & Rating: Ramar of the Jungle				
8.3.	7.5.	Kieran's Kaleidoscope—Misc.—United Artists	WPTZ—Su, 6:45-7:00	30.8
Top Opp. & Rating: You Are There				
5.7.	5.7.	Time for Beany—Child.—Consolidated TV	WCAU—Su, 1:30-2:00	20.3
Top Opp. & Rating: Academy Theater				
5.7.	2.9.	Johnny Jupiter—Child.—Hawley and Hoops	WPTZ—S, 5:30-6:00	23.8
Top Opp. & Rating: Ramar of the Jungle				
4.4.	—	Little Theater—Drama—Tee Vee	WFIL—Su, 6:45-7:00	36.8
Top Opp. & Rating: You Are There				
4.1.	1.1.	Animal Time—Child.—Sterling TV	WFIL—S, 10:15-10:30	17.4
Top Opp. & Rating: Ridin' the Trail				
3.1.	5.7.	Ramar of the Jungle—Adv.—TPA	WFIL—Su, 10:45-11:15	17.3
Top Opp. & Rating: Zane Grey's Western Theater				
1.7.	1.3.	Little Theater—Drama—Tee Vee	WFIL—Su, 2:00-2:30	17.5
Top Opp. & Rating: Academy Theater				
1.6.	1.3.	Little Theater—Drama—Tee Vee	WFIL—S, 5:15-5:30	18.1
Top Opp. & Rating: Files of Jeff Jones				
7 p.m. to Sign-Off—Monday thru Sunday				
35.7.	33.3.	Superman—Adv.—Kellogg Co.	WCAU—M, 7:00-7:30	56.2
Top Opp. & Rating: Dangerous Assignment 9.5				
26.5.	30.1.	I Led Three Lives—Adv.—Ziv TV	WCAU—W, 7:00-7:30	40.5
Top Opp. & Rating: I Am the Law 9.2				
24.6.	19.3.	Victory at Sea—Docum.—NBC Film	WFIL—T, 7:00-7:30	39.8
Top Opp. & Rating: Big Idea 9.2				
23.6.	26.5.	Boston Blackie—Mys.—Ziv TV	WCAU—Th, 7:00-7:30	38.1
Top Opp. & Rating: Hopalong Cassidy 8.9				
22.5.	25.2.	Cisco Kid—West.—Ziv TV	WCAU—F, 7:00-7:30	34.9
Top Opp. & Rating: Captured 8.7				
15.2.	—	Janet Dean, R. N.—Drama—MPTV	WCAU—S, 10:30-11:00	47.2
Top Opp. & Rating: Your Hit Parade 27.7				
13.0.	12.5.	Foreign Intrigue—Adv.—J. Walter Thompson	WCAU—Th, 10:30-11:00	37.3
Top Opp. & Rating: Mystery Hour				
11.4.	2.7.	Art Linkletter and the K's—Comedy—CBS Film	WFIL—Su, 9:15-9:30	53.3
Top Opp. & Rating: Television Playhouse				
10.5.	12.0.	Death Valley Days—West.—Pacific Borax	WCAU—F, 10:30-11:00	69.0
Top Opp. & Rating: Cavalcade of Sports				
9.5.	8.8.	Dangerous Assignment—Adv.—NBC Film	WFIL—M, 7:00-7:30	50.2
Top Opp. & Rating: Superman				
9.3.	—	Racket Squad—Adv.—ABC Film	WFIL—F, 11:15-11:45	21.7
Top Opp. & Rating: Greatest Fights; News, Sports				
9.2.	11.2.	I Am the Law—Mys.—MCA-TV	WFIL—W, 7:00-7:30	40.5
Top Opp. & Rating: I Led Three Lives				
8.9.	—	Kent Theater—Drama—P. Lorillard	WFIL—Su, 7:30-8:00	56.6
Top Opp. & Rating: Private Secretary				
8.9.	7.2.	Drew Pearson—News—MPTV	WFIL—Su, 11:00-11:15	25.7
Top Opp. & Rating: News and Sports				
8.9.	8.5.	Hopalong Cassidy—West.—NBC Film	WFIL—Th, 7:00-7:30	38.1
Top Opp. & Rating: Boston Blackie				
8.7.	8.3.	Captured—Mys.—NBC Film	WFIL—F, 7:00-7:30	34.9
Top Opp. & Rating: Cisco Kid				
8.3.	14.7.	Duffy's Tavern—Comedy—MPTV	WCAU—W, 10:30-11:00	47.2
Top Opp. & Rating: Blue Ribbon Bouts; Sports				
6.7.	6.1.	Racket Squad—Adv.—ABC Film	WFIL—M, 11:15-11:45	14.7
Top Opp. & Rating: Monday Night Playhouse				
5.0.	—	China Smith—Adv.—Nat'l Telefilm Assoc.	WFIL—F, 11:30-12:00	15.5
Top Opp. & Rating: News, Sports, Weather				
4.4.	—	Racket Squad—Adv.—ABC Film	WFIL—Su, 10:30-11:00	49.5
Top Opp. & Rating: What's My Line?				
4.1.	—	Mr. District Attorney—Adv.—Ziv TV	WPTZ—T, 10:30-11:00	47.0
Top Opp. & Rating: Stage "S"				
3.2.	—	Racket Squad—Adv.—ABC Film	WFIL—S, 12:00-12:30	14.9
Top Opp. & Rating: Popular Demand Theater; News				
2.9.	5.9.	Dangerous Assignment—Adv.—NBC Film	WFIL—W, 10:00-10:30	68.1
Top Opp. & Rating: Blue Ribbon Bouts				
0.3.	0.5.	Ramar of the Jungle—Adv.—TPA	WFIL—Su, 11:30-12:00	10.5
Top Opp. & Rating: Feature Theater				

(Continued on page 10)



the adventures of

ELLERY QUEEN

*... adapted from the
outstanding best-seller
of our times*

*... eagerly awaited
by millions of fans*

starring

HUGH MARLOWE

with

Florenz Ames

as Inspector Queen



Here's a new TV show that's as reassuring as money in the bank . . . a first-run series that's backed by a 25-year habit of success.

A success in every mass medium In print . . . on the screen . . . on the air—"Ellery Queen" has consistently spelled "box-office." On TV live—on a handful of DuMont-cleared stations—"Ellery Queen" demonstrated an amazing ability to dominate its period, without any "inheritance" . . . against any competition. Now, specially filmed for TV . . . starring the man who created the radio role, "Ellery Queen" is marked for new highs.

A tremendous ready-made audience The readers who made "Ellery Queen" a 30,000,000-copy best-seller . . . the movie goers . . . the former listeners and viewers—these are the people who give this new series a ready made, multi-million audience. Marlowe fans who have enjoyed his work on stage and screen ("Voice of the Turtle" . . . "Twelve O'Clock High" and many others) will swell the figure. And top production—all down the line—will win and hold new viewers for this series.

A show that can't miss To the proved commercial impact of mystery shows, "The Adventures of Ellery Queen" adds the power of a great name . . . the prestige of fine dramatic programming. Call, write or wire for the full story, and for franchises in areas where you need a show that can't miss.



television Programs of America, inc.

477 MADISON AVENUE, NEW YORK 22, N. Y. • 846 N. CAHUENGA BLVD., HOLLYWOOD 38, CALIF.

THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

Continued from page 8

Table with columns: April ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Section: BOSTON 2 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table of TV programs for Boston, Monday-Friday, 7 p.m. to 7 p.m.

Sign-On to 7 p.m.—Saturday and Sunday

Table of TV programs for Boston, Saturday and Sunday, 7 p.m. to 7 p.m.

7 p.m. to Sign-Off—Monday thru Sunday

Table of TV programs for Boston, 7 p.m. to sign-off, Monday-Sunday

DETROIT 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table of TV programs for Detroit, Monday-Friday, 7 p.m. to 7 p.m.

Sign-On to 7 p.m.—Saturday and Sunday

Table of TV programs for Detroit, Saturday and Sunday, 7 p.m. to 7 p.m.

7 p.m. to Sign-Off—Monday thru Sunday

Table of TV programs for Detroit, 7 p.m. to sign-off, Monday-Sunday

Gold Sets Up Own TV Firm

NEW YORK, May 15.—A new firm, Mel Gold Productions, has been formed here by Mel Gold, who has resigned his post as advertising, publicity and television director for National Screen Service. Gold was with National Screen for 11 years.

The new outfit plans to produce commercials and industrial films and is looking forward to future production of theatrical features and TV film series.

According to Gold, he is currently seeking to purchase a building here for the construction of film studios.

Official Plans Balti. Office

NEW YORK, May 15.—Official Films this week decided to open an office in Baltimore within the next month. This follows the action of Official which recently opened offices in Boston and Chicago.

Barry Winton, currently on the New York staff, will be moved to Baltimore to take charge. Official this week also added Tom Brennan to its local sales force. He formerly was with Frank Cooper Associates and with Young & Rubicam.

Jack Denove to Film Jan Productions Half-Hour Musicals

HOLLYWOOD, May 15.—A new series of half-hour musical films will go into production here shortly, with Jack Denove producing and directing for Jan Productions, Inc. The series has already been sold to the Pacific Telephone Company for sponsorship on the West Coast, and is being offered to other institutional-type advertisers for the rest of the country.

The general format of the series will be stories and themes set to music, with Nelson Riddle as musical director and Ernst Fejte in charge of production design. Choreographer David Lichine has been signed to stage the first film, and will probably remain for the entire series. Denove was Lucky Strike's account exec at Batten, Barton, Durstine & Osborn when the cigarette company made the transition from radio to TV, and was an active participant in the first video stagings of the "Hit Parade."

Dagger Sets Audition Service

CHICAGO, May 15.—Edwin James, president of Dagger Productions, Inc., announced this week the formation of an audition film service for talent. The new service will be made available to all types of talent at a reportedly low figure. An example price quoted was \$30 for a seven-minute film without extras. Extras, such as bands or recorded musical backing, will be available, as will be props, at extra charge.

The firm is located in the space formerly held by the Audio-Visual Engineering Company, which James bought out and merged with Dagger Productions.

ARMY HEARING IS PA'S DREAM

NEW YORK, May 15.—One advertiser's name stood out over all others this week as the perfect prospect for the sale of time on the Army-McCarthy hearing telecasts, now that sponsors have been okayed for the sessions. It was the Army Recruiting Service. Running a close second was the Schine hotel and theater chains, with the Stevens Mills also regarded as a hot prospect.

Press agents, meanwhile, continued to sit glued before their TV sets, reveling in the free plugs being tossed off by the principals in the investigation. Among the commercial enterprises prominently named thus far are: Washington's Colony Restaurant, New York's Waldorf-Astoria Hotel and Gassner's Restaurant, "Wonderful Town," the Pennsylvania Railroad and NBC-TV's "Meet the Press."

Table of TV programs for Cleveland, Monday-Friday, 7 p.m. to 7 p.m.

CLEVELAND 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table of TV programs for Cleveland, Monday-Friday, 7 p.m. to 7 p.m.

Sign-On to 7 p.m.—Saturday and Sunday

Table of TV programs for Cleveland, Saturday and Sunday, 7 p.m. to 7 p.m.

7 p.m. to Sign-Off—Monday thru Sunday

Table of TV programs for Cleveland, 7 p.m. to sign-off, Monday-Sunday

LOS ANGELES 7 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table of TV programs for Los Angeles, Monday-Friday, 7 p.m. to 7 p.m.

Sign-On to 7 p.m.—Saturday and Sunday

Table of TV programs for Los Angeles, Saturday and Sunday, 7 p.m. to 7 p.m.

7 p.m. to Sign-Off—Monday thru Sunday

Table of TV programs for Los Angeles, 7 p.m. to sign-off, Monday-Sunday

(Continued on page 12)

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Personal Management

CLIFFIE STONE

Intercontinental Sets Up New Foreign Deals

NEW YORK, May 15.—Marty Poll and Ed Gruskin, already co-producing abroad under the banner of Intercontinental TV Films, this week set several more deals. They, together with Pinatel, Ltd., and Tony Bartley, Deborah Kerr's husband, are producing a new anthology series in Britain which is to begin shooting July 1. Distribution is to be handled by

Flamingo Films, the Harris group. The dramatic show will use name actors and will have as its story editor Sarett Rudley.

Also concluded is an agreement with National Telefilm Associates to furnish a series of dubbed foreign theatrical films. Included in this package will be French, German and Mexican features. Poll and Gruskin are also producing a feature length movie in England which will be based on Holly Roth's novel, "The Content Assignment."

Intercontinental will also shoot an additional 13 more films in the "Flash Gordon" series which is now distributed by Motion Pictures for Television. These pictures will be shot in Marseilles and will be directed by Gunther von Fritsch. Poll leaves for London in several weeks to begin work on the anthology series.

Catalog of Free TV Films Released By Ford Motors

DETROIT, May 15.—A new 64-page illustrated catalog of films available for non-commercial use has been issued by the Ford Motor Company. Detailing the nature and contents of each film carefully, the catalog serves as a guide to a wide variety of product which may be secured for special purpose showings without rental cost. Prints of the films may also be purchased at cost.

The new catalog lists 28 productions, averaging from 15 to 45 minutes in length, classified in four major groups — The Automobile Industry, Americans at Home, Vacation Films, and Educational Subjects.

Distribution is being handled nationally thru Ford Film Libraries at Dearborn, Mich., New York City, and Richmond, Calif. Most of the product has been cleared for television use.

Top Secret Label Given New Series

NEW YORK, May 15. — The title "Top Secret" has been tagged to the new 15-minute science show currently in production by Marion Parsonnet for distribution by Flamingo Films.

A total of 14 segments have been completed so far, and another 12 are in the works. Flamingo is due to begin selling it within a month.

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QUICK TAKES

The Association of Cinema Laboratories announced the election of Russell C. Holslag, veepee of Precession Film Laboratories, as vice-president of the association, and Kern Moyses, Peerless Film prexy, to the board of directors. . . . William Bendix, NBC contract player and star of "The Life of Riley," has been signed by Screen Gems to star in "Segment" for Ford Theater.

David Brookman, music conductor, has been retained by Beekman-Leeds to conduct and write the original music for its Thelma Ritter film series, "Hildegard Withers." . . . The NBC Film Division feature film production of "Victory at Sea" will be distributed theatrically by (Continued on page 66)

TV FILM PURCHASES

A second major Canadian deal was made by ABC Film Syndication last week when the Walter M. Lowney Company, Ltd. contracted for 52 weeks of "Rocket Squad" on five Canadian stations. The sale, made through Foster Advertising, Ltd., Toronto, includes CBOT, Ottawa; CHCH, Hamilton; CBLT, Toronto; CKCO, Kitchener; and CFPL, London. The first deal was made with the Gruen Watch Company and J-B Watch Bands for eight Canadian markets.

International News Service has sold "This Week in Sports," based (Continued on page 66)

Residual Payments To SAG Reach 30G

HOLLYWOOD, May 15.—Entertainment telefilm residual payments to Screen Actors' Guild members have reached a total of \$30,074 since signing of the new TV film contract with producers, it was announced by the SAG board of directors.

The figure represents payments of \$26,440 received and distributed by the Guild to members during the three-month period ending April 30. Previously, \$3,634 had been distributed to account for the total.

PLUGS AND PREMIUMS

Rocky Jones, Space Merchandiser, I
By GENE PLOTNIK

Reference has been made in this column to a TV film show that was merchandised long before it ever hit the TV screens. That show is "Rocky Jones, Space Ranger." Here's how it happened.

Mike Ressler, a man of many pursuits but a merchandiser at heart, sat down in 1949 and wrote a "space adventure" story which he titled "Rocky Jones, Space Ranger." The manuscript lay in Ressler's top drawer for almost two years, and not much happened to it in that time.

Early in 1951 Ressler had a visit from his old friend, Jack Danov, one of the veteran character merchandisers, who had just left the Roy Rogers organization. When he walked out of the office, Danov had all the licensing rights to Rocky Jones. And when he got back to the West Coast he went to work on it.

Nine Franchises
After setting up business as Space Ranger Enterprises, Inc., Danov began negotiations with Roland Reed Productions as well

as several manufacturers. By the end of 1951 he had issued nine merchandise franchises, which provided that royalties would begin when the TV show went on the air. Among the first licensees were Columbia Records, Whitman Publishing and John Frye Boot Company.

The merchandise went on the market in the middle of 1952, which was about the time the pilot film was completed. The film was to go thru changing fortunes for another year yet, but meanwhile there was considerable activity in "Rocky Jones" merchandise, with effects that will be described hereafter.

Official Films agented the show thru 1952, and the William Morris Agency handled it for the first half of 1953. In about June of 1953, two new parties came into the situation and things began to happen.

UTP Takes Over
United Television Programs (Continued on page 66)

THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

Continued from page 10

April ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets in Use
18.8	24.3	Waterfront—Adv.—United TV	KTTV—T, 7:30-8:00	63.1
		Top Opp. & Rating: See It Now	17.3	
17.0	21.6	Annie Oakley—West.—CBS Film	KTTV—T, 7:00-7:30	54.0
		Top Opp. & Rating: First Run Theater	13.6	
15.7	18.1	Captured—Mys.—NBC Film	KTTV—S, 8:00-8:30	54.7
		Top Opp. & Rating: Jackie Gleason	17.0	
14.9	14.3	Kent Theater—Drama—P. Lorillard	KTTV—S, 8:30-9:00	57.6
		Top Opp. & Rating: Jackie Gleason	21.5	
14.6		Gene Autry—West.—CBS Film	KNXT—Th, 7:00-7:30	45.7
		Top Opp. & Rating: Kraft TV Theater		
14.5	16.0	Foreign Intrigue—Adv.—J. W. Thompson	KNBH—Th, 10:30-11:00	32.9
		Top Opp. & Rating: City at Night		
13.5	14.7	My Hero—Comedy—Official Films	KTTV—W, 9:00-9:30	63.8
		Top Opp. & Rating: Kraft TV Theater		
12.9	12.5	Cisco Kid—West.—Ziv TV	KABC—M, 7:00-7:30	56.9
		Top Opp. & Rating: Studio One		
12.9	13.5	Dangerous Assignment—Adv.—NBC Film	KNBH—F, 10:00-10:30	46.9
		Top Opp. & Rating: My Friend Irma		
12.6	11.6	Racket Squad—Adv.—ABC Film	KABC—Th, 10:00-10:30	46.5
		Top Opp. & Rating: Martin Kane		
12.3	9.9	Hopalong Cassidy—West.—NBC Film	KTTV—W, 7:00-7:30	56.9
		Top Opp. & Rating: Blue Ribbon Bouts		
10.8	10.6	Abbott and Costello—Comedy—MCA-TV	KTTV—M, 7:00-7:30	56.9
		Top Opp. & Rating: Studio One		
10.6	13.8	Liberace—Music—Guild Films	KCOP—W, 7:30-8:00	60.8
		Top Opp. & Rating: Blue Ribbon Bouts		
10.2	6.9	Your Star Showcase—Drama—TPA	KTTV—T, 8:30-9:00	62.9
		Top Opp. & Rating: Red Skelton		
10.2	10.6	Victory at Sea—Docum.—NBC Film	KNBH—F, 10:30-11:00	34.8
		Top Opp. & Rating: China Smith; Modern Movies		
9.8	13.3	City Detective—Mys.—MCA-TV	KNXT—M, 10:00-10:30	49.4
		Top Opp. & Rating: Robert Montgomery		
9.8	10.6	Inner Sanctum—Mys.—NBC Film	KTTV—S, 9:00-9:30	54.6
		Top Opp. & Rating: Your Show of Shows		
9.5	11.1	I Led Three Lives—Adv.—Ziv TV	KABC—Th, 9:30-10:00	59.9
		Top Opp. & Rating: Ford Theater		
8.6	17.5	Favorite Story—Drama—Ziv TV	KTTV—T, 8:00-8:30	66.3
		Top Opp. & Rating: Amos 'n' Andy		
8.6	8.4	Boston Blackie—Mys.—Ziv TV	KTTV—W, 8:30-9:00	65.2
		Top Opp. & Rating: My Little Margie		
8.4	8.4	Terry and the Pirates—Adv.—Official Films	KTTV—W, 7:30-8:00	60.8
		Top Opp. & Rating: Blue Ribbon Bouts		
8.0	6.4	Range Rider—West.—CBS Film	KNXT—T, 7:00-7:30	54.0
		Top Opp. & Rating: Annie Oakley		
7.7	8.6	I Am the Law—Mys.—MCA-TV	KTLA—T, 10:30-11:00	29.4
		Top Opp. & Rating: Mr. and Mrs. North		
7.1	6.9	Colonel March—Mys.—Official Films	KTTV—S, 9:30-10:00	52.9
		Top Opp. & Rating: Your Show of Shows		
6.6	6.2	China Smith—Adv.—Nat'l Telefilm Assoc.	KABC—F, 10:30-11:00	34.8
		Top Opp. & Rating: Victory at Sea		
6.2	7.2	The Ruggles—Comedy—Station Dist.	KABC—F, 7:00-7:30	62.0
		Top Opp. & Rating: Cavalcade of Sports		
5.6	6.0	Big Game Hunt—Sports—Specialty TV	KHJ—Th, 7:00-7:30	45.7
		Top Opp. & Rating: Gene Autry		
5.5	7.4	Duffy's Tavern—Comedy—MPTV	KTLA—T, 10:00-10:30	42.3
		Top Opp. & Rating: Danger		
4.9		Captured—Mys.—NBC Film	KTTV—W, 8:00-8:30	64.8
		Top Opp. & Rating: I Married Joan		
4.3		Foreign Intrigue—Adv.—J. W. Thompson	KNBH—W, 7:00-7:30	56.9
		Top Opp. & Rating: Blue Ribbon Bouts		
4.0	5.4	Front Page Detective—Mys.—Consolidated TV	KTTV—W, 10:00-10:30	55.4
		Top Opp. & Rating: This Is Your Life		
3.8	7.0	Ethel Barrymore Theater—Drama—Interstate TV	KCOP—W, 8:00-8:30	64.8
		Top Opp. & Rating: I Married Joan		
3.4		Janet Dean, R. N.—Drama—MPTV	KTLA—W, 7:30-8:00	60.8
		Top Opp. & Rating: Blue Ribbon Bouts		
3.4	7.3	Times Square Playhouse—Drama—Ziv TV	KCOP—W, 8:30-9:00	65.2
		Top Opp. & Rating: My Little Margie		
3.1	4.4	Life With Elizabeth—Comedy—Guild Films	KCOP—W, 9:00-9:30	63.8
		Top Opp. & Rating: Kraft TV Theater		
3.1	5.7	Files of Jeff Jones—Mys.—CBS Film	KTTV—F, 7:30-8:00	65.2
		Top Opp. & Rating: Cavalcade of Sports		
2.8	0.6	Into the Night—Drama—Sterling TV	KHJ—W, 7:30-8:00	60.8
		Top Opp. & Rating: Blue Ribbon Bouts		
2.2	3.5	Orient Express—Drama—Nat'l Telefilm Assoc.	KABC—M, 10:30-11:00	30.1
		Top Opp. & Rating: Roller Derby		
1.5		Craig Kennedy—Mys.—L. Weiss	KHJ—M, 7:00-7:30	56.9
		Top Opp. & Rating: Studio One		
1.5	2.7	Joe Palooka—Adv.—Guild Films	KCOP—W, 7:00-7:30	56.9
		Top Opp. & Rating: Blue Ribbon Bouts		
1.2	2.2	Biff Baker, U. S. A.—Adv.—MCA-TV	KTLA—Th, 9:30-10:00	59.9
		Top Opp. & Rating: Ford Theater		
1.2	0.2	Clete Robert's World Report—News—United Artists	KCOP—Th, 10:00-10:15	47.9
		Top Opp. & Rating: Martin Kane		
0.9	0.7	Fulton Lewis Jr.—News—UTP	KCOP—Th, 10:00-10:15	47.9
		Top Opp. & Rating: Martin Kane		
0.6	3.6	Hollywood Off Beat—Mys.—United TV	KTTV—M, 8:00-8:30	67.9
		Top Opp. & Rating: Burns and Allen		
0.3	0.7	Clete Robert's World Report—News—United Artists	KCOP—Su, 8:15-8:30	73.2
		Top Opp. & Rating: Sunday Movies		
0.3	1.5	Professor Yes and No—Quiz—Screen Gems	KABC—M, 10:00-10:15	49.4
		Top Opp. & Rating: Robert Montgomery		

BALTIMORE 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday				
6.7	8.4	Kit Carson—West.—Coca-Cola Co.	WMAR—T, 6:00-6:30	18.6
		Top Opp. & Rating: Paulia Puppets; Adventure Theater		
6.5	10.5	Dick Tracy—Mys.—Combined TV	WBAL—M, 6:00-6:30	20.4
		Top Opp. & Rating: Movietime		
6.0	7.9	Terry and the Pirates—Adv.—Official Films	WBAL—F, 6:00-6:30	17.3
		Top Opp. & Rating: Early Show		
4.9	11.9	Tales of Hans Christian Andersen—Drama—Interstate TV	WBAL—W, 6:00-6:30	15.1
		Top Opp. & Rating: Early Show; Movietime		
Sign-On to 7 p.m.—Saturday and Sunday				
17.1	23.9	Annie Oakley—West.—CBS Film	WBAL—S, 5:30-6:00	20.5
		Top Opp. & Rating: Film Funnies	2.3	
11.5		Death Valley Days—West.—Pacific Borax	WMAR—Su, 6:00-6:30	27.2
		Top Opp. & Rating: Reward for Talent		
10.5	9.8	Art Linkletter and the Kids—Comedy—CBS Film	WBAL—S, 6:45-7:00	29.4
		Top Opp. & Rating: Ford Playhouse		
9.6	15.9	Captain Midnight—Adv.—Wander Co.	WBAL—Su, 11:30-12:00	9.6
		Top Opp. & Rating: TV Calendar; News		
6.7		Boston Blackie—Mys.—Ziv TV	WBAL—Su, 6:30-7:00	32.2
		Top Opp. & Rating: You Are There		
5.6	7.7	Johnny Jupiter—Child—Hawley and Hoops	WAAM—Su, 6:30-7:00	32.2
		Top Opp. & Rating: You Are There		
5.5	5.3	Adventures of Blinkey—Child—Amer. Maize Prod.	WAAM—Su, 4:15-4:30	9.5
		Top Opp. & Rating: Press Conference		
1.8		Animal Time—Child—Sterling TV	WAAM—S, 10:15-10:30	7.3
		Top Opp. & Rating: Boots and Saddles		
7 p.m. to Sign-Off—Monday thru Sunday				
26.5	21.8	Badge 714—Adv.—NBC Film	WBAL—S, 10:30-11:00	48.0
		Top Opp. & Rating: Premium Playhouse	17.3	

(Continued on page 66)

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SINGERS—Rae Allen, Sara Dillon, Mara Landi, Virginia Martin, Mary Roche, Mary Stanton, Rudy Adams, Bob Dixon, Jack Drummond, Ralph Farnsworth, John Ford, Gordon Woodburn.

(St. James Theater, New York, Thursday, May 13.)

Palace, New York

Jones and Wilbert, Torrini and Phyllis, Joe Phillips, Michael Chimes and Company, Sharkey, Gloria Ware, Dick Buckley, the Whirlwinds, Jo Lombardi's ork.

(Reviewed May 14)

The current bill is reasonably effective, with five repeats and three new acts on the bill. Dick Buckley's standard nonsense, four stooges from the audience in a ventro bit and a hat-swapping wind-up, registers solidly in next-to-closing. Joe Phillips is back with his Johnny Burke World War I monolog. Material keeps on snoring laughs over the years, but a new intro via a fem assist is heavy-handed and lays an egg. Also a returnee on the agenda is Sharkey, the seal, one of this reporter's fave vaude entertainers. Sharkey never changes his routine, nor does he have to. He is practically indestructible and inimitable.

Other Palace vets are Nick Jones and Oscar Wilbert (Negro terping duo) to get the bill off to a fast start, and the Whirlwinds (roller quartet, two men and two gals), to give program a proper flash finish.

Remaining three acts, Torrini and Phyllis, Michael Chimes and Company, and Gloria Ware, are newcomers reviewed elsewhere under new acts.

Pic, "The Saracen Blade." Bob Francis.

Sam Manning

Talley Beatty, Lady Calypso, Princess Orelia, Lady Jamaica, Lord Carlton, King Rudolph, Al Delacy band.

(Blue Angel, Chicago, May 10.)

A new club policy calls for the use of two stages, one at the front of the house, one at the back with the band on a separate stage to back the performers. Much of the show consists of stylized Calypso chanting with performers all (see new acts) belting out in what is assumed to be native West Indian style. The acts show plenty of enthusiasm but display little pro polish, which probably makes them that much more appealing.

Sam Manning (new acts) does the emcee chores with plenty of gusto, also adding vocalistics to his intro chores. Steve Schickel.

The Four Lads

Tommy Leonetti, Pat Henning, Rafael and His Parisienne Models, Louis Basil and house orchestra. Joe Mele on piano for the Four Lads.

(Chicago Theater, Chicago, Friday, May 14.)

The Four Lads, Columbia Record artists, played to an audience familiar with most of the tunes on their segment of the bill. The lads are an effervescent and bouncing quartet on the stage and instill the same energy and attitude in the seat-holders, especially during their performances on up-tunes.

Included among their record plugs are "Down By the Riverside"; "I Wonder, I Wonder, I Wonder," and their encore, "Istanbul." The team scores a heavy response, especially during the opening number which is a cute song with special lyrics to spotlight the boys by name.

Tommy Leonetti (see New Acts), in his first theater date, scores on both topnotch song delivery and looks as well.

Pat Henning, movie comic, is the typical good comic by this house's standards. He gets the audience on his side at the outset and keeps it there all thru his ravings about the way the manager beats him when there aren't any laughs. His pratt-falls,

and jokes are funny and effective, judging from the warm response. Rafael and his models present a well-rehearsed routine of designing hats from odds and ends. His two blonde models are, however, the highlight of the act. The act seems to have more appeal for the nitery set than for theater audiences. All three in the act do a short and occasionally terping routine which is well done, but again lacks the flash to get much of a response. Steve Schickel.

Dwight Fiske

Jimmy James, Dorothy Loudon, Rudy Kerpays on piano and Al Poskonka on bass. Ken Sweet on intermission piano.

(Black Orchid, Chicago, Tuesday, May 11.)

Dwight Fiske, on his first appearance here in seven years, scored well with his familiar style of story telling and his unique way of handling the subject matter, all masterfully done. His fill-in music on the piano was also tops, as were his facial expressions which enhance the story material immeasurably. Top response was given his stand-by story concerning Mrs. Pettibone.

Dorothy Loudon, in her first Chicago appearance, got off to a good start. She has an expressive voice for both ballads and up tunes, and shines on such husky ditties as "Red-Hot Mama." She also does "True-Blue Lou," "Louisville Lou," "Make the Man Love Me" and "Blow, Gabriel, Blow." The looker got plenty of response and was rewarded with a well-deserved call-back.

Jimmy James, a newcomer, scored well. The Dot recording artist sings in top-notch style. (See New Acts.) Steve Schickel.

Eddie Albert and Margo

Pepito Arvello, Mirko, Joe Stabile orchestra, Bobby Ramos Quartet.

(Ciro's, Hollywood, May 10.)

Eddie Albert and Margo stood local showbiz on its ear opening night. It's a scintillating, refreshing and spine-tingling turn sparked by excitement that gathers momentum and never ceases.

They sing, dance, emote and offer comedy fare rarely seen. Aided by two guitars, act has a definite Latin flavor plus tone of class material. It's difficult to single out any one number as a highlight, altho Margo's monolog about Irwin Shaw's "Sons and Soldiers" and Albert's stirring purring of "John Henry" drew a thunderous ovation. After almost an hour of material that included unsurpassed renditions of "September Song," "We're Back at the Palace," the calypso "Man, Man Is for Woman Made" and the sock closing via an interpretive dance hailed as "The Claw," the team begged off to a smash hand.

Joe Stabile ork cuts the show, spelled by the Bobby Ramos rumba group. Joel Friedman.

Evelyn and Helmuth

Diamond Ballet, Simon Rosenbaum, Two Vagabonds, and Aage Juhl Thomsen's band.

(National Scala, Copenhagen, Denmark, May 6.)

This month's bill is so weak that the excellent food and beverages dished up here, plus good dance music, rate the credit for drawing capacity turn-outs.

The Two Vagabonds, a sad-faced hound and his hobo master, provide some much-needed comedy in this show. The hound performs no difficult tricks, but at every opportunity divests his partner of hat, tie or handkerchief and breaks up most of its tricks by ambling to the footlights and licking its chops as it surveys the chow-eaters. After doing a couple of tricks it collapses and is carried off stage.

The biggest hand went to Evelyn and Helmuth, dance duo featuring acro stunts done in dance tempo with smoothness and grace. The male partner is a good lifter, while the nifty fem excels in bends, splits, spins and tumbling. Spotted next to closing, this pair roused the audience and gave them a chance to use their mitts.

The Line

The Diamond Ballet is not a real ballet but a very ordinary line of eight girls, plus one male and a solo danseuse, with the solo terps the only bits of mild interest in three monotonous appearances.

Working twice during the show was Simon Rosenbaum, pianist, whose playing is excellent but not

DRAMATIC & MUSICAL ROUTES

Ballet Theater: (Opera House) Boston.
Dial M for Murder: (Biltmore) Los Angeles.
Evening With Beatrice Lillie: (Murat) Indianapolis 17-18; (Hartman) Columbus, O., 19-22.
Fourposter: (Forrest) Philadelphia.
Guys and Dolls: (Shubert) Detroit.
Kabuki Dancers: (Geary) San Francisco.
King and I: (Philharmonic) Los Angeles.
Me and Juliet: (Shubert) Chicago.
My Three Angels: (Selwyn) Chicago.
Picnic: (Taft) Cincinnati.
Porgy and Bess: (Hanna) Cleveland.
Seven-Year Itch: (Erlanger) Chicago.
South Pacific: (National) Washington.
Stalag 17: (Great Northern) Chicago.
Time Out for Ginger: (Harris) Chicago.
Twin Beds: (Cox) Cincinnati.

Ice Shows

Ice Capades of 1954: (Pan Pacific) 18-23.

varied or interesting enough to get much attention from a cabaret audience.

Thomsen's 12-piece band was fronted at this show by an un-billed leader, who did good jobs in cutting the show and playing for dancing. Ted Wolfram.

Billy Daniel-Lita Baron

(St. Regis Maisonette, New York, May 13.)

Billy Daniel and Lita Baron in their first date in the East as a team since creating a little excitement on the West Coast, showed a pleasant act which called for many expensive costume changes and varied musical cues. Basically a singing team with choreography, pair know how to sell, tho frequently material is mediocre and confused. Some of their stuff, with inside gags aimed to break up a picture audience, missed here almost completely. It was their flaming youth interpretations which really registered.

A lot of effort went into staging the act but not enough in giving either of the performers material to sink their teeth into. Result is that audience frequently was baffled rather than amused.

Miss Baron and Daniel do a lot of singing, tho neither are basically singers. The girl, a sultry, attractive, well-stacked, brunette, has a low growly quality in the lower registers that could be used to better advantage. Daniel has acting ability plus a boyish eagerness that can also be built on. Low-down numbers, tongue-in-cheek stuff and plain boy-girl material is for them. Latin bouncers and sophisticated material is something they can't handle. Bill Smith.

Ray Bolger Show

Anna Maria Alberghetti, Sahara Dancers, Cee David-son Ork.

(Sahara, Las Vegas, May 9.)

Bill Miller came up with a sparkling package in the Ray Bolger show, a sure-fire way to insure turnaway crowds. Wisely, lesser acts were left off the show to give more time to Bolger.

The star captivated his audience with his "Once In Love With Amy," his "Sad Sack" routine and a screamingly funny mimic of Lili St. Cyr (current across the street at El Rancho Vegas) which brought down the house. His soft-shoe finale with the chorus line all dressed like Bolger, was a fitting climax to a fine show.

Anna Maria Alberghetti, the charming, teen-age operatic soprano, happily has not yet achieved professional poise, and was a refreshing addition to Las Vegas night club fare. Her numbers included the classical "Il Bacio," "Variations of Proch," and "Tarantella." On the semi-classical level was "Make Believe" and "Italian Lullaby." She moved into the popular field (and perhaps should have stayed in her more familiar role) by giving out with "That's Amore," "Your Cheatin' Heart," and "Ricochet Romance."

As always here, the line numbers, conceived by George Moro, vied with the starring acts for applause. Ed Oncken.

Lillian Roth

Joey Bishop, Footnotes, Doug Rogers, Van Smith's ork. (La Vie en Rose, New York, May 13.)

Lillian Roth can still sell with a brilliance that easily overcomes any voice deficiency. She knows how to sing oldies with a bounce and how to get an audience to sing with her, always a sure-fire gimmick. But against these plus

NEW ACTS

JIMMY JAMES (songs), Black Orchid, Chicago, May 11.

This new entry into the night club and record fields looks as tho he will qualify for a position of note in both. His looks, coupled with a better-than-average voice, should also make him a contender for many TV shots. His range is more than adequate and his material well chosen. He does "Luck Be a Lady" for a fast opener and follows with "Wanted," "Birth of the Blues" and "Young at Heart." For an encore he does his latest Dot release, "Chalo Mio Rey" and "Them There Eyes." Got plenty of deserved response. Steve Schickel.

GLORIA WARE (songs), Palace Theater, New York, May 14.

Lass has a meticulously true soprano and a canny mike approach. Is at her best with a medley of "I Love Paris" "La Vie en Rose," et al. Wind-up of "Because You're Mine" stacks up as a bit florid and over-projected. Obvious early show business training seems at odds with anxiety to please. The voice is there. A little under-selling would help reception. B.F.

TORRINI AND PHYLLIS (magic), Palace Theater, New York, May 14.

Act is not strictly magico, altho man projects competently with variations of several standard mechanical illusions. Novelty and best seg of act stems from clever chalk-talk routine backed with well-projected material. Gal supplies tasteful backgrounding. Gets a good reception. B.F.

MICHAEL CHIMES AND COMPANY (instrumental), Palace Theater, New York, May 14.

This is strictly a family act in the wholesome, crowd-pleasing groove. Chimes tees-off with a virtuoso arrangement of "Poet and Peasant" on the harmonica, accompanied by daughter Marilyn at the piano. Subsequently intros sons Gilbert (12 years), August (8 years) and Michael (7 years), all expert mouth organ moppets. Quartet gang up for a hot "12th Street Rag" combo finish. This is a solid, winning act, well presented. B.F.

qualities she now displays an over-coyness, more suitable for an ingenue.

She did a nice job on "I'll Cry Tomorrow" (just recorded for Coral), tho the patter can stand a rewrite. Her "Edie Was a Lady" was amusing until she engaged in a piece of business that was the epitome of bad taste. Its effect was that much sharper, because it was her walk-off number.

Joey Bishop, working ahead of Miss Roth was never funnier. His ad libs and throwaways indicated a sense of humor he seldom displayed before. But if it broke up the pros (including this reviewer), it didn't register with the tourists. Comics who work to fellow comics undoubtedly enjoy the reaction. But it doesn't pay off.

The Footnotes (see New Acts) opened, followed by the June Taylor line and Doug Rogers. The latter is a very talented, good looking lad. The line is easily one of the prettiest in town. Van Smith's backing was excellent. Bill Smith.

Frances Faye

Lenny Maxwell, Rickie Layne and Larry Green Trio. (Billy Gray's Band Box, May 12.)

With this bistro essentially relying on belly laugh material, current bill, tho lacking in marquee bait, should provide patrons with enough guffaws to draw satisfactorily. Frances Faye emerges as an able nitery songstress with her gravel voiced song stylings. Hers is the usual repertoire, ranging from throaty double entendre numbers to the raucous. Among her offerings are "The Man I Love," "I'm Drunk With Love," "Gypsy in My Soul" and a hilarious take-off of "September Song" in which she segues into "Summer Time" for boffo results. Another standout is a Yiddish rendition of "I Love You Much Too Much" which on opening night met with unanimous favor.

Show gets off to a mild start with young comic Lenny Maxwell serving as emcee. However, Maxwell picks up speed and considerable reception with his impressions and a running bit on arson. This is Maxwell's West Coast debut, and with more (Continued on page 65)

THE FOOTNOTES (songs) La Vie en Rose, New York, May 13.

Two boys and two girls, all good looking young people, show a lot of drive in "Love is Sweeping the Country" and the "Old Soft Show." Basically, however, group are dancers rather than singers. Kids move with speed and grace and make a good impression. They seem lost in the current show because the line and Doug Rogers do almost the same thing. B.S.

TOMMY LEONETTI (singer), Chicago Theater, Chicago, May 14.

This relatively new singer in the ranks of Capitol Records stacks up well in the bobby-sox department. Aside from his voice, which at times is tremendously good, his looks alone should make him an idol of the high-school set. His voice has exceptionally good qualities and his delivery is, for the most part, flawless. With the right material this youngster could easily rank among the nation's best. Among his numbers are "Young at Heart," "I'm Available" and "Sorrento." He also does a medley of Italian, Irish, Jewish and folk songs, all well received. S.S.

SAM MANNING (songs-emsee), Blue Angel, Chicago, May 10.

Lad shows grace in his bouncing around in native costume as he dishes out various Caribbean songs. Some sounded more like Afrikaner melodies, but the audience didn't care. Tho his energy can't be disputed, his showmanship needs plenty of working on before he's ready for bigger things. S.S.

KING RUDOLPH (instrumental), Blue Angel, Chicago, May 10.

Like all the rest of the company here, Rudolph has also adapted a royal moniker. His job in the show is mostly to give the tricky drumbeats for the other performers. Using half of a large gasoline drum (they're practically standard for West Indian street bands) he gives plenty of power and an authoritative beat. S.S.

LORD CARLTON, (singer-instrumentalist), Blue Angel, Chicago, May 10.

This act splits his calypso singing talent down the middle to present a slight comedy routine along with his authentic vocalizing of "Ugly Woman." The greater portion of his limited time is spent improvising lyrics, calypso style, aimed at and including the names of the ringsiders, for a good response. S.S.

LADY CALYPSO (singer), Blue Angel, Chicago, May 10.

The comedy singing of Lady Calypso make a funny sight act. The hefty and middle-aged islander injects more bounce and projection into her act than does the entire cast of the troupe. Among her numbers are "Vim, Vigor and Vitality" and "Woman's Headache." The contortions accompanying her numbers are funny. The gal gets a hearty response. S.S.

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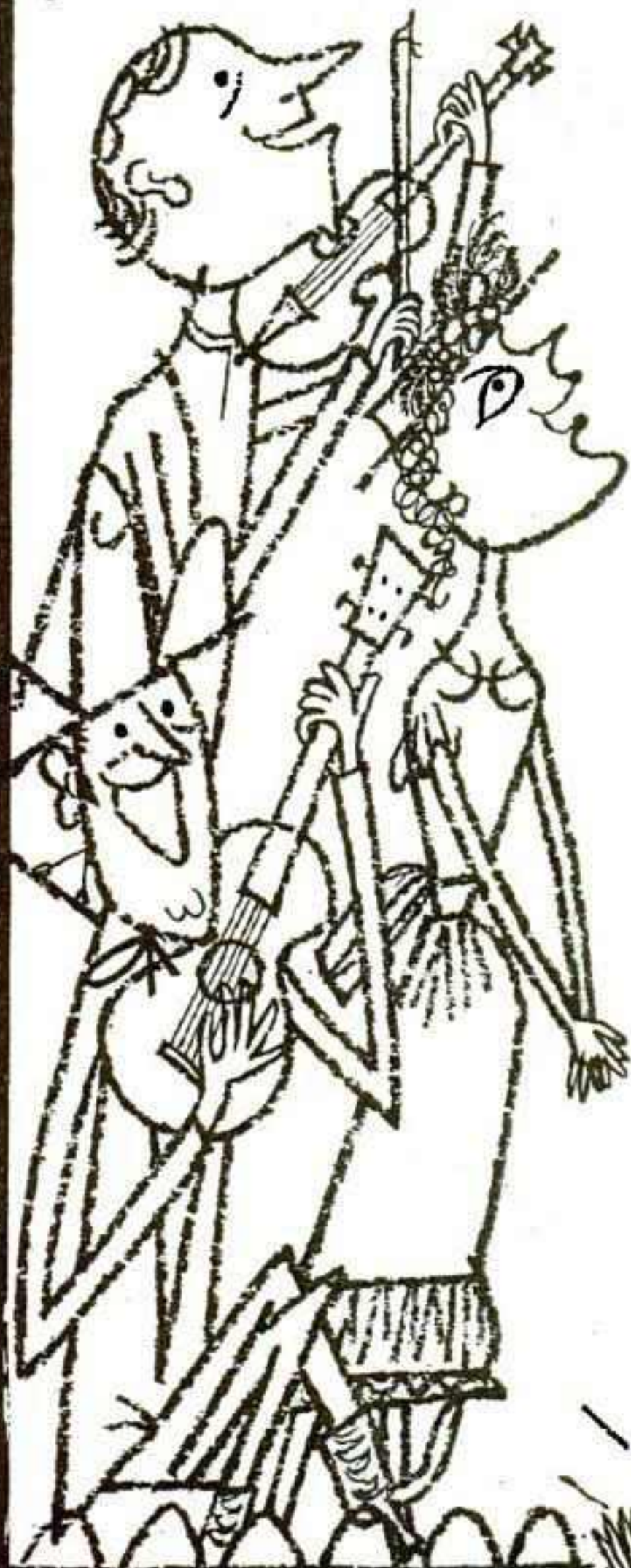
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WSM
GRAND OLE OPRY
STARS TONIGHT

To bookers of talent, planners of fairs, and producers of shows, certain truisms are too well known to merit headlines. Truisms like — “there’s nothing the matter with show business that good shows can’t cure” and “country music shows are consistent money makers throughout the U. S. and Canada year after year” and “the country’s best country music artists are WSM’s Grand Ole Opry stars.”

Opry headliners are still available for both the 1954 outdoor season and fall season. For specific details, query Jim Denny, Manager, WSM Artists Service Bureau, WSM, Nashville, Tenn.

JIM DENNY, Manager

WSM
ARTIST SERVICE BUREAU
NASHVILLE, TENNESSEE



WSM Wins Top Music Award in 21st Annual Variety Survey of Show Management

WSM has just won the 1953-54 Variety programming award as “outstanding music station” in the nation. The long and laudatory citation said, among other things: “There’s gold in them thar hills, and out of music of the hill country, WSM has mined itself a mint of billings, and an 18-carat position among

radio stations of the nation . . . a solid gold niche . . . as proud pappy of country-style music that’s such an important ingredient on the air everywhere, and in jukeboxes coast-to-coast.”

EDITORIAL

Tributes to Americana

No further proof is needed that country music and talent comprise a big business. The more than \$70,000,000 spent annually by the American people for this entertainment stands as a monument to the country field. But the gathering in Meridian, Miss., on May 25 and 26 stands as a still greater monument to the people who write, produce and perform country music.

Thousands of people from all walks of life will gather together in honor of country music and its greatest exponent, the late Jimmie Rodgers. Certainly no further proof is needed that the heart of America is with its folk music.

Whether the song or singer mirror happiness or sorrow, humor or pathos country music tells a sincere story. That this music is also commercially successful is only the end result of a solid foundation of sincerity.

It is equally a tribute to the people of America that they know well the intent of a country music writer or performer even tho the people see and hear only the end product. Over the years, a purely commercial approach to selling country music has been turned down time and again.

And so the fidelity and realism of the country writers and performers has reached the heart of America to become an important segment of the entertainment industry. In addition, however, it has become an important segment of Americana.

Certainly it is fine to know that Jimmie Rodgers' songs still sell. But he would have written "Blue Yodel" no matter what the commercial result. For Jimmie Rodgers, and the many great talents who have followed him, wrote and sang of life around them—a life in which they were active participants.

The messages contained in these country songs were sincere messages accepted by the buying public in the spirit in which the songs were offered. The commercial success is richly deserved.

RODGERS' HERITAGE

Influence Inspires Industry of Today

By RALPH PEER

It is not often that a great recording artist enhances his reputation after death. The tradition, however, which has developed around the name Jimmie Rodgers has given him a stature in the amusement world which, I am sure, he never hoped to attain during his short but very brilliant career.

The celebration of National Country Music Day once each year on May 25 and 26 in Meridian, Miss., will always be a tribute not only to the great artists of each particular year, but also a reminder of the tremendous impact of Rodgers on the amusement world. In 1933 when he died, he was unknown to perhaps three-fourths of the population of this country. He was the first to achieve million-record sales in the country category.

I recall very well that at the time his sales were eclipsing any popular artist in the Victor Record repertoire, I found it most difficult indeed to book him for a vaudeville tour in legitimate theaters north of the Mason and Dixon Line. Finally I secured six weeks at \$1,000 per week which he and I thought was a wonderful accomplishment.

Big Money

He was never able to complete this contract, however, because his health could not stand up to the strain of practically continuous work on the stage. When, however, he went out with his own group of performers and was booked for only one or two nights in small towns with an interval in between, his earnings were phenomenal, and he could go back to any one-night stand whenever he pleased.

All performers who become known to the public must have a liberal supply of intestinal fortitude. My belief is that Jimmie Rodgers had a double supply of this rare ingredient, because, first, he had to make himself believe before each performance that he was physically able to walk out on the stage and, second, he had the arduous task of giving his audiences what they expected from the man at the top of the heap.

Many of today's top names were first inspired either by his records or thru seeing him work. Certainly when Rodgers had reached the high point in his career as a recording artist in 1932 and 1933, there were few if any inhabitants of our Southern and Western States who had not heard and liked the extraordinary Singing Brakeman.

C.&W. Grew

It is not generally known that during the last great industrial depression of the early 1930's the sale of country records in this nation continued to grow from year to year. While the sale of the popular repertoire was drop-

ping to new depths and even the largest Broadway publishers were thinking of giving up the ghost, country music continued to develop new artists and new country music.

While farmers and businessmen were having a tough time pulling out of financial chaos, their troubles were certainly lightened by the brand new folk song brought to them thru the medium of country recordings.

Rodgers was very much at the top, but his great popularity produced a market in which several other great artists got off to a good start. Gene Autry, for example, owed much of his initial success to the fact that he could sing and record the Jimmie Rodgers repertoire.

To assist other aspiring artists who have not been able to pay for a musical training, I must mention that Jimmie Rodgers was a "natural" musician; that is, he "played by ear."

Simplicity

I believe that a great deal of his success is due to the simplicity of his style. He understood his audience and he gave them what was easy to hear. Nobody ever had any difficulty understanding what he was driving at, because his songs always delivered an easily understood story and with no complicated music frills to distract the ear.

When we consider that Rodgers was a dying man when he made his first recording in Bristol, Tenn., that he fought his way to the top endowed with only about 25 per cent of normal strength, we have before us one of the greatest examples of a man's spirit overcoming his handicaps.

During the difficult days of his great success, he devoted much of his meagre store of vitality to making suitable provisions for his wife, Carrie, and his daughter, Anita. Even tho his income rose to astronomical heights, he was never satisfied until he had been able to build two really fine houses as a safeguard for his family.

The combination of all of these qualities has made Jimmie Rodgers a legendary figure and a suitable focal point for the tremendous celebration in his honor held annually in Meridian, his home town. The people who will assemble in that beautiful Southern town are just ordinary citizens, some of whom will have traveled 3,000 miles or more to be present at the ceremonies which will mark the beginning of the drive to finance the building of the Jimmie Rodgers Memorial Hospital.

The strength of character and the good humor of this truly great performer have been detected by his record audience, and it is this inspired group which carries forward and develops the Jimmie Rodgers traditions.

SECTION 2 • THE BILLBOARD • MAY 22, 1954

COUNTRY and WESTERN JUBILEE SECTION

Published to coincide with the . . .



Radio, Country Music, Like Twins, Grow Big Together

Sponsors More Than Ever Aware Of Dollar Value in Songs on Air

By JOEL FRIEDMAN

Radio and country music are synonymous. Both came of age literally in the same cradle, and both continue to progress and account for untold millions in revenue thru active, close participation.

The normal sequence of relating country music field to radio is best illustrated by the fact that many of the nation's top recording stars originally got their start in radio, not at the network stations, but rather at the small 250 watters whose listening audience, tho limited to the range of a station's transmitter, probably constitutes the most critical and attentive audience existent.

With the realization that stars were being born via radio, word of mouth and public reaction did the rest. Therein lies much of the success of many of the nation's top hillbilly jamborees, for radio, in addition to phonograph records, offered a means of exposure of talent.

Unquestionably this sequence of events was true of the popular field of music at one time, when a live radio wire or a network performance by a band was considered worth its weight in gold. Only the country music field continues to recognize the importance of radio in not only exposing its music, but equally important, in building new talent.

Sponsors Increase

That others are aware of the importance of the folk field and its relation to radio is best demonstrated by the increasing number of sponsors who foot the bill for more than 20 exceptionally successful radio jamborees.

The continued success and phenomenal growth of one of the nation's most famed radio shows, the "Grand Old Opry" show, sponsored by Prince Albert via WSM, Nashville, is a shining example of the important role radio continues to play in the country business. Originally started in 1925 by Judge George D. Hay, the show has continued thru 29 years of entertaining approximately 10,000,000 listeners weekly. Appropriately enough, it was the "Grand Old Opry" that has established the city of Nashville as the citadel of country music.

Cognizance should be paid, too, to the artists developed on the "Grand Old Opry" show, names such as Roy Acuff, Cowboy Copas, Webb Pierce, Ernest Tubbs, Hank Snow, Marty Robbins, George Morgan, Carl Smith and countless others, each of whom rank among the top c.&w. performers in the nation.

That "Grand Old Opry" is a household word today is also evidenced by the many road units which stem from the show, and which appear before millions of people in personal appearances

thruout the country. These personal appearances draw unseen audiences, too, for virtually each "Opry" roadshow is heard via radio in local markets.

Midwest Shows

Establishing a record of equal importance in the Midwest is the "National Barn Dance," via WLS, Chicago, which recently celebrated 30 years of programming a weekly country show.

The list of names that WLS has developed also reads like a who's who of the c.&w. field, and includes such stalwarts as Gene Autry, Pat Buttram, Smiley Burnette, Rex Allen, Lulu Belle and Scotty, and Uncle Ezra.

Other jamborees thruout the nation, such as the "Louisiana Hayride" via KWKH, Shreveport, La.; the "Old Dominion Barn Dance," WRVA, Richmond, Va.; the "Saturday Nite Shindig," WFAA, Dallas; the "Hayloft Jamboree," WCOP, Boston; the "Hometown Jamboree" from KXLA and KLAC-TV, Los Angeles; the "Big D," KRLD, Dallas, and the WWVA "Jamboree," from Wheeling, W. Va., have all played important roles in bringing country music to country people.

Similarly, the names of stars developed as a result of these shows are equally impressive and include Mitchell Torok, Slim Whitman, Goldie Hill, Lefty Frizzell, Gene O'Quin, Hank Thompson, Hawkshaw Hawkins, Merle Travis, Eddie Kirk, Lone Pine, Betty Cody and countless others.

Haunch Loyalty

That devotees of country music are a loyal segment of a highly music conscious public has long been acknowledged. The interest c.&w. fans have in their music is similarly maintained by the thousands of disk jockeys thruout the nation who dot almost every radio station.

The sincerity of fans and jockeys alike penetrates further, for each has a mutual understanding and respect for one another, evidenced by the unprecedented turnout of deejays at last year's Second Annual Disk Jockey Festival in Nashville, a majority of whom paid their own transportation and expenses to be present.

The representation of deejays at the festival in Nashville was more than a show of detached interest, and was motivated by desires other than those purely relating to business.

The d.j.'s, thru continued participation in affairs closely relating to the c.&w. field, demonstrated a sincere and healthy interest in furthering the future prosperity of the field, discussed ways and means for better understanding between jockey and artist, record company, distributors, etc. And the powers that be listened eagerly, for primarily they were

aware that any suggestions offered were made out of genuine need.

Sales Power

The basic trait which sets apart the c.&w. field in the music business from all other facets—that of immediately rejecting anything or anyone that appears out of normal perspective—transcends to the disk jockey, too, and the time and patience offered by jockeys in their programming is reflected in the growing number of brand name sponsors who recognize the selling power of the c.&w. deejay.

The alignment in the field of such products as Ralston Purina is an established fact. Veteran disk jockeys such as Nelson King and Marty Roberts at WKCY, Cincinnati; Sammy Lillibridge at KFRO, Longview, Tex.; Uncle Eb Brown, WGST, Atlanta; George Popkin, WXGI, Richmond, and Tom Brennen, KXLA, Los Angeles, all report a growing interest in the c.&w. field on the part of sponsors.

Further indication of the upward trend and prominence with which c.&w. music is being established in the major market areas of the nation is the great number of new radio and TV jamborees which have blossomed into success this past year.

"The Alabama Jamboree" in Birmingham, the "Houston Jamboree" in Houston, the "Circle Theater Jamboree" in Cleveland and many others are currently attracting wide audience via radio and TV, in addition to countless thousands who attend at the weekly in-person shows.

Cities, Too

Reports from all sections of the country indicate the trend is not isolated in nature, but rather widespread and takes in the metropolitan cities as well as those same little hamlets dotted with 250-kw. stations.

Sponsors are aware, too, that the c.&w. field offers a basic best buy in the television field as well as radio, with virtually every major city now offering live c.&w. entertainment on a regular sponsored basis.

These shows feature headliners in the c.&w. field each week, and allows the music fan who may not get out to the in-the-person shows, the opportunity to get acquainted with the artist of his choosing.

Important to note is that the personal appearance circuit in the country field has not suffered at the box office because of TV. In retrospect both live performances and c.&w. music in television have prospered.

Unlike the pop field, a great majority of country d.j.'s are entertainers themselves. In many cases, they are established artists, musicians and top-flight performers. (Continued on page 39)

Close Pub-Artist-Diskers Ties Result in Hits From the Heart

By BOB ROLONTZ

If a pop artist recorded his own material and consistently came thru with his recordings, he would be regarded as a true phenomenon. Yet in the country field this is true more often than not. Hank Williams, for instance, made hits of his own material again and again, material of such quality that it could become a hit in two markets. Today, more than a year after his tragic death, a Williams' tune, "There'll Be No Teardrops Tonight," is again a hit in both the country and pop fields.

Williams was not unique, of course, as a country artist who wrote his own material. The majority of tunes waxed by country artists are penned by themselves. And those artists who do not make a habit of writing their own songs turn to established country writers—not pop cleffers—for their material.

Only in the country music field is there such a close relationship between the artist and his material. It appears that only those in the field itself can get the feel of the market and write the type of material which country fans desire. Few pop writers and few pop publishers have been able successfully to crack the country market. Yet hit country tunes again and again zoom out of the field to establish themselves as pop hits too.

Stress Sincerity

Perhaps this is because country music is more basic and simple than the usual Tin Pan Alley material. Authenticity and sincerity are much more necessary for country songs than the slickness or cleverness needed in pop tunes. Imagery in country material is much more down-to-earth than in the pop field.

Artists write their own material from the heart rather than the head. They write it because they feel it. And when they sing it, they are able to put this feeling into the song. Country writers living with and working with country artists know the artists' styles and are able to write material which fits them perfectly.

Just as country artists and writers create most of the song material, so country publishers publish the songs. Country artists would rather place their material with firms that they know and work with closely. Many of the country firms helped and encouraged them when they started writing. Country publishers often help smooth out rough songs or snatches of songs brought in by artists.

Busy Firms

Among the busiest country firms are Acuff-Rose and Milene, Hill & Range and Alamo, American, Tannen and RFD, Ridgeway, Fairway, Central, Nashville and many more. Publishing firms in the country

field have grown rapidly over the past few years. Artists, record firms and even some recording men have set up their own firms. With the great increase in the number of independent record firms, there has been a corresponding increase in publishing enterprises.

Publishers have a much more difficult job in the country field than in the pop field. They have to get out and search for material; it is rarely brought in to them. Country artists and writers are much shyer about showing off their material than their pop brethren. This is why country publishers constantly visit such sources of country material as Nashville, Atlanta, Knoxville; Wheeling, W. Va.; Birmingham, Houston, and Springfield, Mo., in their search for material. Sometimes artists tip them to new writers, and at times they head about new writers from artist and repertoire men.

Hank Williams

Everyone knows of Hank Williams' talents as a composer, even tho most people do not realize how many of his songs were hits in both the country and the pop field. And today more and more people in all fields of the business are aware of such great country writers as Boudeleaux Bryant, Terry Gilkyson and Chilton Price who has written many a hit, often in collaboration with Pee Wee King and Redd Stewart.

Billy Wallace and Billy Hayes are key country writers and, of course, Jimmie Rodgers himself was an important writer. Lately Mitchell Turok has forged ahead as one of the most active artist-writers in the country field. Cy Coben is one of the few city writers who has been able to make his mark in the country field. There are many, many more, of course, actively writing good country songs today.

The country field is unique in the manner in which artists get material for their recording sessions. Writers will more often deal directly with artists than with publishers or a.&r. men. In this field a.&r. men do not look with displeasure on a writer or even a publisher seeing an artist directly with a tune.

Recording Men

There is a more lenient attitude on the part of country recording men than there is among their compatriots in the pop field. When an artist tells the a.&r. man that he has his own material, or a new song that he wants to record, the a.&r. man is inclined to go along with him.

This is because the artist knows what he can do best and also because the artist has probably had a chance to try out the material before a live audience on one of his one-night stands or barn dance

shows. This pre-testing of material is an advantage that the country field offers over the pop.

In the country field, as in others, there are cycles of material. Many years ago the more doleful a weeper, the better its chances of success. Today the tear-jerker cycle has diminished, and happier tunes are the order of the day. But in the case of girl singers, this is not so. The girls must have tear-jerkers right now to break thru.

The Ranchero

When Slim Willet hit with his ranchero, "Don't Let the Stars Get in Your Eyes," over a year ago, writers hopped on the Latin-American rhythm, and ranchero after ranchero flooded the market. This cycle has come and gone, altho the basic rhythm has been absorbed into the field. Turok has started a slight fad with his songs about countries other than the United States.

An axiom in the country field is that a tune which has a chance to go pop must first be released in the country field before it can be issued pop-wise. Country fans prefer to have the tune first. After that they don't care if it becomes a pop hit. But if it comes out first with a pop artist, the country audiences look on the tune as a pop tune, and don't pay too much attention to it when it is released by a folk artist.

Since many artist-composers don't write music, some publishers have set up recording equipment in their offices. When an artist drops in with a new tune, he records it from memory, and after that the publisher has a lead sheet made from the tape. This is how so many of Hank Williams' tunes were preserved by Acuff-Rose and are now coming out on the market.

No Lead Sheets

Country music publishers rarely get lead sheets from the artists who write the tunes. The artists scribble the song on envelopes, etc., when the inspiration hits them, and they show these to publishers who want their latest song. This practice might be viewed with some disdain by publishers in other fields, but it is one of the reasons folk music has sincerity rather than artificiality. The songs are written from feeling instead of to order.

According to a number of music publishers, country material is better today than it has ever been. By this they mean that the songs are of better quality and construction than they used to be. They claim that country music fans will not accept poor songs today, no matter how sincere they are. The fans want both sincerity and quality, and they are getting it. Perhaps this combination of sincerity and quality is the reason that so many country tunes become successful in the pop market too.



JIMMIE RODGERS

STORY OF RODGERS

Deeds, Not Length, Prove Life's Worth

By IS HOROWITZ

The length of a man's life is no gauge of his contribution to the field in which he labors. The really dedicated ones often compress into relatively few short years accomplishments which would take ordinary mortals several lifetimes to match.

In no case is this truer than of James Carter Rodgers, born September 8, 1897, and died May 26, 1933, even in the field of music where genius traditionally shows itself early, and rarely under the handicaps of a progressive and debilitating illness which sapped his energy during his most creative period and finally proved fatal.

The environment to which Rodgers was born was humble. His father was a section manager of the Mobile & Ohio Railroad, and because of his job, he was unable to devote much time to his precocious son. His mother passed away when the youngster was only four. Left to his own resources a good part of the time, Rodgers haunted the Meridian, Miss., railroad yards, absorbing thru a boy's eyes the glamor and excitement of railroading.

Mid Teens

In his middle teens he began work as his father's assistant, already a handy guy with a guitar. Those working the yards would seek him out to listen to him sing and play, and from men working the road, who had been everywhere and seen everything, he would pick up songs, ideas and folklore.

Soon a full-fledged brakeman on a work train, he later took a job with the New Orleans & Northwestern, traveling a regular run between Meridian and New Orleans. While on this job he met the youngest of three daughters of a Meridian minister, and on April 7, 1920, he and Carrie Cecil McWilliams exchanged marriage vows.

A girl, Carrie Anita, was born to the Rodgers the following year. A second daughter, June Rebecca, who arrived two years later, lived only a short while.

Already Rodgers was showing the signs of tuberculosis, which was eventually to take his life. Railroading became too arduous an occupation, with severe illness following each attempt to resume the trade.

Singing Brakeman

But the years spent working the railroad and his identity with this way of life had already laid the basis for one of the two slogans by which he was to be long remembered. He was even then known as "The Singing Brakeman."

With a career as a railroad man behind him, he had to search out a new way of earning a living.

Combining his love for the music of the people, his desire to keep on the move and his physical need for outdoor life, he joined a traveling medicine show.

The prospects developed so promising that he soon bought the show. But it wasn't long before a storm laid the show level and he again joined the ranks of the penniless.

Back to the rods for a short stint, he soon made the decision to relocate in Asheville, N. C. This proved a key move, as circumstances were to develop later. For a while Rodgers was on the city payroll as a detective, but then he organized the Jimmy Rodgers Entertainers, which in May, 1927, began making appearances as a featured group on Station WWNC.

An Interlude

Again, like many other steps taken by Rodgers to further his career, the radio phase was just another temporary interlude. Off the air, he took his country combo on a tour of one-nighters, a precarious existence in those times.

About this time he heard there was a representative of the Victor Talking Machine Company auditioning folk talent in Bristol, Tenn. Of course, Rodgers had to try his luck. In a makeshift studio in Bristol, the star who was to gain national renown as "America's Blue Yodeler," made his first recording.

That Victor recording man was Ralph Peer, whose publishing firm, Peer International, now has more than 100 Rodgers copyrights in its catalog.

The months that preceded receipt by Rodgers of his first record royalty check were long and impatiently endured. Before it arrived he moved to Washington with his family to be closer to Victor headquarters at Camden, N. J., and be on hand if a call came thru for another recording date.

Royalty Checks

That first royalty check, representing his cut on three months' sales, was a mere \$27. Three months later, the next check arrived, and it carried the figure of \$400.

From then on it was one success after another, as hit after waxed hit was received with acclaim by record-buying public.

But Rodgers had only about another five years in which to live, years that were lived to the hilt by an artist who couldn't rest and had to pursue his work regardless of the physical consequences.

Personal appearance tours were undertaken, and these were spectacularly successful. Ray McCreath directed these junkets, which often had to be interrupted because of illness.

It was characteristic that Rodgers died in harness. On May 26, 1933, he was in the East for a recording session when he succumbed to the disease that had long ravaged him.

DEVELOPING COUNTRY SCENE

Styles Change and Quality Improves; Artists, Firms Increase in 10 Years

By STEVE SHOLES

Country and Western Artists and Repertoire Director, RCA Victor Records

The changes which have taken place in the country and western field of entertainment during the past decade have been for the better. Roughly, they fall into seven categories:

1. Changes in the Type of Song: Not too many years ago, most of the hit songs were in the tragic vein, and country programs featured such tear jerkers as "Mommy, Please Stay Home With Me," "Don't Send Me to Bed and I'll Be Good," "The Little White Cross on the Hill." Now the switch in tragic situations is from the death of little children to the unfaithfulness of mankind. "Slipping Around," "I Really Don't Want to Know," "It Wasn't God Who Made Honky Tonk Angels," etc.

Even more important, however, is the growth in popularity of the "novelty" and rhythm song, "I'm Moving On," "There's Been a Change in Me," "Hey, Joe," to name only a few of the many and varied "novelty" songs which have captured the public fancy. The newer the idea and the more novel or different the presentation the bigger the hit.

2. Improvement in the Quality of the Songs: As to quality of songs, the difference is not quite as apparent among the top hits of 10 years ago as it is among the other songs which make up the recording repertoire of important artists. Today almost any country and western song which is recorded is more professional than the songs that the a.&r. man had to select from, prior to 1944. The reason for this improvement is competition.

Songwriters have discovered that money can be made with a hit country and western song, and therefore more of them have turned their talents to this type of work. Certain music publishers, aware of this situation before the rest, have also aided in increasing the output of good material.

Those people connected with making records (which is the source of country and western hits) have discovered that altho every country and western hit is not a gem of professional perfection, it is nevertheless smarter to put your money on a fresh idea cleverly expressed with original melody and lyrics, than on the hackneyed story, tune and lyric.

3. Development of Artists and Musicians: The improvement in

songs has coincided with the development of better artists and more skilled musicians. Again competition for the lucrative spots on radio and TV shows and the tremendous return from personal appearances and best selling records has separated the men from the boys among the solo performers and the musicians who back them.

When I first handled country and western recording prior to World War II, a good many of the artists under contract to record companies could not hold a job today on a small radio station. And with a few brilliant exceptions, the musicians who played with these artists were only fair amateurs.

4. Improvement in Presentation: Today, not only the quality of music is better, but considerably more imagination is evidenced in the presentation of country and western songs, both on records and in public performance. Altho "arrangements" are still confined to the heads of the performers and not written, as in the case of pop records, "arrangements" exist nevertheless.

Gone is the time when the country and western artists stood before a microphone singing and

(Continued on page 39)

Best Selling Country & Western Records — 1946-1953

-1946-

1. **New Spanish Two Step**
Bob Wills—Columbia
2. **Guitar Polka**
Al Dexter—Columbia
3. **Divorce Me C.O.D.**
Merle Travis—Capitol
4. **Roly-Poly**
Bob Wills—Columbia
5. **Sioux City Sue**
Zeke Manners—RCA Victor
6. **Wine, Women and Song**
Al Dexter—Columbia
7. **Someday (You'll Want Me to Want You)**
Elton Britt—RCA Victor
8. **Cincinnati Lou**
Merle Travis—Capitol
9. **Sioux City Sue**
Hoosier Hot Shots—Decca
10. **That's How Much I Love You**
Eddy Arnold—RCA Victor
11. **Sioux City Sue**
Dick Thomas—National
12. **Honey, Do You Think It's Wrong?**
Al Dexter—Columbia
13. **I Wish I Had Never Met Sunshine**
Gene Autry—Columbia
14. **Detour**
Spade Cooley—Columbia
15. **No Vacancy**
Merle Travis—Capitol
16. **Drivin' Nails in My Coffin**
Floyd Tillman—Columbia
16. **Have I Told You Lately That I Love You?**
Gene Autry—Columbia
16. **Rainbow at Midnight**
Ernest Tubb—Decca
17. **You Can't Break My Heart**
Spade Cooley—Columbia
17. **Filipino Baby**
Ernest Tubb—Decca

-1947-

1. **Smoke, Smoke, Smoke (That Cigarette)**
Tex Williams—Capitol
2. **It's a Sin**
Eddy Arnold—RCA Victor
3. **So Round, So Firm, So Fully Packed**
Merle Travis—Capitol
4. **What Is Life Without Love**
Eddy Arnold—RCA Victor
5. **I'll Hold You in My Heart**
Eddy Arnold—RCA Victor
6. **Timtaysahun**
Red Ingle-Jo Stafford—Capitol
7. **New Jolie Blonde**
Red Foley—Decca
8. **Rainbow at Midnight**
Ernest Tubb—Decca
9. **New Pretty Blonde**
Moon Mullican—King
10. **Divorce Me C.O.D.**
Merle Travis—Capitol
11. **Sugar Moon**
Bob Wills—Columbia
12. **To My Sorrow**
Eddy Arnold—RCA Victor
13. **Filipino Baby**
Ernest Tubb—Decca
14. **That's What I Like About the West**
Tex Williams—Capitol
15. **Jole Blon**
Roy Acuff—Columbia
16. **Down at the Roadside Inn**
Al Dexter—Columbia
16. **Feudin' and Fightin'**
Dorothy Shay—Columbia
16. **Never Trust a Woman**
Red Foley—Decca

-1948-

1. **Bouquet of Roses**
Eddy Arnold—RCA Victor
2. **Anytime**
Eddy Arnold—RCA Victor
3. **Just a Little Lovin'**
Eddy Arnold—RCA Victor
4. **Texarkana Baby**
Eddy Arnold—RCA Victor
5. **One Has My Name**
Jimmy Wakely—Capitol
6. **Humpty Dumpty Heart**
Hank Thompson—Capitol
7. **Life Gets Tee-jus Don't It?**
Carson Robison—M-G-M
8. **Sweeter Than the Flowers**
Moon Mullican—King
9. **Deck of Cards**
T. Texas Tyler—Four Star
10. **My Daddy Is Only a Picture**
Eddy Arnold—RCA Victor
11. **Tennessee Waltz**
Pee Wee King—RCA Victor
12. **Suspicion**
Tex Williams—Capitol
13. **Tennessee Saturday Night**
Red Foley—Decca
14. **Tennessee Waltz**
Cowboy Copas—King
15. **I Love You So Much It Hurts**
Jimmy Wakely—Capitol
16. **Seaman Blues**
Ernest Tubb—Decca
17. **I'll Hold You in My Heart**
Eddy Arnold—RCA Victor
17. **A Heart Full of Love**
Eddy Arnold—RCA Victor
19. **Forever Is Ending Today**
Ernest Tubb—Decca
20. **Blue Shadows on the Trail**
Roy Rogers-Sons of the Pioneers—RCA Victor
20. **Cool Water**
Sons of the Pioneers—RCA Victor

-1949-

1. **Lovesick Blues**
Hank Williams—M-G-M
2. **Don't Rob Another Man's Castle**
Eddy Arnold—RCA Victor
3. **I'm Throwing Rice**
Eddy Arnold—RCA Victor
4. **Slipping Around**
Margaret Whiting-Jimmy Wakely—Capitol
5. **Wedding Bells**
Hank Williams—M-G-M
6. **Candy Kisses**
George Morgan—Columbia
7. **Why Don't You Haul Off?**
Wayne Raney—King
8. **Bouquet of Roses**
Eddy Arnold—RCA Victor
9. **I Love You So Much It Hurts**
Jimmy Wakely—Capitol
10. **Tennessee Saturday Night**
Red Foley—Decca
11. **The Echo of Your Footsteps**
Eddy Arnold—RCA Victor
12. **One Has My Name**
Jimmy Wakely—Capitol
13. **One Kiss Too Many**
Eddy Arnold—RCA Victor
14. **Slipping Around**
Ernest Tubb—Decca
15. **Tennessee Border**
Red Foley—Decca
16. **A Heart Full of Love**
Eddy Arnold—RCA Victor
17. **Blues Stay Away From Me**
Delmore Brothers—King
18. **I'm Bitin' My Fingernails**
Ernest Tubb-Andrews Sisters—Decca
19. **Please Don't Let Me Love You**
George Morgan—Columbia
20. **Let's Say Goodbye Like We Said Hello**
Ernest Tubb—Decca

-1950-

1. **I'm Movin' On**
Hank Snow—RCA Victor
2. **Chattanooga Shoe-Shine Boy**
Red Foley—Decca
3. **I'll Sail My Ship Alone**
Moon Mullican—King
4. **Why Don't You Love Me?**
Hank Williams—M-G-M
5. **Long Gone Lonesome Blues**
Hank Williams—M-G-M
6. **Goodnight, Irene**
Red Foley-Ernest Tubb—Decca
7. **Cuddle Buggin' Baby**
Eddy Arnold—RCA Victor
8. **(Remember Me) I'm the One**
Stuart Hamblen—Columbia
9. **Birmingham Bounce**
Red Foley—Decca
10. **Lovebug Itch**
Eddy Arnold—RCA Victor
11. **Mississippi**
Red Foley—Decca
12. **Throw Your Love My Way**
Ernest Tubb—Decca
13. **I Love You Because**
Ernest Tubb—Decca
14. **Cincinnati Dancing Pig**
Red Foley—Decca
15. **I'll Never Be Free**
Tennessee Ernie-Kay Starr—Capitol
16. **Let's Go to Church**
Margaret Whiting-Jimmy Wakely—Capitol
17. **Enclosed One Broken Heart**
Eddy Arnold—RCA Victor
18. **Angel With the Dirty Face**
Eddy Arnold—RCA Victor
19. **Why Should I Cry Over You?**
Eddy Arnold—RCA Victor
20. **Slipping Around**
Margaret Whiting-Jimmy Wakely—Capitol

-1951-

1. **Cold, Cold Heart**
Hank Williams—M-G-M
2. **I Want to Be With You Always**
Lefty Frizzell—Columbia
3. **Always Late**
Lefty Frizzell—Columbia
4. **Rhumba Boogie**
Hank Snow—RCA Victor
5. **I Wanna Play House With You**
Eddy Arnold—RCA Victor
6. **There's Been a Change in Me**
Eddy Arnold—RCA Victor
7. **Shotgun Boogie**
Tennessee Ernie—Capitol
8. **Hey, Good Lookin'**
Hank Williams—M-G-M
9. **Mom and Dad's Waltz**
Lefty Frizzell—Columbia
10. **Golden Rocket**
Hank Snow—RCA Victor
11. **I'm Movin' On**
Hank Snow—RCA Victor
12. **Kentucky Waltz**
Eddy Arnold—RCA Victor
13. **Slow Poke**
Pee Wee King—RCA Victor
14. **Let's Live a Little**
Carl Smith—Columbia
15. **I Love You a Thousand Ways**
Lefty Frizzell—Columbia
16. **Poison Love**
Johnnie and Jack—RCA Victor
17. **Down the Trail of Aching Hearts**
Hank Snow—RCA Victor
18. **Bluebird Island**
Hank Snow—RCA Victor
19. **Peace in the Valley**
Red Foley—Decca
20. **Mister Moon**
Carl Smith—Columbia

-1952-

1. **Wild Side of Life**
Hank Thompson—Capitol
2. **Let Old Mother Nature Have Her Way**
Carl Smith—Columbia
3. **Jambalaya**
Hank Williams—M-G-M
4. **It Wasn't God Who Made Honky Tonk Angels**
Kitty Wells—Decca
5. **Slow Poke**
Pee Wee King—RCA Victor
6. **Indian Love Call**
Slim Whitman—Imperial
7. **Wonderin'**
Webb Pierce—Decca
8. **Don't Just Stand There**
Carl Smith—Columbia
9. **Almost**
George Morgan—Columbia
10. **Give Me More, More, More of Your Kisses**
Lefty Frizzell—Columbia
11. **Half as Much**
Hank Williams—M-G-M
12. **Easy on the Eyes**
Eddy Arnold—RCA Victor
13. **Gold Rush Is Over**
Hank Snow—RCA Victor
14. **Are You Teasing Me**
Carl Smith—Columbia
15. **Full Time Job**
Eddy Arnold—RCA Victor
16. **Missing in Action**
Ernest Tubb—Decca
17. **Waiting in the Lobby of Your Heart**
Hank Thompson—Capitol
18. **Too Old to Cut the Mustard**
Red Foley-Ernest Tubb—Decca
19. **Don't Stay Away**
Lefty Frizzell—Columbia
20. **That Heart Belongs to Me**
Webb Pierce—Decca

-1953-

1. **Kaw-Liga**
Hank Williams—M-G-M
2. **Your Cheatin' Heart**
Hank Williams—M-G-M
3. **No Help Wanted**
Carlisles—Mercury
4. **Dear John Letter**
Jean Shepard—Capitol
5. **Hey, Joe**
Carl Smith—Columbia
6. **Mexican Joe**
Jim Reeves—Abbott
7. **I Forgot More Than You'll Ever Know**
Davis Sisters—RCA Victor
8. **It's Been So Long**
Webb Pierce—Decca
9. **Take These Chains From My Heart**
Hank Williams—M-G-M
10. **Fool Such as I**
Hank Snow—RCA Victor
11. **Eddy's Song**
Eddy Arnold—RCA Victor
12. **Last Waltz**
Webb Pierce—Decca
13. **Rub-a-Dub Dub**
Hank Thompson—Capitol
14. **I'll Never Get Out of This World Alive**
Hank Williams—M-G-M
15. **Bumming Around**
T. Texas Tyler—Decca
16. **That Hound Dog in the Window**
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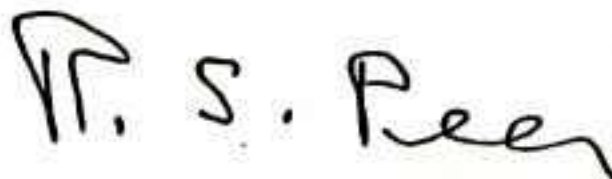
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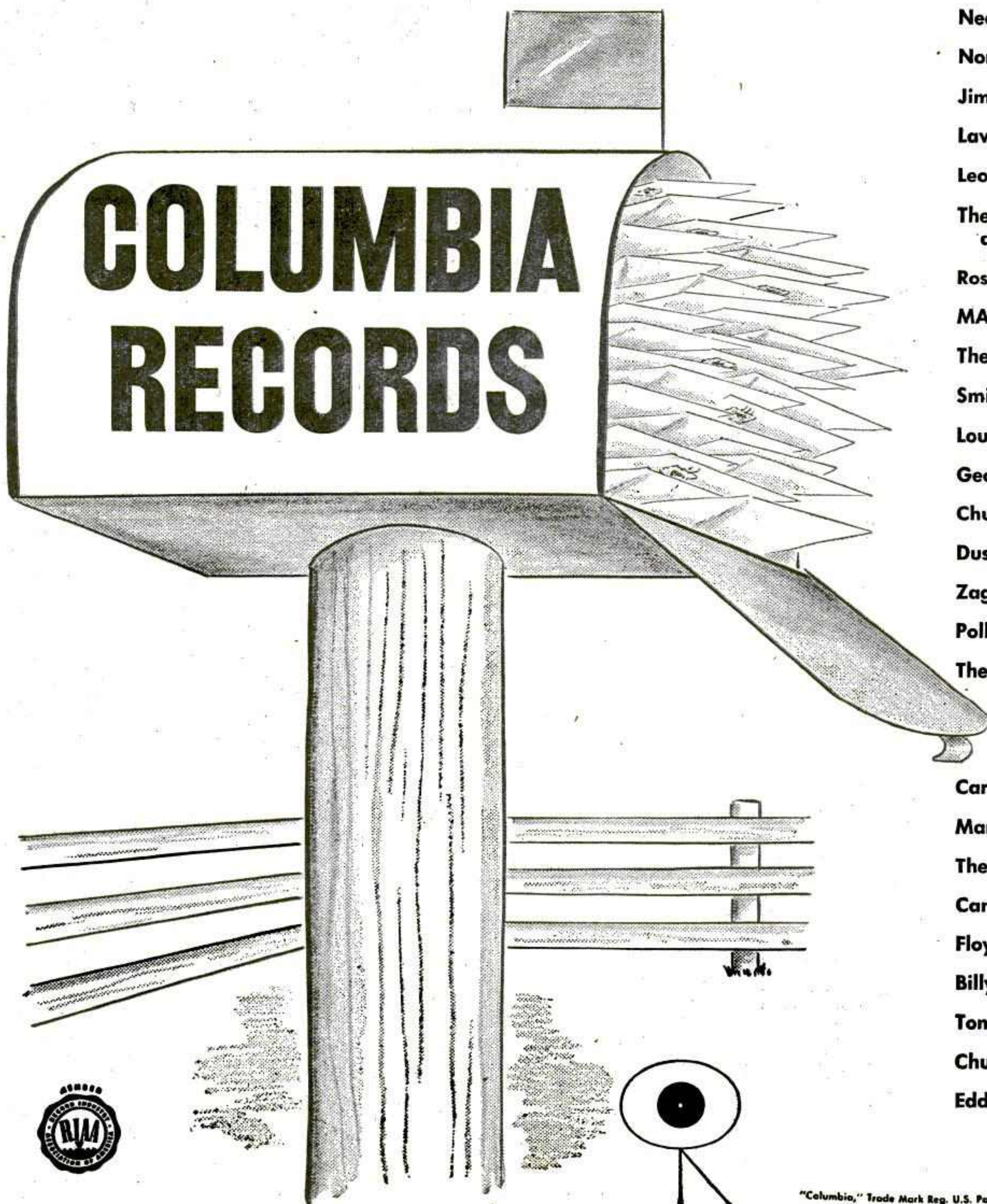
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Neal JONES
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Leon McAULIFFE
The MADDOX BROTHERS
and ROSE
Rose MADDOX
MALLIE ANNE and SLIM
The MASTERS FAMILY
Smiley MAXEDON
Lou MILLET
George MORGAN
Chuck MURPHY
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Zag PENNELL
Polly POSSUM
The RHYTHM OUTLAWS
Ray PRICE
Marty ROBBINS
Carl SMITH
Manning SMITH
The STAMPS QUARTET
Carl STORY
Floyd TILLMAN
Billy WALKER
Tommy WARREN
Chuck WELLS
Eddie ZACK

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voice and
money-making
records of

Ray PRICE

here's his newest—

**I LOVE YOU SO MUCH
I LET YOU GO
MUCH TOO YOUNG
TO DIE**

Both with Instrumental Acc.

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and Ray's long-run hit—

**I'LL BE THERE
(IF YOU EVER WANT ME)
RELEASE ME**

Both with Instrumental Acc.

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From Coast to Coast

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"THAT TIRED RUN DOWN FEELING"
"CRAZY MIXED UP SONG"

"OH MY PAPPY"
"SWAPPIN' PARTNERS"



"KISS OF FIRE"
"I'M YOURN"

"GAMBLER'S GIT BOX"
"YOUR CLOBBERED HEART"

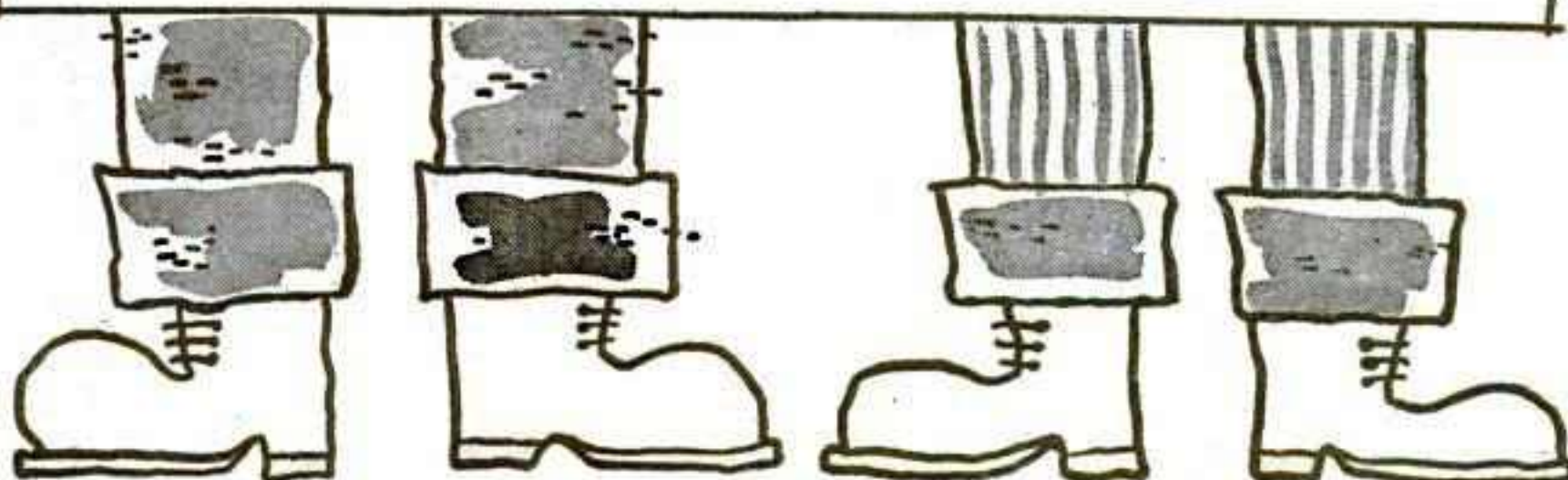
"DON'T LET THE STARS GET IN YOUR EYEBALLS"
"UNHAPPY DAY"

"I'M WALKING BEHIND YOU'ALL"
"MEXICAN JOE #6&7/8"

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(Continued on page 39)

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Going Strong
on her
latest release

"HUCKLEBERRY
PIE"

b/w

"NO ONE"

King #1341

See and hear BONNIE LOU on
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SHEB WOOLEY BLUE GUITAR

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MGM 11717 78 rpm • K 11717 45 rpm



SINGLES

HANK WILLIAMS

THERE'LL BE NO TEARDROPS TONIGHT

and
**MIND YOUR OWN
BUSINESS**

MGM 10461 78 rpm • K 10461 45 rpm

ARTHUR (Guitar Boogie) SMITH

I GET SO LONELY || OUTBOARD

MGM 11704 78 rpm • K 11704 45 rpm

JESSE ROGERS

FOLDIN' MONEY || YOU'RE SORRY
FOR YOURSELF

MGM 11742 78 rpm • K 11742 45 rpm

RUSTY GABBARD with
instrumental accompaniment

I'M LOOKIN' || IT HURTS TOO
FOR SOMEBODY || MUCH TO CRY

MGM 11731 78 rpm • K 11731 45 rpm

SAM NICHOLS and the Melody
Rangers

YOU NEVER GROW || NOTHIN' TO LOSE
TOO OLD TO LEARN ||

MGM 11721 78 rpm • K 11721 45 rpm

CLAUDE CASEY

I BET MY HEART || ME, MYSELF AND I

MGM 11708 78 rpm • K 11708 45 rpm

HOW CAN YOU REFUSE ME NOW and A HOUSE OF GOLD

MGM 11707 78 rpm • K 11707 45 rpm

TOM ANDERSON

SWEET LOVE || MY HEART'S
IN A WHIRL

MGM 11740 78 rpm • K 11740 45 rpm

ROY SCOTT with instrumental
accompaniment

LUCKY IN KENTUCKY || I'LL NEVER LOSE
THIS FEELING

MGM 11733 78 rpm • K 11733 45 rpm

JINNIE RODGERS with
instrumental accompaniment

MAMA, DON'T CRY || YOU DON'T LIVE
AT MY WEDDING || HERE NO MORE

MGM 11732 78 rpm • K 11732 45 rpm

(TEXAS) JIM ROBERTSON with
instrumental accompaniment

LOOK WHAT YOU || I PROMISE
DONE TO ME || TO LOVE YOU

MGM 11722 78 rpm • K 11722 45 rpm

All Voices and instruments by
ZEKE CLEMENTS

THANK YOU, LORD || I LOVE THE
NAME OF JESUS

MGM 11701 78 rpm • K 11701 45 rpm

STILL
THE
GREATEST!

ALBUMS

BEST SELLING HANK WILLIAMS ALBUMS MEMORIAL ALBUM

MGM Album 202 (78 rpm)
MGM Album X202 E.P.
MGM Long-Playing Record E202
(33 1/2 rpm)



HANK WILLIAMS SINGS

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MGM Long-Playing Record E107
(33 1/2 rpm)



MOANIN' THE BLUES

MGM Album 168 (78 rpm)
MGM Extended Play Album X168 E.P.
MGM Long-Playing Record E168
(33 1/2 rpm)



HANK WILLIAMS AS LUKE THE DRIFTER

MGM Album 203 (78 rpm)
MGM Long-Playing Record E203
(33 1/2 rpm)



NEW
SINGLE
POCKET
EP



THERE'LL BE NO TEARDROPS TONIGHT

M-G-M-X1082

ARTHUR (GUITAR BOOGIE) SMITH FINGERS ON FIRE

33 1/2 rpm—MGM Long-Playing Record E-533



BOB WILLS and his Texas Playboys RANCH HOUSE FAVORITES

33 1/2 rpm—MGM Long-Playing Record E91
78 rpm Album MGM 91



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MAKE FRIENDS WITH RECORDS

GLAD TO BE
A PART OF
THIS GREAT
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Current release on . . .



MY NEW LOVE AFFAIR

and

HOW DO YOU THINK
I FEEL

Decca 29068 (78 rpm) and 9-29068 (45 rpm)



FEATURED STAR

KWKH

"LOUISIANA HAYRIDE"

ACCEPTANCE OF C.&W.

Jukes in Big Role For Passing Word

By STEVE SCHICKEL

Country and western music has gradually been increasing its general acceptance since record firms took on rustic warblers approximately 14 years ago. The greatest portion of the acceptance has been attained in the space of the last few years. Undoubtedly an asset to both country music and country artists is the modern-day juke box with its multiple selections, programming and widespread usage.

Today there are approximately 450,000 juke boxes on location across the country, operated by 7,500 operators, with an average of 77 machines per operator. These operators use more than 60,000,000 records per year, and country tunes may account for about 12,000,000 of this total.

The last year has seen many trends evolve in the juke box field as far as country music is concerned. Juke box operators are more prone to program locations in an effort to give their customers the type of music desired. By doing so, many operators have found that in rural areas more slots are being filled with c.&w. title strips, whereas urban areas shift according to population and living standards.

Country tunes are also making more inroads into the pop field by way of their acceptance on the coin machines. Consequently, little-known artists are being showcased and more artists are being signed to talent rosters to fill a greater need for diversification.

Artists have also been coming into the record folds because of the continued efforts of radio and TV stations to enlarge their talent stables. Talent which has consistently scored well on records has found the road much easier for them in the night club and theater fields and in television.

TV Truth

One truth still remains concerning TV. TV still is being felt less by the country artist than any other record artist. This is due both to TV itself and also to the juke boxes. Country music still continues to get its greatest play in the areas where the TV cable hasn't penetrated. It is in

this area where the juke box is predominantly filled with c.&w. tunes.

In reports from such areas, it is revealed that from 50 to 90 per cent of the disks on machines are c.&w. Some of those reporting 90 per cent saturation of country music on their boxes are Ace Music Company, Watonga, Okla., and Music Jewell Company, Great Falls, Mont., while such areas as Payette, Idaho, and Parkersburg, W. Va., report 50 per cent and better.

Metropolitan areas, such as Chicago, ranged between 7 and 15 per cent. The smaller the town, the higher the percentage of c.&w. tunes would be used as a rule.

Vocals Best

All firms replying to the survey indicated that vocal recordings are by far the more popular fare on their juke boxes as far as c.&w. music is concerned. In fact, it was unanimous. Several operators explained that the reason for this overwhelming acceptance was due to the lyrics. They claim country music lovers want a story or a message with their music, and that instrumentals don't carry these.

The lasting qualities of country disks versus pop disks on juke boxes brought a slight difference of opinion. Some said country tunes outlast pops, others claimed them even and some claimed pops lasted longer with the public's favor.

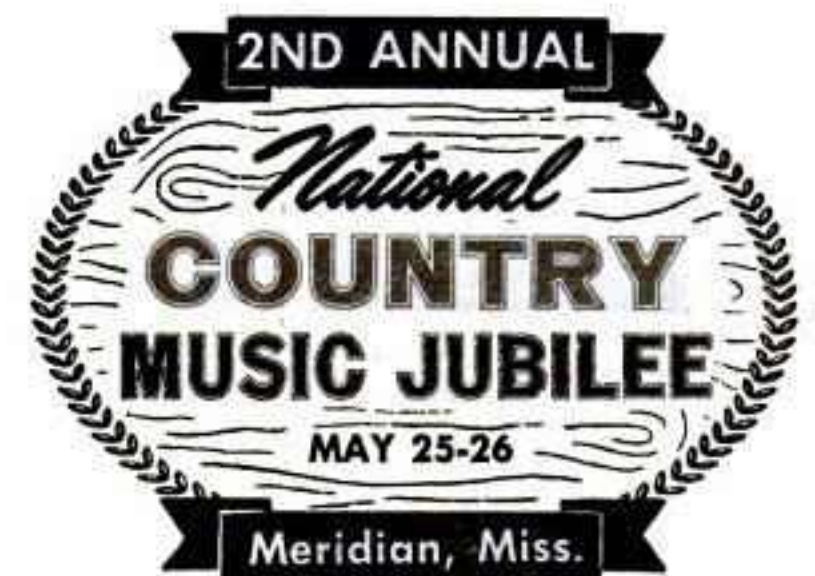
However, these results coincided almost perfectly with the areas from which the results came. Pops outlasted country tunes only in metropolitan areas, country music bested pops in rural areas and ties were registered in fringe areas.

Most operators agreed that country novelties, such as those put out by Homer and Jethro, didn't have the lasting qualities of the ballads.

Juke Promotion

It is evident that many of the operators are doing more toward promoting their boxes with the

(Continued on page 38)



The Town of Enterprise,
Mississippi

congratulates The Billboard on its special issue honoring the late Jimmie Rodgers on the 2nd annual National Hillbilly Music Jubilee.

TOWN OF ENTERPRISE

Beautiful industrial sites . . .

Low taxes . . . on enchanting

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America's #1 C&W Attraction!

HANK THOMPSON

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BRAZOS VALLEY BOYS



We look forward to seeing all our friends at Meridian Miss. Hank-

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"BREAKIN' THE RULES"

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RECORDShas the **BIG HITS**

**EILEEN
BARTON**
and
**JIMMY
WAKELY**

sing

**TWILIGHT
TIME IN
TENNESSEE** **BRIGHT-EYED
AND
BUSHY TAILED**

CORAL 61175 (78 RPM) and 9-61175 (45 RPM)



SONS OF THE PIONEERS

sing

**RIVER OF
NO RETURN**

and *The Lilies Grow High* (Gunmen's Bolled)

CORAL 61186 (78 RPM) and 9-61186 (45 RPM)

**TABBY
WEST**

sings

**FORBIDDEN
FRUIT**

and

INCHIN' UP

CORAL 64174 (78 RPM) and 9-64174 (45 RPM)



CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

Country Music Field Full of Green Stuff

• Continued from page 1

grosses racked up by country and western artists.

The artists bureau of radio Station WSM, Nashville, from which the "Grand Ole Opry" show has emanated for the past 29 years, booked over 3,000 engagements of its artists last year.

For the first quarter of 1954, says James R. Denny, WSM artists bureau manager, his office has already booked over 600 personal appearances—and the season is just beginning, since so many dates are outdoor bookings which are seasonal in nature.

Denny's Billings

Denny also says that his offices' billing is 49 per cent greater than five years ago, and 51 per cent greater than four years ago. Last year was the artist bureau's biggest outdoor season in its history. Such other country talent bookers, like Norm Riley of Madison, Tenn., and the WLS Artist Bureau in Chicago, report that business is "80 per cent better" or "greater than it has ever been."

Perhaps the greatest example of the drawing power inherent in a show of country and western talent is the case history of the "Grand Ole Opry" network show itself. The program has played to a live audience of 7,950,000 people in the 29 years of its existence. It draws 250,000 people a year—absolute maximum for a theater studio which holds about 4,000 people.

On an average Saturday night, WSM runs some 8,000 people thru the studio during the four-hour program. In a survey of the studio audience taken one Saturday in April, WSM found people from 38 States, all the provinces of Canada and two South American countries. And the clincher is that people attending the WSM broadcasts pay an admission charge of 60 cents.

Cooke & Rose

Of great interest to those who do not appreciate the growth and spread of country and western talent and music in recent years is the business being done every year by Cooke & Rose Theatrical Enterprises, Inc., Lancaster, Pa.

The agency books country talent into outdoor parks situated in the Pennsylvania, Maryland, New Jersey area, the territory between Rising Sun, Md., and Haddonfield, N. J. This one agency spends an average of \$10,000 a week for country talent playing Sunday dates only.

Parks getting their talent thru Cooke & Rose include Mount Gretna Park, Mount Gretna, Pa.; New River Ranch, Rising Sun, Md.; Sunset Park, West Grove, Pa.; Sante Fe Ranch, Reading, Pa.; Valley View Park, Hallem, Pa.; Circle 'A' Ranch, Haddonfield, N. J.; Radio Corral, Williamsport, Pa.; Kishacoquillas Park, Lewistown, Pa., and the new Sunset Carson Ranch at Maple Grove Park, Lancaster, Pa.

These locations operate from about Easter Sunday thru Octo-

ber each year and draw anywhere from 1,000 to 8,000 people for each Sunday show. They spend from \$500 to \$1,500 for name and semi-name acts and charge admission of from 60 cents to \$1. Talent cost for a single Sunday performance runs from \$1,000 to \$2,000.

Flight Schedules

The Cooke & Rose operation is so unusual in some aspects that the country talent flies into Lancaster on Sundays from Nashville, Chicago, Shreveport and other key country centers. Booker Harry Cooke has a fleet of cars waiting at the local airport. He loads his artists into the cars and then has the limousines fan out for the various country and western parks surrounding Lancaster.

Already set to play these locations, certainly not hot centers of country and western music, are Lone Pine, Betty Cody, Grandpa Jones, the Carlises, Ranger Joe, Jimmy Dickens, Hank Thompson, the Carter Family, Bill Monroe, Marty Robbins, Roy Acuff, Earl Flatt and Lester Scruggs, Duke of Paducah, Ernest Tubb, Stoney Cooper, Homer and Jethro, George Morgan, the Maddox Brothers and Rose, Doc Williams, Hawkshaw Hawkins, Mac Wiseman, Audrey Williams, Sunshine Sue, the Eackert Family, Cowboy Copas, Ray Price, Johnnie and Jack, Kitty Wells, Sunset Carson, Kenny Roberts, Candy Kids, Fuzzy St. John, Lash LaRue, the Davis Sisters and Martha Carson.

And the tip-off that this will be a big season is the 8,000 people who turned out to see a show headlined by Mac Wiseman at New River Ranch, Rising Sun, Md., on Easter Sunday.

Pub Interests

As for the publishing end of the country and western business—and it's a big business these days—it easily tops the \$2,000,000 gross figure. Two country and western songs have recently moved into the list of best-selling sheet music. These are "I Really Don't Want to Know" and "There'll Be No Teardrops Tonight." At this very moment a country song, "Bimbo," is on the top 20 list in England.

Just the mechanical royalties accruing to the various publishers from the 30,000,000 country records sold last year would total \$600,000. And since it is well known that the prime sources of income for publishers are receipts from performance societies and sale of sheet music, the estimated \$2,000,000 gross for the publishing part of the country and western music field is quite conservative.

In any event, the country and western market is anything but the step-child of the music, record or talent industries. It's an integral and major part of the entertainment world.



Congratulations, The Billboard, on your special salute to Jimmie Rodgers and to the 2nd annual National Hill-billy Music Jubilee.

Lauderdale County Board of Supervisors
Meridian, Mississippi

"America's choicest industrial sites."

BORDER TO BORDER... COAST TO COAST... THERE'S COUNTRY BUSINESS EVERYWHERE... YEAR AFTER YEAR THE COUNTRY HITS ARE ON DECCA...



ERNEST TUBB



REX ALLEN



KITTY WELLS



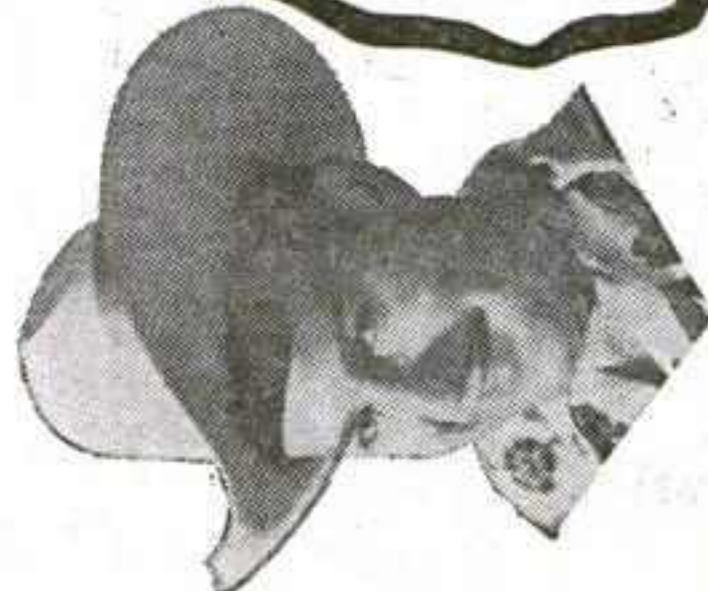
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GOLDIE HILL



RED FOLEY



TEX WILLIAMS



AUTRY INMAN



BILL MONROE



JIMMIE DAVIS



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 - WEBB PIERCE
 - RED FOLEY
 - REX ALLEN
 - KITTY WELLS and RED FOLEY
 - GOLDIE HILL and JUSTIN TUBB
 - TEX WILLIAMS
 - AUTRY INMAN
 - BILL MONROE
 - RED SOVINE
 - JIMMIE DAVIS with ANITA KERR SINGERS
 - JIMMIE LOGSDON
- BABY YOUR MOTHER (Like She Babled You) ● YOUR MOTHER, YOUR DARLING, YOUR FRIEND
 - EVEN THO ● SPARKLING BROWN EYES
 - JILTED ● PIN BALL BOOGIE
 - BRINGING HOME THE BACON ● I COULD CRY MY HEART OUT (Sometimes)
 - I'M A STRANGER IN MY HOME ● ONE BY ONE
 - LOOKING BACK TO SEE ● I MISS YOU SO
 - RIVER OF NO RETURN ● DOWN IN THE MEADOW
 - UNDER THE MOON ● JUST REMINISCING
 - WISHING WALTZ ● I HOPE YOU HAVE LEARNED
 - HOW DO YOU THINK I FEEL ● MY NEW LOVE AFFAIR
 - SUPPER TIME ● TO MY MANSION IN THE SKY
 - MY SWEET FRENCH BABY ● THESE LONESOME BLUES

29103*

29107*

29100*

29111*

29065*

29145*

29133*

29060*

29009*

29068*

28799*

29122*



America's Fastest Selling Records

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Special Pop Release!
**GUY LOMBARDO'S
HERNANDO'S
HIDEAWAY**
VAS 'VILLST DU HABEN!
Decca #29173 and 9-29173



The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending May 12

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 country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce.....	1	16
You Just Can't Be True—Dec 28991—BMI		
2. I'LL BE THERE—R. Price.....	2	12
Release Me—Col 21214—BMI		
3. I REALLY DON'T WANT TO KNOW—E. Arnold.....	3	20
I'll Never Get Over You—V 20-5525—BMI		
4. BACK UP BUDDY—C. Smith.....	5	4
If You Tried as Hard to Love Me—Col 21226—BMI		
5. YOU BETTER NOT DO THAT—T. Collins.....	4	13
High on a Hilltop—Cap 2701—BMI		
6. ROSE MARIE—S. Whitman.....	6	4
We Stood at the Altar—Imperial 8236—ASCAP		
7. RELEASE ME—R. Price.....	8	6
I'll Be There—Col 21214—BMI		
8. OH, BABY MINE—Johnnie & Jack....	7	5
You're Just What the Doctor Ordered—V 20-5681—ASCAP		
9. CRY, CRY DARLING—J. Newman....	—	1
You Didn't Have to Go—Dot 1195—BMI		
10. BREAKIN' THE RULES—H. Thompson.....	—	2
A Fooler, A Faker—Cap 2758—ASCAP		
10. ONE BY ONE—K. Wells & R. Foley....	—	1
I'm a Stranger in My Home—Dec 29065—BMI		

• Most Played in Juke Boxes

For survey week ending May 12

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

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce.....	2	13
Dec 28991—BMI		
2. I REALLY DON'T WANT TO KNOW—E. Arnold.....	1	19
V 20-5525—BMI		
3. YOU BETTER NOT DO THAT—T. Collins.....	3	12
Cap 2701—BMI		
4. I'LL BE THERE—R. Price.....	4	6
Col 21214—BMI		
5. ROSE MARIE—S. Whitman.....	8	2
Imperial 8236—ASCAP		
6. BACK UP BUDDY—C. Smith.....	6	2
Col 21226—BMI		
6. RELEASE ME—R. Price.....	10	5
Col 21214—BMI		
8. SECRET LOVE—S. Whitman.....	5	18
Imperial 8223—ASCAP		
9. A FOOLER AND A FAKER—H. Thompson.....	—	1
Cap 2758—ASCAP		
10. AS FAR AS I'M CONCERNED—R. Foley.....	—	5
Dec 29000—BMI		

• Most Played by Jockeys

For survey week ending May 12

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce.....	1	15
Dec 28991—BMI		
2. OH, BABY MINE—Johnnie & Jack....	2	7
V 20-5681—ASCAP		
3. I'LL BE THERE—R. Price.....	3	11
Col 21214—BMI		
4. YOU BETTER NOT DO THAT—T. Collins.....	4	14
Cap 2701—BMI		
5. I REALLY DON'T WANT TO KNOW—E. Arnold.....	5	18
V 20-5525—BMI		
6. BACK UP BUDDY—C. Smith.....	6	2
Col 21226—BMI		
7. MY EVERYTHING—E. Arnold.....	10	4
V 20-5634—BMI		
8. GOOD DEAL LUCILLE—A. Terry.....	8	4
Hickory 1003—BMI		
9. I LOVE YOU—G. Wright-J. Reeves... 7	20	
Fabor 101—BMI		
10. SECRET LOVE—S. Whitman.....	—	16
Imperial 8223—ASCAP		

THE BILLBOARD, MAY 8, 1954

The Billboard Music Popularity Charts **COUNTRY & WESTERN RECORDS**

Best Sellers in Stores	Most Played in Juke Boxes	Most Played by Jockeys
1. SLOWLY—W. Pierce.....	1. SLOWLY—W. Pierce.....	1. SLOWLY—W. Pierce.....
2. I'LL BE THERE—R. Price.....	2. YOU BETTER NOT DO THAT—T. Collins.....	2. T. Collins.....
3. I REALLY DON'T WANT TO KNOW—E. Arnold.....	3. WAKE UP, IRENE—H. Thompson.....	3. I REALLY DON'T WANT TO KNOW—E. Arnold.....
4. BACK UP BUDDY—C. Smith.....	4. BIMBO—J. Reeves.....	4. SECRET LOVE—S. Whitman.....

Gratefully



“the Wandering Boy”

WEBB PIERCE

Voted best money maker of the year

Just Released

SPARKLING BROWN EYES

b/w
EVEN THO'
DECCA 29107



My very best wishes to the 2d National Country Jubilee—Meridian, Miss. May 25-26



America's Favorite
FOLK Artist

SLIM WHITMAN

The HIT for '54
Breaking in "POP"

ROSE MARIE

and

WE STOOD AT THE ALTAR

Imperial 8236

Exclusively on



MANAGEMENT

O. K. MAKELA

3446 LINDA DRIVE
DALLAS, TEXAS

*Thanks
Everybody for:*

INDIAN LOVE CALL

CHINA DOLL

KEEP IT A SECRET

DANNY BOY

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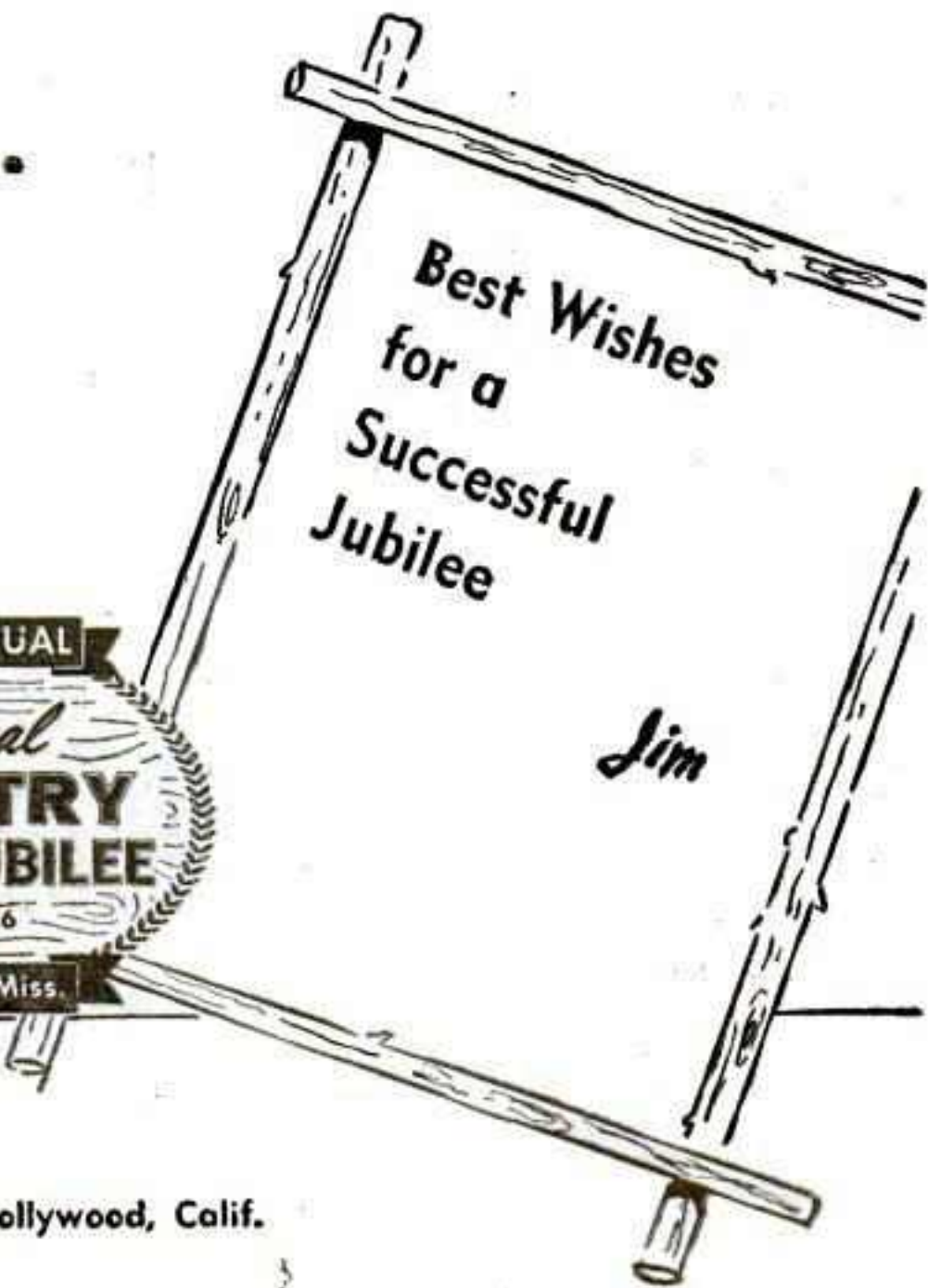
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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Herb Price going strong with his weekly "Saturday Hillbilly Jamboree" from WFOM, Marietta, Ga. . . . Hank Thompson and the Brazos Valley Boys broke all existing records at the Terp Ballroom, Austin, Minn., recently, playing to 1,200 admissions. While up in that neck of the woods, Hank did a special TV shot with Johnny Western via KMMT. . . . Guy Willis, KYTV, Springfield, Mo., will host 6,000 small fry at a huge outdoor party on the Daisy Dell Dairy Farm May 16. . . . Dickie Schock now airing a c.&w. show via WFOB, Fostoria, O. . . . Maunay George, KENM, Portales, N. M., had Jay Drennan, of KSEL, Lubbock, Tex., as a guest on his show recently. . . . Jack Smith, WSCR, Scranton, Pa., now handling the management of Freddie Chapman.

The spotlight is on Meridian, Miss., this week, with thousands of people from all phases of the country music field scheduled to gather for the Jimmie Rodgers Memorial Day activities. Artists, disk jockeys, recording company executives, music publishers and promoters are gathering from all sections of the nation, with one man who was closely associated with Jimmie Rodgers thruout his life, Ralph Peer, making the trip from Alaska. In brief, it's a great tribute to a man who undoubtedly has contributed more to the country music field than any other single individual. It's an event

well worth repetition by not only country people, but other music business facets as well.

Roy Acuff opened his famed Dunbar Cave on Mother's Day with a huge throng in attendance. Plans for the season, which runs thru Labor Day, include Friday night square dancing, a Saturday night dance and a show every Sunday with Acuff and other top "Grand Ole Opry" talent. . . . Goldie Hill and her brother, Kenney, have moved into a new house in Goodlettsville, Tenn. . . . Pvt. Aubrey Inman, on leave from the "Grand Ole Opry" to serve in the Army, has moved from Camp Polk, La., to Fort Riley, Kan. His latest is "That's All Right." . . . Faron Young, another "Opry" star in the Army, has been made a corporal.

Grandpa Jones scheduled to spend a two-week vacation in California visiting with Joe Maphis. Joe and Rose Lee continue their stint at Town Hall, El Monte, Calif., in addition to their Sunday shows at the Riverside Rancho there. . . . Slim Whitman and his Stardusters drew a good crowd into Denver's Rainbow Ballroom where Joe Leher booked them for a one nighter last fortnight. . . . Uncle Ira Kelly and his Rocky Mountain Barn Dance gang, including Scotty Engle, highlighted the 18-hour cerebral palsy telethon on Denver's Channel 9 last week. . . . Earl Songer

set for six weeks in Pontiac, Mich. . . . Tex Robarge due to work a series of dates thru Pennsylvania. . . . Jimmy Heap and the Melody Masters headlined at the hillbilly Picnic Park near Waco, Tex., last week (9) along with Ralph Sanford and the Gay Brothers. . . . Mississippi warbler Norvin Kelly, signed to a Columbia Records contract recently, slicing his first session in Dallas under the direction of Don Law. Kelly, discovered by Nashville songwriter Jimmy Rule, has been singing for some time in the New Orleans area, in addition to doing numerous guest shots on TV and radio, including the "Louisiana Hayride" in Shreveport. . . . Norm Riley, Nashville booker, has moved his Riley Music Company offices from New York to Nashville, with Jimmy Rule named to head the office there. . . . The battle of music between Hank Thompson and Leo Greco in Marion, Ia., recently played to a capacity house. Next battle takes place this month in Guttenberg, Ia., between Leo and the Pioneers and the Tiny Hill ork.

Tom Edwards, WERE, Cleveland, disk jockey, reports that plans are just about completed for the big "Country Jamboree" to get under way, with Jimmy Kish and his band set to cut the show. . . . Fred Liynn premiered his new country music show via KWTO, Springfield, Mo., last week and is already receiving mail from eight States. . . . Smiley Burnette set for a guest spot May 29 on the WLS, Chicago, "National Barn Dance." . . . Si Siman, RadiOzark vice-president is back from a Chicago and St. Louis business trip awaiting a new ar-

C & W Territorial Best Sellers

For survey week ending May 12

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

Cincinnati

1. I'll Be There, R. Price, Col.
2. I Really Don't Want to Know, E. Arnold, V.
3. Back Up Buddy, Carl Smith, Col.
4. Slowly, W. Pierce, Dec.
5. You Better Not Do That, T. Collins, Cap.
6. Rose Marie, S. Whitman, Imp.
7. Breakin' the Rules, H. Thompson, Cap.
8. Good Deal Lucille, A. Terry, Hic.
9. Oh, Baby Mine, Johnnie & Jack, V.
10. Footer, a Faker, H. Thompson, Cap.

Dallas-Ft. Worth

1. Slowly, W. Pierce, Dec.
2. My Everything, E. Arnold, V.
3. I Really Don't Want to Know, E. Arnold, V.
4. Rose Marie, S. Whitman, Imp.
5. Cry, Cry Darling, J. Newman, Dot
6. Back Up Buddy, Carl Smith, Col.
7. Go Cry Your Heart Out, H. Thompson, Cap.
8. Bimbo, J. Reeves, Abb.
9. Till We Two Are One, E. Tubb, Dec.
10. One By One, K. Wells & R. Foley, Dec.

Houston

1. Cry, Cry Darling, J. Newman, Dot
2. I'll Be There, R. Price, Col.
3. Slowly, W. Pierce, Dec.
4. Jilted, R. Foley, Dec.
5. Rose Marie, S. Whitman, Imp.

6. One By One, K. Wells & R. Foley, Dec.
7. Sparkling Brown Eyes, W. Pierce, Dec.
8. Place for Girls Like You, S. Burns, Sdy.

Memphis

1. I'll Be There, R. Price, Col.
2. One By One, R. Foley & K. Wells, Dec.
3. Slowly, W. Pierce, Dec.
4. Backward, Turn Backward, P. W. King, V.
5. Rose Marie, S. Whitman, Imp.
6. Good Deal Lucille, A. Terry, Hic.
7. House of Gold, H. Williams, M-G-M
8. You're Right, F. Young, Cap.

Nashville

1. I'll Be There, R. Price, Col.
2. Back Up Buddy, Carl Smith, Col.
3. Slowly, W. Pierce, Dec.
4. Cry, Cry Darling, J. Newman, Dot
5. Oh, Baby Mine, Johnnie & Jack, V.
6. I Really Don't Want to Know, E. Arnold, V.
7. Breakin' the Rules, H. Thompson, Cap.
8. Shake a Leg, Carlisles, Mer.
9. After Dark, K. Wells, Dec.

New Orleans

1. Rose Marie, S. Whitman, Imp.
2. Breakin' the Rules, H. Thompson, Cap.
3. If You Tried As Hard to Love Me, Carl Smith, Col.
4. Cry, Cry Darling, J. Newman, Dot
5. You're Right, F. Young, Cap.
6. Slowly, W. Pierce, Dec.

rival, while John Mahaffey is now on the Coast cutting additional programs in the firm's Tennessee Ernie series. . . . Bob Nash, of the Marshall, Tex., "Jamboree," elated at the news of his young daughter being chosen queen of the May Fete there. . . . Abbie Neal, of WENS, Pittsburgh, slated

to cut an album for Chaw Mank's Blue Ribbon label. . . . Jim Reeves, whose "Bimbo" and "I Love You" are riding high, recently worked with Smokey Smith at the KRNT Theater, Des Moines, along with Hank Snow and Goldie Hill. Jim just completed a tour in (Continued on page 38)

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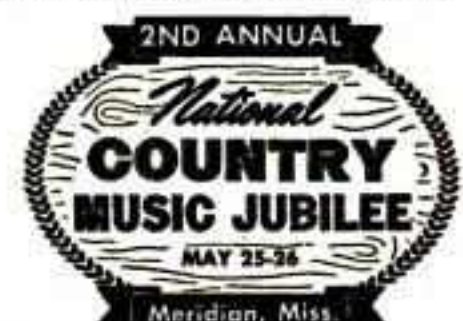
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The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• Reviews of New C & W Records

TOMMY COLLINS
Let Me Love You87
CAPITOL 2806—A Billboard "Spotlight" 5-15-'54. (Central, BMI)
I Always Get a Souvenir...85
A Billboard "Spotlight" 5-15-'54.

GEORGE MORGAN
I Think I'm Gonna Cry80
Columbia (45) 4-21237—This tender item brings out all the great appeal in the Morgan pipes. In the weeper he mourns a farewell in a matter calculated to elicit a sympathetic reaction in any listener's heart. Should be a profitable disk to handle.
It's Been Nice...75
There's a South-of-the-border beat and flavor to this tuneful ballad about romance. Morgan awards it a graceful performance.

ROY HOGSED
Too Many Chiefs and Not Enough Indians78
CAPITOL 2807—To a tom-tom beat the chanter reads a cute ditty that many will get kicks out of. Fine for deejays and jukes, and the sales picture looks good, too. (Lowery, BMI)
You're Just My Style...73
Bouncy little trifle is handed a pleasant rendition by Roy Hogsed. (Muse, BMI)

THE HOWLIN' WOLF
No Place to Go78
CHESS 1566—A solid beat and some typical vocalizing by the Wolf makes this a bright r.&b. side. It could have appeal thru the South and among the Wolf's many followers. It really goes. (Arc, BMI)
Rockin' Daddy...74
There's a real beat here, too, but the material is not as fresh as the flip. (Arc, BMI)

GEORGE McCORMICK
The Sundown Train77
M-G-M 11748—Chanter injects a sincere note in this affecting reading of a good weeper. Far above the average in both material and performance, this entry has a chance to steer attention to itself if exposed.
Flutter Bug...68
Rhythm item about a carefree floater is listenable, tho not in the same league as flip.

JIMMY LOGSDON
These Lonesome Blues76
DECCA 29122—Strong hunk of blues material gets an emotional chanting

from Logsdon for his best side to date. (Melody Trails, BMI)
My Sweet French Baby...74
The country singers continue to seek out material with foreign subjects or themes. Logsdon, for example, has a cute hunk of country material here. He does it smartly, too. (Melody Trails, BMI)

CHET ATKINS
Kentucky Derby76
V 20-5704—Chet Atkins plays a fancy guitar in this attractive instrumental. He's backed by a galloping beat which conveys the spirit and excitement of the title event. Should do right fine on the jukes. (Tannen, BMI)
Downhill Rag...72
Another pleasant instrumental. Dancers will like this one. (Acuff-Rose, BMI)

CHARLINE ARTHUR
Waltzing76
V 20-5703—There is only one she would like to waltz with, and when he's unavailable, she is unhappy. Miss Arthur conveys a poignant moon in this effective reading of the weeper. A good side. (Aberbach, BMI)
I'm Having a Party All By Myself...70
Tho left alone, she is making the best of it. A bouncy little ditty. (Aberbach, BMI)

SLIM BRYANT
The Golden Train74
M-G-M 11749—Religious etching suggests leading a good life in a manner which should convince many. A mighty pleasant side which should receive many spins.
The Gal With the Coal Black Hair...71
A coal miner thinks of his gal and chants of his heart's desire. A listenable, rapid-beat waxing.

ALLEN FLATT
Vacant Lot74
MERCURY 70372—The lot sung about is where his dream castle once stood. Effective imagery portrays the sense of loss, ably projected by Flatt. (Harpeth Hills, BMI)
Counterfeit Baby...70
In dolorous tones, Flatt mournfully recalls his unfaithful one-time gal. An okay weeper. (Acuff-Rose, BMI)

TEX WILLIAMS
River of No Return73
DECCA 29133—Title song from the

• Review Spotlight on... RECORDS

RAY PRICE
I Love You So Much I Let You Go (Dirftwood, BMI)
Much Too Young to Die (Gabbard, BMI)—Columbia 21249—Ray Price can do no wrong with these two strong pieces of material. "I Love You So Much" is a powerful weeper and Price hands it a great reading. The flip, a snappy bouncer, has much appeal. Both sides bust right thru with little trouble.

JIM REEVES
My Hambling Heart (Dandelion, BMI)
Beatin' on the Ding Dong (Dandelion, BMI)—Abbott 164—A melodic song and a warm vocal by Reeves makes "Heart" add up to a real possibility for the chanter. It could take hold. Flip is a wild hand-clapper, also with possibilities. Watch 'em both.

SACRED

RED FOLEY
My Friend (Paxton, ASCAP)—Decca 29159—Foley's many fans will welcome his warm reading of this meaningful religious tune also getting a push in the pop field. Flip side is "Lady of Guadalupe" (Forrest, BMI).

• This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

SHAKE A LEG (Acuff-Rose, BMI)—The Carlisles—Mercury 70351
The group's latest release is getting good reception around the country. Appearing this week on the Nashville territorial chart, the record is also selling well in Richmond, Memphis, Cleveland, Cincinnati, Pittsburgh, Chicago, St. Louis, Los Angeles and Eastern Pennsylvania. Flip is "Let Me Hold Your Little Hand" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

film is handily sung by Allen and a group. Should get plenty of spins. (Simon House, BMI)
Down in the Meadow...70
Another tune from the same film gets a neat rendition from Allen and a vocal group. It's an attractive bounce item. (Simon House, BMI)

EDDIE HILL
Slender, Tender and Sweet72
V 20-5706—Eddie Hill warns other gents to keep away from his gal, as he describes her charms. A happy slicing. (Alamo, ASCAP)

My Sugar Booger...70
Funny ditty, preceded by a talk segment, has much to recommend it in this infectious Eddie Hill rendition. This should collect a good many spins and do especially well in the coin boxes. (Tannen, BMI)

JIM EANES
In a Little Spanish Restaurant72
DECCA 29112—Eanes tells the story of meeting his gal in a restaurant South-of-the-border. It's good rhythm stuff. (Shelter, BMI)
(Continued on page 39)

“Thanks”

MAY WE PERSONALLY AND ON BEHALF OF THE "JIMMIE RODGERS MEMORIAL & HEALTH FOUNDATION" EXTEND A GREAT BIG THANKS TO EVERYONE IN COUNTRY MUSIC WHO HAVE BEEN SO GENEROUS WITH THEIR TIME AND TALENT IN MAKING THE SECOND ANNUAL JIMMIE RODGERS MEMORIAL CELEBRATION AND NATIONAL COUNTRY MUSIC DAY AN ASSURED SUCCESS.

Hank and Ernest





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- MY ARABIAN BABY
- BUTTERFLY LOVE
- LITTLE HOO-WEE
- JUDALINA
- WEEP AWAY
- GIGOLO
- LIVING ON LOVE
- I WANT YOU, YES
- MARRIAGE OF MEXICAN JOE
- BABY, THEN YOU'RE CATCHING ON
- EDGAR THE EAGER EASTER BUNNY
- HAUNTING WATERFALL
- DANCERETTE

NEWEST RELEASE

HAUNTING WATERFALL B/W DANCERETTE

Abbott Record #162

Recording Exclusively on

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C. & W. Record Labels

Continued from page 20

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Houston
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Thomasson, WDVA, Danville, Va., reports peak crowds showed for the Carlises at the fairgrounds in Danville last week. . . . Odis Blanton, WLBJ disk jockey, signed a recording contract with Dixiana Records recently. . . . Gene Rehr, WPGH, Pittsburgh, reports that Cowboy Joe's "My Weeping Heart" has been the station's most requested song for more than 16 weeks. . . . Jimmy Atkins, WLBS, Birmingham, Ala., doing personal appearances weekdays and back to the "Alabama Jamboree" on weekends. . . . Sheldon Horton, WVAM, Saxton, Pa., has added a full hour across the board to his c.&w. music show. . . . Jim Brannon, WKOV, Wellston, O., tied the knot April 25. . . . Wade Ray and his Ozark Mountain Boys drew capacity audiences at Riverside Park, Potlatch, Idaho, last week. . . . Tommy Wilson, 23-year-old disk jockey at WKDK, Newberry, S. C., mourning the loss of his mother recently. . . . Smilin' Jim Flaherty, WHAY, New Britain, Conn., touting the new Hank Locklin release of "Mysteries of Life."

Acceptance of C.&W. Fare

Continued from page 28

general public. Some are currently tied in with radio programs, others are using posters and one enterprising operator in Frontenac, Minn., Lloyd Kiester, places stickers on the boxes to promote play. The stickers state that The Billboard's Honor Roll of Hits are on the phonograph. One operator sells the records placed on the machine to the location owner who in turn sells them to the customers. The type of location also affects the number of country tunes placed in machines. Reports indicate that taverns absorb more c.&w. music than do restaurants. Operators indicated that they do some, but very little, programming of special selections for holidays such as Easter, Christmas, etc. Most agreed that Christmas is by far the most important. However, only a few disks have gained constant popularity to warrant placement during this season. Those that have proved successful are being used by most operators. Operators replying to a Billboard survey indicated the fol-

lowing numbers are their top consistent money-making all-time favorites: (not in order of preference)

- You Are My Sunshine
- It Makes No Difference Now
- Walking the Floor Over You
- Tennessee Waltz
- Your Cheating Heart
- San Antonio Rose
- Cold, Cold Heart
- Slippin' Around
- Pistol Packin' Mama
- Honky Tonk Sweetheart

Top all-time artists according to the survey included:

- Eddy Arnold
- Hank Williams
- Carl Smith
- Webb Pierce
- Slim Whitman
- Red Foley
- Hank Thompson
- Ernie Tubbs
- Hank Snow

Folk Talent and Tunes

Continued from page 35

South Louisiana, Florida and Texas. . . . Jeanette Hicks is back again on the KWKH "Louisiana Hayride" after the birth of a son April 14. . . . Thurston Moore's "Hoedown" will not be published during the summer. The next issue is slated to hit the newsstands in August. . . . Smokey Davis and Roy Howington have joined the Al Cody show, currently working thru Virginia, Kentucky and Tennessee. . . . Bill Martin holds his second annual country music fan club convention in Cincinnati November 27. Jim Wilson, WHOO, Orlando, Fla., d.j., has Curtis Gordon set for a series of personal appearances in Florida. Jim is switching to the use of 45 r.p.m. records in his programming. . . . Mickie Evans, of WTMM, Trenton, N. J., opens the Circle A Ranch in Deer Park, N. J., May 30. . . . Jimmy Smith has returned to Atlanta and to WSB-TV after six weeks up in Memphis. . . . Jesse Coates is airing a twice-daily show via WINN, Louisville. . . . Lon Backman has joined the staff of WVOT, Wilson, N. C., with a four-hour-daily country show. . . . Woody Mercer, WLS, Chicago, is getting tons of mail in response to his request for humorous stories about his listeners' pets. Sheriff (Tex) Davis, WLOW, Norfolk, running a contest, with a \$50 Savings Bond going to the listener who best completes, "I like country music because . . ." Lee Sutton continues with a busy schedule at WWVA, Wheeling, W. Va., working the four-hour "Jamboree Party" disk show, emceeding the "WWVA Jamboree" each Saturday night and the hour-long "Jamboree Matinee," in addition to working personal appearances each Sunday with Lee Moore. . . . Dusty Owens, along with Crazy Elmer and Company of the "WWVA Jamboree," currently working New England, while Doc Williams and the Border Riders get ready for two weeks in Ontario. . . . Bill Lowery has a new show via WLW-A, Atlanta, in addition to his duties as production manager and d.j. at the station. Carl Stuart, WCOP, Boston, inked for a full

season at the Lone Star Ranch, Reid's Ferry, N. H. . . . The Blue Gray Quartet, from WBAM, Montgomery, Ala., a guest on Perry White's "Country Concert" at WLBB, Carrollton, Ga., recently. Bob Strack, KTEM, Temple, Tex., cards that Slim Whitman drew top crowds during the latter's date there at Municipal Auditorium last month. . . . Larry Dexter, new Republic recording artist, dropped by for a visit with Ed Chapman at WKAB, Mobile, Ala., recently. Ed pens us that the RCA Victor "Caravan" drew raves during date in Mobile on April 29. . . . Sammy Lillibridge, KFRO, Longview, Tex., has booked the 12,000-seat LeTourneau Dome for the May 27 "WFAA Saturday Night Shindig," with the Longview Optimist club sponsoring. . . . Curtis Gordon, currently on the RCA Victor "Caravan" tour, paid a visit to Lew Banks on the latter's WHIE, Griffin, Ga., "RFD Jamboree," and via tape on the "Bar None Ranch." Law reports he is in need of d.j. releases from Mercury, M-G-M and Hickory. . . . Kenny Roberts, KLMR, Lamar, Colo., looking forward to the Lefty Frizzell date there in behalf of a five-State square dance jamboree. . . . Henry Belanger, KVOL, Lafayette, La., emceed the "Opry" show there recently with Carl Smith, Jim Reeves, Al Terry, Jimmy Newman and Ann Raye. . . . Cres Preston, record librarian at WACO, Waco, Tex., predicts that Doug Coats' "Pure and Simple" on Shamrock will be a winner. . . . Tommy Trent's Hillbilly Park, Little Rock, opens May 16 with 30 minutes of the show to be aired via KTHS, Little Rock. . . . Holly Honfburg, KLIX, Twin Falls, Idaho, back on the job after a six-week vacation. He visited with the Jimmie Dickens and Carl Smith "Opry" units while in Kansas City. Chuck Snyder's "The Chuckler Show," KWSC, Pullman, Wash., features six college students playing a half hour of country music each Monday. . . . Bob Miller, WEGO, Concord, N. C., sends a note of thanks to the record companies for coming thru with his request of d.j. copies. . . . Homer

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"I FORGOT MORE THAN YOU'LL EVER KNOW"
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You're Gonna Go-fer
"The GO-FER SONG"
b/w
"DREAM HOUSE FOR SALE"
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Rose LEE

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LOS ANGELES 19, CALIF.



ONE OF THE MANY Pennsylvania-Maryland-New Jersey country parks booked by Cooke & Rose Theatrical Enterprises is Radio Corral, Williamsport, Pa. That the territory has taken to c.G.w. music is well evident from this photo of a portion of the 10,000 people who paid admission to a recent Sunday afternoon concert. The stars were the Sons of the Pioneers.

The Developing Country Scene

Continued from page 18

plunking his guitar until the a.&r. man signaled him to stop. Now much thought and planning goes into the recordings, in spite of the fact that they generally sound casual and spontaneous.

5. Television: The advent of TV brought about less change in the country and western field than in other phases of the entertainment world. This is because the average country and western radio show or public appearance automatically becomes good entertainment for TV.

Very few adjustments have to be made, and so-called improvements seem to detract rather than add to the entertainment value of the performance. Yet TV has added another means of revenue and exploitation, and it is also partially responsible for the increased interest in this music on a nation-wide basis.

6. Increase in the Record Companies Producing Country and Western Records: Ten years ago there were only a few labels marketing country and western records with not many important artists on each. Today not only all of the majors but also many independents derive a substantial portion of their income from country and western music. Several firms specialize in country and western records only and have created strong competition and established a number of important artists.

Practically every label has one or more outstanding artists. Therefore the individual a.&r. man's lot is more difficult, since the weekly best seller charts no longer feature several records by three or four top names. Today there are 20 or more artists who consistently appear in the charts with newcomers hopping up with a record much more frequently than a few years ago.

7. Country and Western Songs Moving Into the Pop Field: It isn't new for country songs to enter the pop branch of the business. As "You Are My Sunshine," "Someday," "Pistol Packin' Mama" can attest, they have now become the outstanding source for pop hits. During the past few years the top pop hits have often contained more than 50 per cent songs from the country and western field. "Tennessee Waltz," "Anytime," "Kaw-Liga" are only a few of these.

One of the reasons for this may be the improvement in the quality of country and western songs. This, coupled with a tremendous increase in popular demand for country and western entertainment, accounts for the acceptance of these songs performed by pop artists. The basic and sincere qualities of most country and western songs is also a refreshing contrast to some of the contrived and artificial songs coming from many of today's pop writers.

If the next 10 years bring about developments in the country and western field as constructive and vital as in the past, I believe 1964 will find the country and western and pop fields of entertainment so closely allied that it will be impossible to tell the difference without a score card.

The split may be at that time, between vocal and instrumental popular music with all "songs" being accepted by one broad market with little reference to the singer or his accompanying orchestra and all "instrumental" performances both solo and orchestral, falling into the so-called "jazz" field of today.

Radio, C.&W.

Continued from page 17

formers in their particular forte. And because they know the music they play via radio, they take a sincere and genuine interest in what they program.

Versatile Guys
Born of necessity, the country guitar, fiddle or steel man is often quite adept at handling a control room as well. They double in frequency manipulations as well as in music, and the added experience shows its mettle in the quality of programing heard in the field.

The make-up of a show is seldom a "hit or miss" proposition with the country d.j. In most cases, it's the jockey himself who takes the time and patience to wade thru mountains of new record releases to select what he determine suitable material.

The loyalty of a d.j.'s listeners is demonstrated in not only endearing terms or platitudes, but at the box office as well. The importance of the d.j. on the personal appearance circuit is easily seen,

in that virtually all live shows, radio jamborees, etc., are emceed or handled by a local disk jockey.

All indications point to continued success of the country field—largely as a result of sincere effort and co-operation that exists between the radio and TV factions, the disk jockey, recording company and recording artist alike.

And those who make so much of country music possible—the sponsors—agree that their dollars are well spent.

Reviews of New C & W Records

Continued from page 36

Wiggle Worm Wiggle... 70
This is dosey-doe material with Eanes doing okay on a tune which figures to have its appeal as a dance item. (Forrest, BMI)

ALAN VAUGHN
Just Suppose 72
M-G-M 11750 — Combination of a most attractive waltz ballad and Vaughn's pleasant chanting makes this an above average country item. Should get spins.
You Lied to Me... 68
Material here isn't up to the top side. Vaughn, too, doesn't do as well with rhythmic items.

REX ALLEN
True Blue Lou-Lu-Lu 71
MERCURY 70373 — Okay rhythm ditty is done attractively by Allen and the combo. Good dance item. (Hilliard, Currie, ASCAP)
Save a Little Corner in Your Heart for Me... 71
Okay ballad wax on this side. (Adams, Vee, Abbott, BMI)

LUCKY HILL-BETTY OLIVE
Wait for Me 68
TNT 115 — The gal sings, the boy talks and the weeper is projected handily. Will catch some spins.
Please... 59
Lucky Hill pleads for love and understanding convincingly.

Hillbilly Bookers

Continued from page 26

Art Whiting
8746 Sunset Blvd.
Los Angeles
Joe Williams
Tucson, Ariz.
Charles Wright
212 S. Houston St.
Dallas
Bob Yonch
WJEL
Springfield, O.



TYPICAL OF THE WIDE-SPREAD PUBLIC INTEREST in all forms of country music is this scene at a Pennsylvania mountain top. The estimated crowd of 20,000 people attended a Sunday afternoon concert to hear the Johnson Family, jubilee singers, and other vocalists perform a concert of sacred music.



COUNTRY and WESTERN

	Billboard	Cash Box
DANCERETTE (American) MITCHELL TOROK (Abbott)	Spotlight	Bull's-Eye of the Week
EVEN THO (Acuff-Rose) WEBB PIERCE (Decca)	Spotlight	Bull's-Eye of the Week
FOGGY MOUNTAIN TOP (Peer) DAVIS SISTERS (Victor)	74 (Good)	Bull's-Eye of the Week
HAUNTING WATERFALL, THE (American) MITCHELL TOROK (Abbott)	Spotlight	Bull's-Eye of the Week
I DON'T HURT ANYMORE (Hill & Range) HANK SNOW (Victor)	Best Buy	Bull's-Eye of the Week
I SAW E'SAU (Dandelion) GINNY WRIGHT (Fabor)	72 (Good)	Bull's-Eye of the Week
I'M A STRANGER IN MY HOME (Ridgeway) KITTY WELLS-RED FOLEY (Decca)	Best Buy	Bull's-Eye of the Week
INDIAN GIVER (Trinity) PEE WEE KING (Victor)	74 (Good)	Bull's-Eye of the Week
LET ME HOLD YOUR LITTLE HAND (Acuff-Rose) THE CARLISLES (Mercury)	Spotlight	Bull's-Eye of the Week
LOOKING BACK TO SEE (Dandelion) JIM E. BROWN-MAXINE BROWN (Fabor)	Spotlight	B-1 (Excellent)
MY ARABIAN BABY (American) HANK SNOW (Victor)	Spotlight	Bull's-Eye of the Week
MY CHIHUAHUA DOG (Dandelion) GINNY WRIGHT (Fabor)	75 (Good)	Bull's-Eye of the Week
MY HEART AND I (Acuff-Rose) JIMMY COLLIE (Hickory)	Spotlight	B (Very Good)
ONE BY ONE (Hill & Range) KITTY WELLS-RED FOLEY (Decca)	Best Buy	Bull's-Eye of the Week
SHAKE A LEG (Acuff-Rose) THE CARLISLES (Mercury)	Spotlight	Bull's-Eye of the Week
SPARKLING BROWN EYES (Forrest) WEBB PIERCE (Decca)	Spotlight	Bull's-Eye of the Week
THEY MADE ME FALL IN LOVE WITH YOU (Tin Pan Valley) FARON YOUNG (Capitol)	Best Buy	Bull's-Eye of the Week
THIS OLE HOUSE (Hamblen) STUART HAMBLEN (Victor)	Spotlight	B-1 (Excellent)
WHY CAN'T YOU LOVE ME (Acuff-Rose) JIMMY COLLIE (Hickory)	Spotlight	B-1 (Excellent)
YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT (Tannen) DAVIS SISTERS (Victor)	79 (Good)	Bull's-Eye of the Week
YOUR MOTHER, YOUR DARLING, YOUR FRIEND (Ernest Tubb) ERNEST TUBB (Decca)	83 (Excellent)	Bull's-Eye of the Week
YOU'RE RIGHT (Acuff-Rose) FARON YOUNG (Capitol)	Best Buy	Bull's-Eye of the Week

BROADCAST MUSIC, INC. 580 FIFTH AVENUE NEW YORK 36, N.Y.
NEW YORK CHICAGO HOLLYWOOD TORONTO MONTREAL

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P. S.: My latest release is
"YOU STARTED IT ALL"
b/w "Count Me In"
On Capitol Records

Juke Licensing Org Nears Ready Phase

Barney Young Seeks Support of Disk Firms Before Launching Plan of Regional Levels

NEW YORK, May 15.—Publisher Barney Young's proposal that juke box operators organize to sponsor a third performing rights society will be implemented on a regional level, if current negotiations he is holding with record companies jell.

Young's plan, offered as a hedge against the eventual possibility that juke box operators may become subject to the payment of performance royalties, was broached at the last two conventions of the Music Operators of America. Together with an alternate plan calling for the operators to set up two music publishing enterprises to work within the framework of the American Society of Composers, Authors & Publishers, and Broadcast Music, Inc., it was turned over to a special committee of MOA for study.

The MOA committee has so far failed to come up with a recommendation for either the Young plan or the alternate, the latter proposed by publisher Larry Spier.

Altho MOA executives are to meet for business discussions next month, probably in Chicago, no early action on the Young or Spier plan is anticipated by traders.

The Young Plan

With national support either doubtful or possible only at some future date, Young has decided to move ahead locally. Speaking for National Juke Box Music, Inc., a corporation he heads as president, Young is now sounding out record companies with the following proposal:

In return for a guaranteed initial order of at least 10,000 records, NJBMI is asking that artist and repertoire men cut a tune held by the organization, using one of the record companies' top artists.

As yet, it could not be learned whether or not any a.&r. executive has committed his firm to a

trial plunge, altho a few are known to be tempted.

Young claims that his NJBMI already controls some 10,000 copyrights, none of which is assigned to either ASCAP or BMI. However, he parried inquiries seeking to establish the nature of the catalogs involved. Young is known to have several hundred tunes in his Life Music firm, recently withdrawn from BMI after an extended hassle with executives of the licensing organization.

Tunes controlled by NJBMI, states Young, will be royalty free to juke box operators in the event recurring legislation to amend the Copyright Act is ever passed by Congress. No action is expected this year on such an amendment, now being considered by the legislators.

In addition, Young contends that he will free NJBMI tunes from any royalty payments for radio and television use. This concession is to be made on the theory that broadcasters would make contribution enough by cooperating in exposing and promoting material to the public.

On the other hand, performance fees are to be exacted from other music users, such as motion picture firms and dance halls. A complex plan will be set up to have operators participate in per-

(Continued on page 100)

NOW IT'S BENNY ON CAP KIDISKS

HOLLYWOOD, May 15.—Jack Benny, known the world over via radio, television and the personal appearance circuit, makes his bow on records shortly following successful contract negotiations with Capitol Records.

Benny, the perpetual youngster, is scheduled to slice a series of children's sides for Capitol's Music Appreciation Series.

Contract was concluded between Benny and Alan Livingston, Capitol artist and repertoire topper.

June Bundy Joins Music

NEW YORK, May 15.—The Billboard's Music department, which endeavors to be complete in all respects, has now achieved that ambition.

Miss June Bundy, with the TV-Radio department the past four and one-half years, has become a member of the music staff. From the standpoint of pulchritude, her assets will be immediately apparent to those who understand such matters. Reportorially, too, she will add materially to the over-all department.

Joining The Billboard in 1948, Miss Bundy was associate editor of Turnover and a member of the Music department prior to joining radio-RV. Before joining The Billboard she operated her own publicity agency in California.

'Pushpop' Gets Set, Trade Says Bravo

NEW YORK, May 15.—The first mailings of special promotion and programming kits for "Operation Pushpop" are scheduled to take place next week-end. Trade comments on the all-industry drive to establish a healthy, profitable popular record business this summer were to the effect that the promotional and merchandising effort would stimulate disk and sheet music sales during the normally slow summer season.

"Operation Pushpop" will kick off on May 24 when disk jockeys in 10 key trading areas will receive the first of four weekly mailings containing song and record information on new tunes and disks which does not ordinarily appear in The Billboard.

These include dealer-operator-disk jockey picks for future hit status, the "Honor Roll of Hits" listing down to the 35th song, territorial charts down to all records receiving retail votes and one of the major pop charts—Best Selling Singles, most played in juke boxes and most played by disk jockeys—down to the 80th listing.

Title Strips

Beginning May 25 and every Tuesday thereafter thru June 15, key juke box operators will receive free title strip service and the unpublished dealer-operator-jockey picks. One-stops in the key markets will receive this information, too.

For the four-week period be-

ginning June 3, record dealers will receive the same unpublished disk and song material, plus window posters of the "Honor Roll" and weekly "Best Buy" selections, additional display material and reprints of the "Honor Roll" for posting within the stores, and free copies of "Today's Top Tunes."

One-stops in these same cities will receive all the dealer kits. Key shops in each of the 10 mar-

(Continued on page 44)

Joe Csida Quits Joy Firm, Buys Trinity Music

NEW YORK, May 15.—Joe Csida this week severed his contractual agreement with Joy Music and bought out George and Eddie Joy's interest in Trinity Music. Trinity is the Broadcast Music, Inc., firm organized by Csida and the two Joys in August, 1953. The parting was an amicable one.

Csida's contract with George and Eddie Joy was a 10-year agreement. Under it he managed the Joy Music firms, including Joy, Oxford and Hawthorne, as well as Trinity. In the latter he had a one-third interest. Csida is now the owner of Trinity, and Charles Grean will be vice-president.

The Joys will continue to operate Joy, Oxford and Hawthorne Music, and Eddie Joy continues his talent management organization, Preferred Representatives, Inc.

All of the copyrights in Trinity Music remain in the firm, including "Santa Baby." Csida expects to move into his new offices about June 1.

SHORT VERSIONS

RCA Trims Classics for Short Disks

NEW YORK, May 15.—A new RCA Victor disk coupling by the Boston Pops orchestra will have Beethoven's "Moonlight Sonata" and Ravel's "Bolero" running approximately three minutes each. The coupling is the label's second step in slicing these works from their original length.

The "Moonlight Sonata" usually runs about 20 minutes in concert performances. The first movement of the work, the most familiar portion, would ordinarily run less than eight minutes. In the fall, for example, RCA Victor will issue the work in an "under eight minutes" version on one side of an EP.

The "Bolero," which runs about 12 minutes in concert version, has already been released in a shortened version to fit on a single side of an EP.

Now, Victor has further edited both works, so that they will each fit on a single side of a 78 or 45 r.p.m. disk. The coupling will be aimed at the coin machine market.

Record Names For Starnight 3-City Jaunt

CHICAGO, May 15.—A three-city tour of one of the most impressive lists of top recording stars has been readied by producer Bud Arvey. The second annual Starnight, the first held only in Chicago, will include Briggs Stadium, Detroit, July 23; Soldier Field, Chicago, July 24, and Municipal Stadium, Cleveland, July 25. With the exception of Chicago, this will mark the first time an evening of this scope, involving a musical revue, (Continued on page 44)

RUSH ON FOR VOCAL COMBOS

Waxers Sign Flocks of Warblers Who Cut Click Disks in All Fields

By JOEL FRIEDMAN

HOLLYWOOD, May 15.—If you've a brood of kids around the house, guard 'em closely. Chances are they'll be name entertainers via wax and footlights if the current popularity of vocal groups is an indication.

Vocal combos have never been more popular or in more abundance than at the present time, with no apparent indications of the trend slowing down. Record companies on both the major and independent front continue to sign the warblers at a pell mell

pace, with more than 30 such groups currently recording and working the personal appearance circuit.

What has placed vocal groups in such high favor today continues to puzzle tradesters, altho many are of the opinion that much of the present furor dates from the Four Aces, who originally clicked via Dave Miller's Essex label and then went on to Decca. Notable is the fact that the Four Aces were no flash record act, but have since come up with an enviable string of disk successes.

Not since the heyday of the original Ink Spots and Andrews Sisters has there been as much attention focused on vocal groups. Of the veterans in the field, only the Mills Brothers continue to maintain a peak position in both the disk and personal appearance field. Interesting to note is the fact that much of the current attention centers about male groups, while the distaff side hasn't created too much of a rumble.

In an effort to garner as much of the disk market as possible, record companies are using a wide variety of trick vocal pairings. Coral Records artist and repertoire topper, Bob Thiele, has been the chief exponent in introducing novel groups, first teaming Johnny Desmond, Don Cornell and Alan Dale, who scored via their rendition of "Heart of My Heart." Thiele followed with the bow of the Four Girls—Jane Russell, Connie Haines, Beryl Davis and Della Russell—whose etching of "Do Lord" attracted nationwide attention and earned them a guest television spot on the "Colgate Comedy Hour" recently. Rhonda Fleming has since (Continued on page 44)

ON HEARINGS BANDWAGON

Mercury Intros 'Point Of Order' Promotion

CHICAGO, May 15.—The Mercury Record Corporation, quick to realize the value of the current Army-McCarthy hearings, has initiated a new sales promotion and merchandising plan designed to cash in on the TV fracas, called "Point of Order." The plan involves both distributors and dealers.

Included in each envelope sent, advising of the plan, will be a pencil, symbolizing "The Point of Order." The plan will begin for distributors May 15 and will close June 30. For the dealer, the plan will begin June 1, and close July 31.

The merchandise in the plan includes every package goods item in the Mercury catalog, plus selected standard singles. In the distributor plan, a quota is being set by Mercury. If the distributor reaches this quota, he will receive an extra 4 per cent discount. For all purchases made under this plan, payment will be deferred over the months from September thru December. Regardless of the amount purchased, the distributor will receive his 2 per cent discount.

In the case of the dealer, he, too, will receive his 2 per cent discount regardless of the amount of merchandise purchased. Also, upon meeting the quota set up for dealers, he will also receive an additional 4 per cent discount. Both the dealers and the dis-

tributors will have a 100 per cent exchange privilege for all merchandise purchased under the plan, with the privilege expiring January 10, 1955. The plan was announced late this week by Irwin Steinberg, treasurer of Mercury Records.

'WANNA BUY A RECORD?'

Cap Promotion Film Clicks In Italy, Eyed for Theaters

ROME, May 15.—The Capitol Records promotional film, "Wanna Buy a Record?" has made such a hit with Italians who have seen it that it may one day be released in commercial movie theaters throuth this country.

An Italian distributor who saw the film in Milan, Italy, is interested in acquiring Italian rights to the picture and hopes to make a deal with Capitol if certain technical problems can be ironed out. These regard the possibility of getting prints, dubbing the dialog into Italian, adapting the film to 35mm., etc.

Bob Weiss, Capitol's European representative, brought the film into Italy recently, and during the past two weeks has been showing it to dealers and record critics in such key Italian cities

as Milan, Turin, Genoa, Bologna, Florence, Rome and Naples.

In Rome it was presented at the RAI auditoriums last Friday (7) to several hundred dealers and critics by Edgardo Trinelli, director of Cetra Records, Capitol's Italian distributor.

"Wanna Buy a Record?" was filmed by Capitol's president, Glenn E. Wallichs, and features Mel Blanc, Yogi Yorgesson, Billy May, Les Paul and Mary Ford, Jimmy Wakely and Dean Martin. Also appearing in the picture in a true-to-life role is Alan Livingston, Capitol's recording chief.

Many Rome dealers personally recall Livingston as the inquisitive American who made a one-man poll of all the leading record shops here last year during a quick visit to this country.

HEIRS IN

ASCAP Gives Voting Power To Survivors

NEW YORK, May 15.—The membership of the American Society of Composers, Authors and Publishers has voted into being a resolution proposed by Oscar Hammerstein which amends the Society's articles to give voting power to successors of deceased composers. The amendment will give to widows, widowers, children, brothers and sisters of deceased ASCAP members the same voting power that the writer would have had if he were living.

Just how the newly acquired voting powers will affect the Society's future operations is now a moot question, tho most insiders believe that little changes will result. It is pointed out, however, that the Society's current membership roster lists 550 deceased memberships.

More important is the fact that a quick survey taken of ASCAP's more than 3,000 writer members some few years ago showed that almost half of the then top-ranked, or Double-A, memberships were of deceased writers.

Cap Sales Hit \$17.7 Mil for Profit of 781G

HOLLYWOOD, May 15.—Glenn E. Wallichs, president of Capitol Records, Inc., this week revealed that sales of Capitol Records for the 12 months ending March 31, 1954, reached a new all-time high of \$17,740,985.

The sales volume for the period (Continued on page 64)

CONGRESS TO GO HILLBILLY?

Invite House Members To Meridian Festival

WASHINGTON, May 15.—Rep. Arthur Winstead (D., Miss.), author of a bill to designate May 26 as National Hillbilly Music Day, extended an open invitation on the House floor this week (12) to House members to attend the May 25-26 National Hillbilly Music Festival in Meridian, Miss., and read into the Congressional Record a lengthy statement hailing the event as setting the stage "for the greatest upswing in popularity country and western music has experienced in American history."

The congressman will join an array of luminaries, including 1952 Democratic presidential candidate Adlai E. Stevenson, at Meridian's second annual memorial to the late Jimmy Rodgers,

former RCA Victor recording artist.

In his statement for the Congressional Record, Representative Winstead declared, "So widespread is interest in the project nationally, the nation's leading amusement-field weekly, The Billboard, will devote its May 22 country and western music issues to the development of the project annually."

Winstead said an attendance of more than 100,000 persons is predicted in Meridian, with a big line-up of talent planning to participate without compensation in order to set the groundwork for a tuberculosis hospital in honor of Rodgers.

Winstead said he hopes Congress will adopt legislation of some kind to call for an annual national hillbilly celebration. Rep. Howard H. Baker (R., Tenn.) last week hopped a joint resolution calling for a week-long national celebration from June 30 thru July 5 (The Billboard, May 15).

Stevenson will be principal speaker at the celebration. Besides Stevenson and Winstead, participants will include: Gov. Hugh L. White of Mississippi; W. P. Kennedy, president, Brotherhood of Railroad Trainmen; Mrs. Jimmy Rodgers; George D. Hay, founder of "Grand Ole Opry," and other country music men including recording executives, music publishers, disk jockeys and artists.

Nelson King, disk jockey of Cincinnati, will open the program. Four country music dances will be staged.

Climax will be a folksong concert with Eddie Hill, of "Grand Ole Opry," as master of ceremonies. Artists will include the Carlises, Carl Smith, Jimmy Davis, Rod Brasfield, Red Foley, Jimmy Skinner, Jimmy Dickens, Cowboy Copas, Hank Thompson, Miss Cindy Walker, Hank Snow, Ernest Tubb, Justin Tubb, Jimmie Rodgers Snow, Bill Bruner, Carl Fitzgerald, R. D. Hendon, Charlie Walker, and Curtis Gordon.

Representative Winstead will receive the Ralph Peer Award for outstanding contributions to country and western music in 1953.

ASCAP Execs To Confer With Foreign Groups

NEW YORK, May 15.—Three executives of the American Society of Composers, Authors and Publishers leave next Wednesday (19) on a trip to Europe to meet with executives of performing rights societies in England, France and Italy. The trip, originally in response to an invitation from England's Performing Rights Society to ASCAP president Stanley Adams, is part of the American society's program to solidify its relationship with its sister societies overseas.

Traveling with Adams will be Dick Murray and Dr. Stanley Niseem. According to Adams, ASCAP feels that it should continually try to "personalize" itself by meeting with affiliated groups and its various licensees.

Styne Copyright Suit Vs. Morris

HOLLYWOOD, May 15.—Suit requesting declaratory relief was filed by songwriter Jules Styne in Superior Court here Thursday (13) against music publisher E. H. Morris, Inc.

Styne's action specifically asks the court that he be returned world copyright privileges allegedly due him upon the conclusion of a contract he and Sammy Cahn had with the Morris firm. Styne's attorney, Edwin M. Rose, acknowledges that U. S. and Canada copyrights have been returned to the songwriter, but thus far Styne has not received international copyrights.

Original pact between Styne and Cahn and the Morris company ran from 1945-'50. Cahn filed a similar action some months ago. Songs involved in the suit are "On a Sunday by the Sea"; "I Was Silly, Headstrong"; "Oh, Henry"; "Papa, Won't You Dance With Me?"; "Things We Did Last Summer" and "You're My Girl."

CAFE OP SAVES A REPORTER

NEW YORK, May 15.—Restaurateurs get some unusual requests from their customers, and the man who operates an eatery catering to show business people gets even more unusual pleas from his customers. Kenny Sheresky, who owns Huttons, claims to have the topper.

This week, he swears, a song plugger asked for "a little something to make a guy sick." He wanted to put it in the food he was about to buy for a trade paper reporter who didn't like a disking of the plugger's latest tune.

Sheresky insists that he refused to comply with the request. All trade paper reporters in this area are known to be at work—and fairly healthy.

Nat Tannen Takes Over Horton Firms

NEW YORK, May 15.—The Vaughn Horton catalogs were this week purchased by music publisher Nat Tannen. Involved in the purchase were some 21 copyrights and four music firms. Taken over by Tannen was all the material in Horton's Sunnyside Music Corporation, Gibson Music Corporation, Horton Music Corporation, and Vaughn Horton, Inc.

Included in the catalogs were several tunes which were hit disks recorded by Horton's group, the Pinetoppers. Two of the newly acquired songs will be placed in Tannen Music, the publisher's firm affiliated with Broadcast Music, Inc. The other 19 tunes will go into Tannen's R.F.D. Music Corporation, an affiliate of the American Society of Composers, Authors and Publishers. Attorney Harold Orenstein handled the negotiations for Tannen.

Tannen is also now the sole owner of "Cannonball Yodel," having bought out the half-interest of TeeVee Music.

Knee Sick With Throat Trouble

NEW YORK, May 15.—Bernie Knee, lead singer of "X's" Smith Brothers, happens to be the singer who makes more than half of the demonstration disks that the publishers take to the diskeries to show their songs.

Last week Knee got laryngitis and has been unable to make any demos for over a week. A group of publishers had a newspaper headline made up this week which reads: "Bernie Knee's Laryngitis—Tin Pan Alley Sits Shiveh."

PEER AWARD TO WINSTEAD

MERIDIAN, Miss., May 15.—Rep. Arthur Winstead, Fifth Congressional District, Mississippi, will receive the Ralph Peer Award during the two-day National Country Music celebration which opens here on May 25. The award will go to Winstead in recognition of his outstanding contributions to country and western music during 1953.

Music publisher Peer, who is cutting short a world cruise to attend the Meridian affair, will also sponsor a special dinner in honor of Adlai E. Stevenson, who will make the keynote speech during the two-day memorial celebration. The dinner will be held at the Hotel Lamar here on May 26.

Mills Loses 1st 'Stardust' Test

NEW YORK, May 15.—Federal Judge David Edelstein this week denied a motion by Mills Music for a summary judgment in the suit brought against the publisher by Hoagy Carmichael.

The songwriter has asked the court for a declaratory judgment assigning him the rights to the copyright renewals, in whole or in part, on 14 tunes he wrote alone or in collaboration with other cleffers. "Stardust" and other perennial favorites are among the contested ditties. In three cases the original copyright terms have already expired, with the remainder due for expiration within the next few years.

Carmichael contends that the publisher is not entitled to automatic renewal rights and that, in any case, the consideration awarded for such rights was inadequate.

SOMETHING NEW IN 'SERVICE'

Distrib Offers 'Exposure' Plan at Fixed Weekly Fee

NEW YORK, May 15.—A number of music publishers here are steaming at a letter sent to them this week by Flemington Distributors, of Kansas City, Mo., who handle the M-G-M line, offering the publishers a chance to get their records "exposed" in the Kansas and Missouri market for \$14.40 per week. According to these publishers, this is a charge for work the distributor is supposed to do in the first place.

Here is the text of the letter sent out by Flemington Distributors and signed by Alex Flemington:

Gentlemen:
Your new M-G-M record ... needs exposition in the Missouri and Kansas market.

Trudy Richards in 55G Court Action Vs. Larry Newton

NEW YORK, May 15.—Trudy Richards, singer, filed a complaint in Supreme Court of New York this week against Larry Newton, head of Derby Records. In her complaint the thrush alleges that Newton owes her \$5,000 in royalties and asks for damages of \$50,000 for "injuring" her career while she was under a personal management contract to him. Newton this week asked that the complaint be dismissed.

According to Miss Richards' complaint, Newton "... refused to render royalty statements as prescribed in the contract... failed and refused to render a true accounting of royalties earned and to pay her the money earned."

In her complaint about his personal management work, Miss Richards alleges that Newton "... failed to use his best efforts to exploit her recordings or give her good songs to sing..."

According to Newton, the personal management pact was ended by mutual agreement only a few months after it started. He also said that she had been paid her correct royalties. The dismissal motion proposed by Newton's attorney, Lou Dreyer, will be acted upon next Tuesday (18).

BREAD & BUTTER LP'S

'Pops' a Good Staple For Classical Indies

By IS HOROWITZ

NEW YORK, May 15.—Independent LP manufacturers who only a year or so ago veered from straight classical effort into occasional forays in the "pop" idiom have now found this supplementary activity a solid factor in their over-all operations.

It wasn't too long ago that the names of Vox, Westminster, Urania, Vanguard and Period were almost synonymous with serious music. At one time a "pop" record to them meant nothing more plebeian than a Strauss waltz or perhaps an Offenbach operetta.

Today, a disk in the lighter vein is more likely to feature a jazz combo, a cafe pianist, a gypsy fiddler or a French chanteuse.

While these firms continue to turn out classical works, both of with the same frequency as before, the pop LP has become a

bread-and-butter staple for most of the independents.

One of the prime reasons for this switch to a more inclusive policy is the fierce duplication that now exists in the classical LP catalog. For the smaller firm which doesn't control a top artist or orchestra, the potential market for yet another Beethoven symphony or Mozart concerto is dwindling fast.

Pop LP's

On the other hand, the pop LP, most often a low-cost 10-inch retailing in the neighborhood of \$3, has the element of exclusivity, at least from the point of view of program.

Another motive, and certainly one of the strongest, is promotion of the firm's name in hitherto re-

(Continued on page 61)

Jubilee Bids On Dana Firm

NEW YORK, May 15.—Jerry Blaine, head of Jubilee Records and the Cosnat Distributing Corporation, is negotiating with Walter Dana to take over Dana Records, the top indie polka firm. The negotiations have been in progress for a few weeks and are expected to be completed early next week.

If the deal goes thru, Blaine will take over the Polka line, and Dana will remain as a.&r. head of the label for a five-year term. Dana, it is understood, has decided to settle in Florida, and will come to New York several times a year to make the records. Blaine has been distributing the Dana label for many years.

AFTRA Asks New Diskery Contract Talks

NEW YORK, May 15.—The American Federation of Television and Radio Artists has notified the phonograph record manufacturers that the union intends to start negotiations for a new contract beginning June 7. The current agreement between the disk firms and AFTRA expires on July 1.

The diskery execs have no information on what AFTRA demands may be, AFTRA President George Heller said he expected that negotiations could be concluded quickly.

The current AFTRA-diskery contract was originally signed three years ago for a two-year term and with automatic renewals until either the disk firms or AFTRA asked for new negotiations. Last year, the third year, the contract was automatically renewed.

The AFTRA contract covers all disk talent other than those under jurisdiction of the American Federation of Musicians.

HEART CONCERT

Committee For Fisher At Carnegie

NEW YORK, May 15.—A committee has been named to sponsor Eddie Fisher's debut concert at Carnegie Hall with the Pops Concert ork here, which will be staged May 27 for the benefit of the New York Heart Association. Also appearing on the program will be D'Artega, the Carnegie Pop musical director, Emile Cote, and guest conductor Hugo Winterhalter.

The concert committee includes chairman Joseph Gimma, Eddie Cantor, Lucia Albanese, Milton Blackstone, Mrs. Louise S. Cates, Max A. Cohen, Mrs. Preston Davie, Mrs. Jennie Grossinger, Mrs. William Hale Harkness, Jane Pickens, Jere W. Lord Jr., Giovanni Martinelli, Ezio Pinza, Mrs. Edmund P. Rogers and Cesare Siepi.

The event marks Fisher's first Carnegie Hall date as well as his first appearance in New York City in over a year.

Hendler Eyes Song Writing, Quits Orks

NEW YORK, May 15.—Having completely severed his management relationship with both the Ralph Flanagan and Buddy Morrow orchestra, Herb Hendler will leave here on June 1 for a two-year sojourn in Palm Springs, Calif. Hendler will spend the next two years in writing songs.

The final split has given Hendler full control of Clare Music and Coachella Music, publishing firms he once jointly owned with Flanagan. Details of the Morrow split are still to be worked out.

THE BIG ONE ON CADENCE



JULIUS LA ROSA

The Voice All America Loves...

THREE COINS IN THE FOUNTAIN

From the 20th Century-Fox Cinemascope Production
"THREE COINS IN THE FOUNTAIN"

CADENCE RECORD 1240

Cadence
RECORDS

40 East 49th Street
New York 17, N. Y.

BRIT. GETS RCA DISKS NOT RELEASED IN U. S.

NEW YORK, May 15.—Back in the days when England was on an "export" kick, it would ship over to the U. S. many products which were almost unobtainable at home. These included such dollar earners as Scotch, woolen goods and English china. Lately RCA Victor has reversed this process and has allowed to be released overseas some tunes which have been denied to U. S. music lovers.

These include tunes recorded by Eddie Fisher and Perry Como. The Fisher cutting is "A Fool Was I," released about three months ago on HMV. The Como slicing is "Idle Gossip," released last month on the same English label. Neither record has been released

here, and it is doubtful that either will be.

Usually HMV gets the same records to release as those already issued here by RCA Victor. It is true that the couplings may be different, but the sides have been issued here. This is true of Columbia here, and Philips in England, Decca and Brunswick, and Capitol and its English counterpart.

HMV Gets List

HMV gets its list of recordings from the RCA Victor recording sheet; so it is difficult for the English firm to know which records will be kept in the can and which will be released over here. However, few other firms allow their English cousins to release over there records which have not appeared in the States.

Some record companies make recordings just for the English market. Capitol did this with recordings by Gislle MacKenzie of some top hits, but this was because the American company that had the hits had no distribution in England. And Columbia intends to start a few records in England by Guy Mitchell, in order to cash in on his English popularity, but these will also be issued in the U. S. later.

D. C. MATINEE

Press Club Show Oils ASCAP Wheel

WASHINGTON, May 15.—American Society of Composers, Authors & Publishers enhanced its prestige on the Washington front with an 80-minute show which drew volleys of applause from 400 newsmen and Washington officials at a National Press Club luncheon this week (13).

The show, the fourth annual one since Arthur Newmyer and associates began handling ASCAP's public relations here, was a sentimental journey back thru some of the big hit tunes of former years, sung and played by the composers themselves. ASCAP President Stanley Adams emceed the show, which starred an array of talent including Lew Brown, Ray Henderson, Sammy Fain, Mack Gordon, Bennie Benjamin, George Weiss, the Hilltoppers and Sue Como.

Impressive as usual was the versatility and productivity of the composers as they sang or played snatches of hits spanning the last two or three decades. At one stage, Mack Gordon nearly stopped the show with laughter when he interrupted a tune he was singing and shouted, "I forgot the lyric. Maybe I didn't write it."

With deft showmanship, the entertainers managed to inject some topical humor of interest to Washington. Lew Brown had the audience in steady laughter with a flow of humor that took wry pokes at his competent song-writing partner, Ray Henderson, but Brown got his biggest response when he took a jab at the McCarthy-Army fracas. He dipped deep into his songbag to pull this stunt. Singing a number he had written many years ago entitled "Shine," he suddenly shouted at Henderson, who was at the piano, "Stop the music—what am I saying—Schine! Schine!" When the laughter subsided a bit, Brown looked in the direction of Capitol Hill and pleaded, "Point of order, Senator. I don't want an investigation.—I wrote this song 30 years ago."

Government brass at the head table included Rep. Emanuel Celler (D., N. Y.), ranking Democrat on the House Judiciary Committee; Dr. Harold Spivacke, music division chief, Library of Congress; Sen. Arthur Watkins (R., Utah), and Rep. Charles Howell (D., N. J.), sponsor of a bill to modernize the Fine Arts Commission.

Sinatra to Appear In London Courts

LONDON, May 15. — Frank Sinatra will fly here to give evidence in a libel action he is bringing against John Mills, owner of the swanky Milroy nightspot, and Logan Gourlay, one-time show business columnist on The Sunday Express.

Action arises from an incident which took place in the Milroy last August when Sinatra was in Britain with his wife, Ava Gardner, and an article by Gourlay which appeared in The Sunday Express a few days later. Since that time Gourlay has left the Express and now works for another Sunday journal, The People. London attorney Harry Meyers is acting for Sinatra.

Decca Dealing For UP Stock

WASHINGTON, May 15. — Decca Records, Inc., indicated this week that it plans to increase its ownership of Universal Pictures Company, Inc., from its present 66.2 per cent possibly up to 100 per cent.

This was revealed when Decca filed a statement with the Securities and Exchange Commission seeking to register shares of its 50-cent par capital stock to be offered in exchange for some 345,000 shares of Universal common stock now in the hands of 1,783 other stockholders. The stock exchange ratio is to be announced later. Decca said it wanted the Universal stock for investment and not with a view to distributions.

WANTED

HUMOROUS

D. J.

Clever Ad-lib

Actor—Show-Biz
Background

Single Ohio

Box D-41

The Billboard
Cincinnati 22, Ohio

TONY MARTIN'S

NEW SMASH

'HERE'

RCA Victor 20-5665

BILL and RANGE SONGS, Inc.

THAT sensational RECORD

YOU'VE HEARD SO MUCH ABOUT

FRANK SINATRA

DON'T WORRY
'BOUT ME

Capitol
Records

MILLS MUSIC, INC.

GEORGIA GIBBS

2 Great Sides



"WAIT FOR ME DARLIN'"

And A Beautiful New Ballad With A "Gimmick"

"WHISTLE"

(And I'll Dance)

MERCURY 70386 • 70386X45

TOP POPS

FIRST DANCE BAND RELEASE

1. **"STEAM HEAT"**
"LONELY DAYS"
Patti Page
MERCURY 70380 • 70380X45
2. **"CRAZY 'BOUT YOU BABY"**
"ANGELIA MIA"
The Crew Cuts
MERCURY 70341 • 70341X45
3. **"ISLE OF CAPRI"**
"LOVE I YOU"
The Gaylords
MERCURY 70350 • 70350X45
4. **"CUDDLE ME"**
"OH, AM I LONELY"
Ronnie Gaylord
MERCURY 70285 • 70285X45
5. **"CROSS OVER THE BRIDGE"**
"JOHNNY GUITAR"
Patti Page
MERCURY 70302 • 70302X45
6. **"BUCK DANCE"**
"STOMP AND WHISTLE"
David Carroll
MERCURY 70335 • 70335X45
7. **"HERNANDO'S HIDEAWAY"**
"THE CUDDLE"
Richard Hayman
MERCURY 70387 • 70387X45
8. **"GAY RANCHERO"**
"GOODBYE MY LOVE"
Dick Contino
MERCURY 70366 • 70366X45
9. **"DRY MARGERIE"**
"UNTIL SIX"
Ralph Marterie
MERCURY 70358 • 70358X45
10. **"READING OLD LETTERS"**
"I DON'T WANT TO BE WORSHIPPED"
June Winters
MERCURY 70368 • 70368X45

"HERNANDO'S HIDEAWAY"

BY

RICHARD HAYMAN

COUPLED WITH

"THE CUDDLE"

MERCURY 70387 • 70387X45



READ ALL ABOUT THESE



*MAY IS MADIGAN MONTH!

BETTY MADIGAN

JOEY

and AND SO I WALKED HOME

*ORDER NOW

MGM-11716 78 rpm K-11716 45 rpm

The Billboard

SLEEPER OF THE WEEK

Review Spotlight on...

DICK HYMAN TRIO

UNFORGETTABLE BEAT! UNFORGETTABLE SOUND! UNFORGETTABLE RENDITION!

DICK HYMAN TRIO

UNFORGETTABLE

and OUT OF NOWHERE

MGM 11743 78 rpm K 11743 45 rpm

BILLY ECKSTINE

NO ONE BUT YOU and SEABREEZE

MGM 11712 78 rpm K 11712 45 rpm

LOST IN LOVELINESS and DON'T GET AROUND MUCH ANYMORE

MGM 11694 78 rpm K 11694 45 rpm

GINNY GIBSON

AYE AYE AYE AYE

(LOVE ME NOW OR NEVER)

SERENADE TO SPRING

MGM 11736 78 rpm K 11736 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS WITH RECORDS

JONI JAMES

MAYBE NEXT TIME | AM I IN LOVE

MGM 11696 78 rpm K 11696 45 rpm

LEROY HOLMES and his Orchestra

LAZY AFTERNOON | SERENADE

MGM 11735 78 rpm K 11735 45 rpm

CINDY LORD

I'LL NEVER NEED THE MOON | I NEVER FELT MORE LIKE FALLING IN LOVE

MGM 11737 78 rpm K 11737 45 rpm

PEMBROKE DAVENPORT and his Orchestra

MY RESTLESS LOVER | SINFUL SENORITA

MGM 11734 78 rpm K 11734 45 rpm

FREDDIE MARTELL

HEARTACHE (BROKEN HEART) | BURNING DESIRE

MGM 11738 78 rpm K 11738 45 rpm

JIMMY DORSEY and his Orchestra

ANGELA MIA (MY ANGEL) | BALLERINA

MGM 11739 78 rpm K 11739 45 rpm

HANK WILLIAMS

HOW CAN YOU REFUSE HIM NOW | A HOUSE OF GOLD

MGM 11707 78 rpm K 11707 45 rpm

SHEB WOOLEY

BLUE GUITAR | PANAMA PETE

MGM 11717 78 rpm K 11717 45 rpm

TONY MOTTOLA

PARAGUAY | MELANCHOLY MOON

MGM 11720 78 rpm K 11720 45 rpm

MARTI STEVENS

THREE COINS IN THE FOUNTAIN | WHY DIDN'T YOU TELL ME

MGM 11724 78 rpm K 11724 45 rpm

ART MOONEY and his Orchestra

WANDERLUST BLUES | BAREFOOT DAYS

MGM 11725 78 rpm K 11725 45 rpm

JO ANN TOLLEY

ALL THE TIME | SO CLOSE

MGM 11728 78 rpm K 11728 45 rpm

Rush On for Vocal Combos

Continued from page 40

replaced Miss Russell in the group.

The vocal combo kick has apparently been successful for the Decca subsidiary, with Thiele this week announcing the bow of a group called the Four Guys, better known as the male members of the Modernaires, and the signing of an entirely new group called the Kings Four.

The popularity of vocal teams has caused one of the most hectic periods of artist signing in recent years, so much so that talent rosters of the major platteries are swollen beyond their normal proportion.

Currently in the limelight as a result of a number of click records over the past year or two are the Ames Brothers on RCA Victor, the Mills Brothers and the Four Aces on Decca, the Four Knights, Four Freshman and the Sportsmen on Capitol, the Four Lads and the Mariners on Columbia, the Gaylords, the Crewcuts and the Quintones on Mercury, and the previously named groups on Coral.

The frenzy in signing vocal teams is not relegated to the major companies. Moreso, the independent record firms have shown as much awareness, and

have garnered as much of the disk market as have the majors. Of the indies, by far the most successful record has been established by the Hilltoppers on Dot Records. Group has long been sought after by the majors, and has notched an exceptional string of disk hits. Other new vocal teams among the indies that have scored are the Lancers on Trend, the Orioles and the Four Tunes on Jubilee; Don, Dick and Jimmy on Crown, and Three Dons and Ginny on Allied.

The rhythm and blues field offers even more of a melange of vocal teams, with such groups as the Clovers, the Crows, the Dominos, the Five Royales, the Counts, and the Spiders among the many standouts. The number of vocal teams in all fields has grown to such mountainous proportions, that music men have difficulty in digging up names for the groups.

The disk buying public appears to be in favor of the trend, with any one of the aforementioned groups likely to come up with a hit record. There's no sign of the trend quitting, either, allowing modern-day "barbershop quartets" a bright peek into the future.

Trade Says 'Bravo, Pushpop'

Continued from page 40

kets will be visited personally by merchandising men from the Reuben H. Donnelly Company.

The same merchandising and promotion kits will, of course, be made available to all dealers, operators and disk jockeys outside of the 10 key markets who request the service. Cities selected for the promotional drive are New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco - Oakland, Pittsburgh, Cleveland and St. Louis.

Trade Comments

Among the trade comments received this week were:

"Operation Pushpop" is a commendable experiment which we believe will do much good in the record industry." — Bill Fowler, executive vice-president, Capitol Records.

"It should be a great shot in the arm for the business just when it is needed most." — Hal Cook, national sales manager, Capitol Records.

"It will help expose new people and new talent. In addition, it will help get more songs up. When songs released in November are still around in May, business suffers. 'Operation Pushpop' gives jockeys new and additional records to play and will expose these records to the public." — Mitch Miller, Columbia pop artists and repertoire chief.

"If this promotional drive succeeds in putting 20 new songs into the best-seller charts, it will be the best thing that has happened to the music business in 20 years." — Music publisher Bobby Mellin.

"Any promotion which focuses attention of dealers and the public on pop records can only serve to help improve the industry's position during the summer period." — Leonard Schneider, executive vice-president, Decca Records.

Record Names

Continued from page 40

has been brought to these two cities at popular prices.

Stars already signed for the extravaganza include Nat (King) Cole, Patti Page, Julius La Rosa, Sarah Vaughan, Ray Anthony, Ralph Marterie, Dan Belloc, the Fontane Sisters, the Four Lads, Jill Corey, Archie Bleyer, and Charlie Applewhite. Plans call for the addition of two more top name recording artists, a series of lesser name acts, and possibly some Hollywood names. Tickets are scaled from \$1.50 to \$4.50.

Last year's one-night performance in Chicago saw 55,000 persons go thru the turnstiles in spite of a heavy rainfall. An hour after the show started another heavy downpour drenched Soldier Field, and the show lost about 10,000 of its audience. Approximately 45,000 persons remained thru the remainder of the show in the three-hour rain.

"If the dealers, operators and disk jockeys will take hold of this kind of campaign the net result will be a stronger and healthier business for every segment of the industry." — Randy Wood, president, Dot Records. "Anything which will help to exploit and promote records, at any time of the year, is a great idea." — Syd Goldberg, general sales manager, Decca Records. "Operation Pushpop" is an all-encompassing plan to promote the popular record business devised and executed by The Billboard.

Fred Waring presents FRANK DAVIS singing "Somebody Bigger Than You and I" with chorus and orchestra Decca #29026 BULLS-EYE MUSIC, INC. 6526 Selma Ave. Hollywood, Calif.

MEMO Hurry! Order more records of Tony Bennett's THERE'LL BE NO TEARDROPS TONIGHT Columbia 40169 Today Sure!

"ANSWER ME, MY LOVE" "FLIRTATION WALTZ" BOURNE, INC. 136 W. 52nd Street New York 19

I SPEAK TO THE STARS Recorded by: DORIS DAY Columbia #40210 M. WITMARK & SONS

THE BIGGEST! THE BEST!
ELEVEN SMASHING NEW HITS ON
COLUMBIA
RECORDS!



TONY BENNETT
 UNTIL YESTERDAY
 PLEASE DRIVER
 40213 • 4-40213
 with Percy Faith

JO STAFFORD
 THANK YOU FOR CALLING
 WHERE ARE YOU?
 40250 • 4-40250
 with Paul Weston

LIBERACE
 BEER BARREL POLKA
 12TH STREET RAG
 40217 • 4-40217

THE MARINERS
 STEAM HEAT
 WHEN I NEEDED YOU MOST
 40241 • 4-40241

ART CARNEY
 VA VA VA VOOM
 SONG OF THE SEWER
 40242 • 4-40242

RED BUTTONS
 THE BUTTONS' BOUNCE
 OH! MY MOTHER-IN-LAW
 40243 • 4-40243

PERCY FAITH
 NON DIMENTICAR
 THEY CAN'T TAKE THATAWAY FROM ME
 40155 • 4-40155

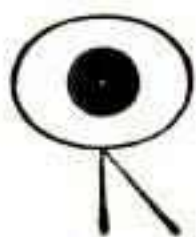
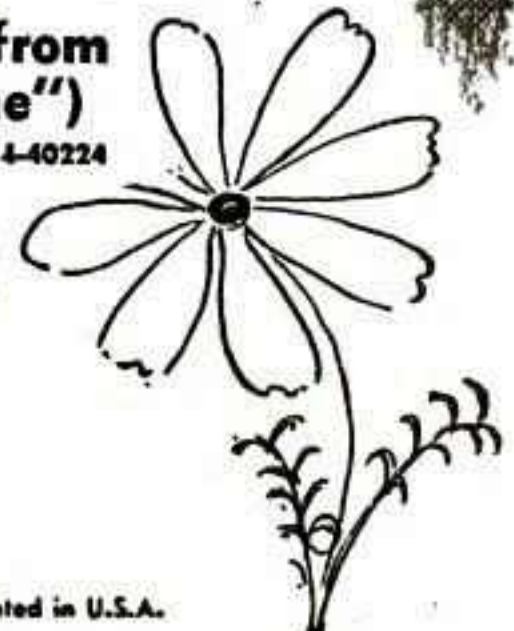
MITCH MILLER
 FROU-FROU
 SAIL! SAIL! SAIL!
 40244 • 4-40244

PAUL WESTON
 I WENT OUT OF MY WAY
 THE BELLS OF NOTRE DAME
 40237 • 4-40237
 with The Norman Luboff Choir

TONI ARDEN
 THREE COINS IN THE FOUNTAIN
 WHERE THE ROLLING MOUNTAINS MEET THE ROLLING SEA
 40225 • 4-40225

JOHNNIE RAY
 HEY THERE HERNANDO'S HIDEAWAY (Both from "The Pajama Game")
 40224 • 4-40224

a real spring tonic from



COLUMBIA RECORDS

MUSIC AS WRITTEN

SIMON FORMS NEW EASTBROOK PUB . . .

Bill Simon has organized a new publishing firm, Eastbrook Music, affiliated with the American Society of Composers, Authors and Publishers. This firm will handle pop and kiddie material, with the accent on the former. Simon has another publishing firm, Westbrook Music, which is primarily for kiddie material. Simon notes that some of his kiddie tunes are getting on pop disks, such as "Mister Boogie Woogie," which was just released on Columbia with **The Kiddy Kats**.

CAPITOL ARTISTS GET PUBLICITY BREAKS . . .

Capitol Records has been coming up with a slew of top publicity breaks for its artists in important periodicals. **Stan Freberg** is the subject of a feature story in the May 28 issue of Collier's magazine. **Jackie Gleason** will be on the cover of Look magazine's next issue, in addition to a full feature story about him inside. The comic was spotlighted in Seventeen just this month. **Nat Cole** will be the subject of a story in The Saturday Evening Post come late June or early July.

WM. MORRIS SIGNS EDDIE LAWRENCE . . .

Comic **Eddie Lawrence** has been signed by the William Morris Agency as a result of the many air spins of his Coral waxing of "Old, Old Vienna." He opened at the Vanguard here this week. The Lawrence master was made by publisher **Buddy Robbins**, who sold it to Coral. Robbins is the personal manager of Lawrence.

STUDENTS TO STUDY JAZZ IN EUROPE . . .

Bill Stewart, of radio station KMPC, Hollywood, will chaperone a group of American college students on a tour of Europe for the purpose of studying the European brand of jazz music. The group is slated to fly, via SAS line, from New York on August 22 and will visit Copenhagen, Denmark; Stockholm,

Sweden; Amsterdam, Holland; Paris, and London.

FIFTH ANNIVERSARY OF "JUKE BOX JURY" . . .

Disk jockey **Peter Potter** celebrated the start of his fifth year of programing "Juke Box Jury" Friday (14) via television station KNXT, Hollywood. Potter's show, acclaimed the "most entertaining local program of 1953" by the Academy of Television Arts and Sciences, previews new disk releases weekly and is widely viewed by the music trade. Panel for the anniversary show included **Scott Brady, Clee Moore, Rose Marie, Lenny Kent, Lisa Davis** and **Bobby Bragan**.

PICK 26 NOMINEES FOR NAMM BOARD . . .

A slate of 16 nominees was chosen by the 1954 nominating committee of the National Association of Music Merchants at its recent meeting in the Palmer House, Chicago. Eight will be chosen from the 16 nominated to fill vacancies on the NAMM board of directors. Voting will take place at the annual meeting of the association's membership during the Music Industry Trade Show, July 13.

DIXIELAND MARATHON N.S.G. IN CINCY . . .

Dixieland Marathon, held at Cincinnati Gardens, Cincinnati, Saturday (9) for 11 hours, beginning at 3 p.m., grossed a meager \$2,300, with ducats scaled from 50 cents to \$1.50. Take was disappointing, considering the surge in popularity of Dixieland music in this area in recent months. The marathon was a three-way promotion between the Gardens management, the local Frank Sennes Agency and Station WLW. Bands on the stand for the event were **George Lewis' jazz crew** from New Orleans, **Gene Mayl's Dixieland Rhythm Kings**, the **Saints and Sinners**, and two local TV swing groups, the **Cliff Lash** and **Esther Hanlon** units.

PATTI PAGE, RAELE FORM EGAP PUB . . .

Patti Page and her manager **Jack Rael** have set up a new music publishing company, Egap Music, Inc. The first tune in the new firm is "Lonely Days," Miss Page's current Mercury release. The team also operates Lear Music, affiliated with the American Society of Composers, Authors and Publishers.

CAPONE, ASCHER BUILD MARA'S CAREER . . .

The management - publicity team of **Lou Capone** and **Sid Ascher**, which squired singer **Vic Damone** to the top, is now handling the theatrical career of singer **Tommy Mara**, already recording for M-G-M Records. Record promotion chores are being handled by **Paul Brown**.

DESMOND TO FANTASY WITH A PROVISIO . . .

Paul Desmond, featured altoist with the **Dave Brubeck Quartet**, has been signed to an almost exclusive contract with Fantasy Records. The pact is non-exclusive in that it allows the alto man to record with Columbia as a sideman for Brubeck, who is now with Columbia, but he will wax with Fantasy as a leader. Other labels were after Desmond, but they wanted full exclusivity. The first session by Desmond on Fantasy will be held in June.

CBS SIGNS RETURN OF MITROPOULOS . . .

The New York Philharmonic Symphony under **Dmitri Mitropoulos** will open its 25th consecutive season on CBS radio with the broadcast of Sunday, October 10. This will mark the fourth season as conductor for Mitropoulos, who will conduct the orchestra for 17 weeks, including part of its five-week tour to the West Coast.

LILLIAN ROTH PARTY FOR BOOK, DISK . . .

Thrush **Lillian Roth**, fresh from a recent engagement at La Vie en Rose, has a double celebration to (Continued on page 58)

COLLINS TV FOR MERIDIAN FETE

MERIDIAN, Miss., May 15.—Dan Collins, indoor advertising manager for The Billboard, will guest on a special television program, along with **Adlai E. Stevenson**, honoring the National Country Music Jubilee here. He will accept an honor by the **Jimmie Rodgers Memorial Committee** for The Billboard's role in promoting country and western music. Collins, sans golf clubs after shooting a miserable 104 last week-end, will attend the two-day celebration on May 25 and 26 along with **Joe Martin**, head of the Music department, and **Ralph Wuest** of The Billboard's Cincinnati office.

'X' Solidifies Field Staff

NEW YORK, May 15.—"X" Records, the RCA Victor subsidiary label, has solidified its field promotion staff with the appointment of three field representatives. The label's artists and repertoire chief, **Jimmy Hilliard**, this week also acquired a master from the independent Look label and signed **Stuart (Rick) Rose**, featured singer on the Look disk. Rose last week won the Arthur Godfrey "Talent Scouts" show. "X" Records' sales chief, **Joe Delaney**, named as field reps **Joe Galkin** to cover the South and

AMBASSADOR

SPA Head Embarks on Europe Trip

NEW YORK, May 15.—When **Charlie Tobias** sails for Europe next Saturday (22) he will don the robes of musical ambassador plenipotentiary, off to survey the state of business abroad.

The president of the Songwriters' Protective Association will be greeted in England by the Songwriters' Guild of Great Britain, which is convening a special meeting to hear him speak. And consultations will also be held with executives of the British Performing Rights Society.

The songscribe conclave will take up common problems the writer faces in the complex music industry structure. In the exchange of views and experiences each hopes to learn something of value from the other.

In England, as in France, Italy, Spain and Portugal, all to be visited by the junketing cleffer, he will huddle with record companies and publishers. Tobias hopes to set deals abroad for European representation of his Tobias & Lewis catalog, consisting of some 200 copyrights, and Toby Music, a firm holding about 150 tunes. European rights to the two catalogs have never been assigned.

Southeast, **Barney Field** to cover the Midwest and **Curly Dmytro** to cover the Cleveland territory. Still to be named is a West Coast rep.

NOTICE!!

Please note that the title of our song published and recorded under the title

"I UNDERSTAND"

has been changed to

"I UNDERSTAND JUST HOW YOU FEEL"

This song is not to be

confused with the song

"I UNDERSTAND" by

Mabel Wayne and Kim Gannon,

published by **Leo Feist, Inc.**

JUBILEE MUSIC, INC.

1270 6th Ave., New York City

ATTENTION ALL RADIO STATIONS AND DISC JOCKEYS!!!

In our position as the leading jazz record company in the world, we feel it is our duty to help further the progress of jazz, and as a result we are prepared to supply any radio station (or disc jockey) with a representative jazz library of the artists who record for us, at no charge at all.

The artists in this basic library will be:

- | | | |
|-----------------|-------------------|-----------------|
| CHARLIE BARNET | AL HIBBLER | CHARLIE PARKER |
| COUNT BASIE | JOHNNY HODGES | SANTO PECORA |
| RAY BROWN | BILLY HOLIDAY | OSCAR PETERSON |
| RALPH BURNS | ILLINOIS JACQUET | FLIP PHILLIPS |
| BENNY CARTER | KENNY KERSEY | BUD POWELL |
| SONNY CRISS | BARNEY KESSEL | BUDDY RICH |
| BUDDY DE FRANCO | GENE KRUPA | TOMMY TURK |
| ROY ELDRIDGE | MACHITO | CHARLIE VENTURA |
| NICK ESPOSITO | HOWARD MCGHEE | LU WATTERS |
| SLIM GAILLARD | RETA MOSS | BEN WEBSTER |
| DEXTER GORDON | ROGER KING MOZIAN | PAUL WILLIAMS |
| BILL HARRIS | ANITA O'DAY | TEDDY WILSON |
| COLEMAN HAWKINS | CHICO O'FARRILL | LESTER YOUNG |

Please write to us as soon as possible for your basic jazz library.

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451 NO. CANON DR.
BEVERLY HILLS, CALIF.

NORMAN GRANZ, President
CLEF RECORDS

your **MAY MONEY-MAKER...**
 your **JUNE-JULY JACKPOT!**

WILD



sung by

Teresa Brewer

CORAL 61152 (78 rpm) • 9-61152 (45 rpm)



RECORDS, ALBUMS AND SHEET MUSIC — POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. Young at Heart.....	1	13
2. Wanted	2	11
3. Cross Over the Bridge..	3	12
4. Answer Me, My Love..	7	9
5. Oh, Baby Mine.....	5	11
6. Make Love to Me.....	6	15
7. Man With the Banjo...	3	5
8. Here	10	6
9. Secret Love.....	9	21
10. Little Things Mean a Lot	13	3
11. Jilted	12	4
12. If You Love Me (Really Love Me).....	15	2
13. Man Upstairs.....	—	1
14. Happy Wanderer.....	10	2
15. A Girl, a Girl.....	8	7

Tunes with Greatest Radio and Television Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

- A Girl, a Girl (R)—Valando—ASCAP
- Alone Too Long (R)—E. H. Morris—ASCAP
- Angelia Mia (R)—Chappell—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Come Back to My Arms (R)—E. H. Morris—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Don't Worry 'Bout Me (R)—Mills—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- Happy Wanderer (R)—Fox—ASCAP
- Here (R)—Hill & Range—BMI
- Hernando's Hideaway (R)—Frank—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Really Don't Want to Know (R)—Hill & Range—BMI
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- I Understand (R)—Jubilee—ASCAP
- If You Love Me (Really Love Me) (R)—Duchess—BMI
- Isle of Capri (R)—Harms—ASCAP
- Jilted (R)—Sheldon—BMI
- Knock on Wood (R) (F)—Famous—ASCAP
- Little Things Mean a Lot (R)—Feist—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man Upstairs (R)—Vesta—BMI
- Man With the Banjo (R)—Mellin—BMI
- Marie (R)—Berlin—ASCAP
- Poor Butterfly (R)—Harms—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Steam Heat (R) (M)—Frank—ASCAP
- Three Coins in the Fountain (R)—Robbins—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

Television

- Answer Me, My Love (R)—Bourne—ASCAP
- Button's Bounce (R)—Lord—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Hernando's Hideaway (R)—Frank—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Love Him So Much I Could Scream (R)—E. B. Marks—BMI
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- If Every Month Were June (R)—J. J. Robbins—ASCAP
- Isle of Capri (R)—Harms—ASCAP
- Jilted (R)—Sheldon—BMI
- Little Things Mean a Lot (R)—Feist—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Secret Love (R) (F)—Remick—ASCAP
- Three Coins in the Fountain (R)—Robbins—ASCAP
- Two Shadows on the Sand (R)—Pickwick—ASCAP
- Wanted—Witmark—ASCAP
- When I Need You Most (R)—Pincus—ASCAP
- 'All Come (R)—Starrite—BMI
- Young at Heart (R)—Sunbeam—BMI

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending May 12

This Week	Last Week	Weeks on Chart
1. Wanted	1	12
2. Cross Over the Bridge	3	12
3. Young at Heart	4	14
4. Make Love to Me	2	16
5. Oh, Baby Mine	5	16
6. Little Things Mean a Lot	10	4
7. If You Love Me (Really Love Me)	14	4
8. Man With the Banjo	8	9
9. Answer Me, My Love	7	12
10. Here	8	7

Second Ten		
11. HAPPY WANDERER.....	12	3
12. MAN UPSTAIRS.....	15	4
13. JILTED	13	5
14. A GIRL, A GIRL.....	8	8
15. SECRET LOVE.....	11	20
16. THREE COINS IN THE FOUNTAIN.....	—	1
17. ISLE OF CAPRI.....	16	2
18. I REALLY DON'T WANT TO KNOW.....	17	6
19. POOR BUTTERFLY.....	20	4
19. CRAZY 'BOUT YOU BABY.....	—	1

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

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The Music Corner

Last week in this space we tried to explain our own sense of anticipation and excitement about the new records we receive each week, and our desire to communicate this same feeling to ops, dealers and deejays thru The Billboard's forthcoming "Operation Pushpop." We pointed out that after many years of listening to new releases week after week that our Thursday night session—when we listen to new releases—is still a big night for all music staffers.

The Billboard music staffers are not the only industry-hardened guys who get a boot out of listening to new records, trying to pick out the hits from the misses and spotlighting new talent. The same sense of excitement pervades record companies and distributing firms when the new records come off the presses. At Columbia, Capitol, RCA Victor, Decca, Mercury, Coral and M-G-M, and at the scores of other firms, new release day is a day of hope and occasionally exultation.

Every record company has a day when the new releases are played for key execs, the sales staff and the publicity and promotion men. Sometimes it is done departmentally; sometimes with all the above personnel sitting around a table, with the a.&r. chief acting as emcee. If you ever attend one of these sessions you are liable to see the sales head or even the president of the company, after a bright new disk is played, jump up from the table, slap the a.&r. head on the back and shout "That's great!"

Hit Is Made

Everyone beams, the a.&r. man puts on a modestly proud smile and the sales staff runs to the phones and starts hyping the firm's distributors from Boston to Los Angeles. The word is out that the firm has a hit and the enthusiasm spills over to the distributors, and to key jocks, operators and dealers. Even if the record is not the greatest since "Vaya Con Dios" the enthusiasm alone is enough—if it has some quality—to send it over the 100,000 mark.

This is the pop record business. Tho it can be looked at with a bemused expression by someone outside of the industry, it is one of the reasons the pop record business is a fascinating one. New records roll off the presses each and every week from over 200 diskeries. Many will fade out of sight but some will make it.

Those that make it will help the company that issued it, the artist and the dealer, operator and disk jockey—and, of course, the business. But without exposure none of the records can easily get off the ground. Thus "Operation Pushpop" — which means more exposure for more records and a bigger and better business for all.

England's Top Twenty

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

- Happy Wanderer—Bosworth (Fox)
- Secret Love—Harms, Connelly (Remick)
- Friends and Neighbours—Michael Reine (*)
- I See the Moon—Feldman (Plymouth)
- Changing Partners—Robt. Mellin (Porgie)
- Don't Laugh At Me (Cause I'm a Fool)—David Toff (Leeds)
- Heart of My Heart—Francis Day (Robbins)
- Bimbo—Macmelodies (Fairway)
- Bell Bottom Blues—Michael Reine (Shapiro-Bernstein)
- Someone Else's Roses—John Fields (Leeds)
- Such a Night—Sterling (Raleigh)
- Make Love to Me—Morris (Melrose)
- The Book—Kassner (Kassner)
- Cross Over the Bridge—New World (Laurel)
- Oh, My Papa—Maurice (Shapiro-Bernstein)
- Tennessee Wig-Walk—Francis Day & Hunter (Village)
- Swedish Rhapsody—Connelly (Dartmouth)
- I Get So Lonely—Edwin H. Morris Co., Ltd. (Melrose)
- Deadwood Stage—Harms, Connelly (Remick)
- The Little Shoemaker—Bourne (*)



Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

TOP SELLERS—

POPULAR
Listed Alphabetically

ALONE TOO LONG IT HAPPENS TO BE ME	M. Cole	2754
ANSWER ME, MY LOVE	M. Cole	2687
WHY	M. Cole	2800
GOODNIGHT, SWEETHEART, GOODNIGHT	E. M. Morse	2800
HAPPY HABIT	E. M. Morse	2800
I COULD HAVE TOLD YOU	F. Sinatra	2787
DON'T WORRY 'BOUT ME	F. Sinatra	2787
I REALLY DON'T WANT TO KNOW	L. Paul & M. Ford	2735
SOUTH	L. Paul & M. Ford	2735
I WAS MEANT FOR YOU	The Four Knights	2782
THEY TELL ME	The Four Knights	2782
THE MAN UPSTAIRS	K. Starr	2769
IF YOU LOVE ME	K. Starr	2769
OH BABY MINE (I GET SO LONELY)	The Four Knights	2654
I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
THREE COINS IN THE FOUNTAIN	F. Sinatra	2816
RAIN (FALLING FROM THE SKIES)	F. Sinatra	2816
YOUNG-AT-HEART	F. Sinatra	2703
TAKE A CHANCE	F. Sinatra	2703

COMING UP FAST
Listed Alphabetically

ALONE TOO LONG	S. Kenton	2789
DON'T TAKE YOUR LOVE FROM ME	S. Kenton	2789
BANANA BOAT	B. Hutton	2776
MY CUTEY'S DUE AT TWO TO TWO TODAY	B. Hutton	2776
DANCE MY HEART	R. Anthony	2777
SOMEWHERE BEYOND TONIGHT	R. Anthony	2777
HANG UP	H. O'Connell	2783
SORRY, SORRY, SORRY	H. O'Connell	2783
THE HAPPY WANDERER	T. Leonetti	2788
I WENT OUT OF MY WAY	T. Leonetti	2788
I'D CRY LIKE A BABY	D. Martin	2749
HEY, BROTHER, POUR THE WINE	D. Martin	2749
SON OF INDIA	The Maytimers	2781
I CAN'T LEAVE MYRTLE ALONE	The Maytimers	2781

LATEST RELEASES

Numbers 420 & 421

FOREVER IS NOW I'M GOING TO SET RIGHT DOWN AND CRY OVER YOU	Micki Marie & Billy May	2801
I DON'T WANNA BE LOVED LOOK WHAT FOLLOWED ME HOME TONIGHT	Monica Lewis	2804
THE EGG LAYING CONTEST THE SNORING SONG	Yogi Yorgesson	2805
I ALWAYS GET A SOUVENIR LET ME LOVE YOU	Tommy Collins	2806
YOU'RE JUST MY STYLE TOO MANY CHIEFS AND NOT ENOUGH INDIANS	Roy Hogsed	2807
THREE COINS IN THE FOUNTAIN RAIN	Frank Sinatra	2816
VENEZUELA SEA SONG	Les Baxter	2799
DON'T LAUGH AT ME ('CAUSE I'M A FOOL) HAVE YOU EVER FELT THAT WAY!	Judy Wayne	2808
THIS MUST BE THE PLACE THE HONEYMOON'S OVER	"Tennessee" Ernie Ford & Betty Hutton	2809
YOU SAY YOU'RE SORRY WE DON'T WANNA GO HOME	June Hutton & Axel Stordahl	2811
TOO BAD! FIDDLE-A-DELPHIA	Joe (Fingers) Carr	2812
SPACE COMMAND AIN'T YOU HAD NO BRINGIN' UP AT ALL	Dallas Frazier	2813
EACH TIME YOU LEAVE (I DIE A LITTLE) DECEIVED	Torry Preston	2814
BUGLE CALL FROM HEAVEN OH, LORD STAND BY ME	The Jordanaires	2815

**BEST SELLING—
POPULAR ALBUMS**
Listed Alphabetically

AND AWAAAY WE GO!	Jackie Gleason	45 rpm "EP" No. EBF-511 33 1/3 rpm No. H-511
CLASSICS IN JAZZ—BILLY BUTTERFIELD	Billy Butterfield	45 rpm "EP" No. EAP-1-424 & EAP-2-424 33 1/3 rpm No. H-424
CLASSICS IN JAZZ—MILES DAVIS	Miles Davis	45 rpm "EP" No. EAP-1-459 & EAP-2-459 33 1/3 rpm No. H-459
THE DUKE PLAYS ELLINGTON—Duke Ellington	Duke Ellington	45 rpm "EP" No. EAP-1-477 & EAP-2-477 33 1/3 rpm No. H-477
MUSIC FOR LOVERS ONLY	Jackie Gleason	45 rpm "EP" No. EBF-352 33 1/3 rpm No. H-352
MUSIC TO MAKE YOU MISTY	Jackie Gleason	45 rpm "EP" No. EBF-455 33 1/3 rpm No. H-455
NAT (KING) COLE SINGS FOR TWO IN LOVE	Nat (King) Cole	45 rpm "EP" No. EBF-420 33 1/3 rpm No. H-420
SOFT LIGHTS AND BOBBY HACKETT	Bobby Hackett	45 rpm "EP" No. EBF-458 & EAP-1-458 & EAP-2-458 33 1/3 rpm No. H-458
SONGS FOR YOUNG LOVERS	Frank Sinatra	45 rpm "EP" No. EBF-488 33 1/3 rpm No. H-488
SWINGIN' AROUND	Poo Woo Hunt	45 rpm "EP" No. EAP-1-492 & EAP-2-492 33 1/3 rpm No. H-492
TAWNY	Jackie Gleason	45 rpm "EP" No. EBF-471 33 1/3 rpm No. H-471
THIS MODERN WORLD	Stan Kenton	45 rpm No. KCF-460 33 1/3 rpm No. H-460
TV CURTAIN CALLS	Kate Smith	45 rpm "EP" No. EBF-515 33 1/3 rpm No. H-515

**TOP SELLERS—
COUNTRY & HILLBILLY**
Listed Alphabetically

A FOOLER, A FAKER BREAKIN' THE RULES	H. Thompson	2758
EVERYTHING DEPENDS ON YOU MAMA LAID THE LAW DOWN	D. Dickerson	2719
THE HOUSE OF BLUE LIGHTS BELL BOTTOM BOOGIE	M. Moore	2574
I ALWAYS GET A SOUVENIR LET ME LOVE YOU	T. Collins	2806
I LOVE YOU, MAMA MIA REMEMBER YOU'RE MINE	S. McDonald	2774
JERSEY BOUNCE SUNRISE SERENADE	H. Thompson	2792
LOOSE TALK THE CURTAIN NEVER FALLS	F. Hart	2726
NOLA FLY RIGHT BOOGIE	M. Moore	2796
THEN I'LL BE HAPPY CRY, CRY, DARLING	J. Hoop & P. Williams	2767
THEY MADE ME FALL IN LOVE WITH YOU YOU'RE RIGHT	F. Young	2780
TWO WHOOPS AND A HOLLER WHY DID YOU WAIT!	J. Shepard	2791
YOU BETTER NOT DO THAT HIGH ON A HILLTOP	T. Collins	2701

**BEST SELLING—
"Specialized"
HIGH-FIDELITY ALBUMS**
Listed Alphabetically

FULL DIMENSIONAL SOUND— A Study in High Fidelity	33 1/3 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9022
HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9023
THE PASSIONS—Les Baxter & Bas Sheva	33 1/3 rpm No. LAL-486

**BEST SELLING—
CLASSICAL ALBUMS**
Listed Alphabetically

CHOPIN—"POLONAISE IN A FLAT," FALLA—"RITUAL FIRE DANCE," ALBENIZ—"SEGUIDILLA"	Leonard Pennario, Piano	45 rpm "EP" No. FAP-8204
COPLAND—"BILLY THE KID," WILLIAM SCHUMAN—"UNDERTOW"	Ballet Theatre Orchestra, Conducted by Joseph Levine	33 1/3 rpm No. P-8238
DEBUSSY—"CLAIR DE LUNE," CHOPIN—"WALTZ IN D FLAT," LISZT—"LIEBESTRAUME"	Leonard Pennario, Piano	45 rpm "EP" No. FAP-8205
MCDONALD—"SUITE FROM CHILDHOOD," CAPLET—"THE MASK OF THE RED DEATH"	Ann Mason Stockton, Harp; The Concert Arts Orchestra Conducted by Felix Slavkin	33 1/3 rpm No. P-8255
A MILSTEIN RECITAL	Nathan Milstein, Violin with Carlo Bussoffi, Piano	33 1/3 rpm No. P-8259
MODERN FRENCH MUSIC—Vladimir Golschmann	Conducting The Concert Arts Orchestra	33 1/3 rpm No. P-8244
PROKOFIEV—"CHOUT BALLETT SUITE," FALLA—"DANCES FROM THE THREE-CORNERED HAT"	Vladimir Golschmann Conducting The St. Louis Symphony Orchestra	33 1/3 rpm No. P-8257
RACHMANINOFF—"SONATA IN G MINOR, OPUS 19"	Joseph Schuster, Cello; Leonard Pennario, Piano	33 1/3 rpm No. P-8248
STRAVINSKY—"LE SACRE DU PRINTEMPS"	The Pittsburgh Symphony Orchestra Conducted by William Steinberg	33 1/3 rpm No. P-8254

**BEST SELLING—
"EP" ALBUMS**
Listed Alphabetically

ANY REQUESTS!	Stan Froberg	45 rpm "EP" No. EAP-1-496
CLASSICS IN JAZZ—BOBBY SHERWOOD	Bobby Sherwood	45 rpm "EP" No. EAP-1-463
DIXIELAND	Poo Woo Hunt	45 rpm "EP" No. EAP-1-507
I GET SO LONELY	The Four Knights	45 rpm "EP" No. EAP-1-506
INVITATION	Les Baxter	45 rpm "EP" No. EAP-1-494
JERRY SHARD AND HIS MUSIC	Jerry Shard	45 rpm "EP" No. EAP-1-469
PIANO RAGS	Joe (Fingers) Carr	45 rpm "EP" No. EAP-1-497
RAY ANTHONY PLAYS FOR DANCING	Ray Anthony	45 rpm "EP" No. EAP-1-504
SONGS BY NAT (KING) COLE	Nat (King) Cole	45 rpm "EP" No. EAP-1-500
TWO FOR THE RECORD	Bonny Goodman	45 rpm "EP" No. EAP-1-519
VAYA CON DIOS	Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-495
YOUNG-AT-HEART	Frank Sinatra	45 rpm "EP" No. EAP-1-510

"Tennessee Ernie" FORD
and **Betty HUTTON**
with Billy May
and His Orchestra



"This Must Be the Place"
"The Honeymoon's Over"

No. 2809

Joe "Fingers" CARR
and the Carr-Hops



"Too Bad!"
"Fiddle-a-delphia"

No. 2812

Duke ELLINGTON
and His
Famous Orchestra



"Isle of Capri"
"Band Call"

No. 2817

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending May 12

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.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Top entries include 'WANTED-P. Como', 'LITTLE THINGS MEAN A LOT-K. Kallen', 'YOUNG AT HEART-F. Sinatra'.

Most Played in Juke Boxes

For survey week ending May 12

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout 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.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Top entries include 'WANTED-P. Como', 'CROSS OVER THE BRIDGE-P. Page', 'MAKE LOVE TO ME-J. Stafford'.

Most Played by Jockeys

For survey week ending May 12

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throughout 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.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Top entries include 'WANTED-P. Como', 'MAKE LOVE TO ME-J. Stafford', 'LITTLE THINGS MEAN A LOT-K. Kallen'.

Territorial Best Sellers

For survey week ending May 12

Listings are based on late reports secured from top dealers in each of the markets listed.

Table listing best sellers by city: Atlanta, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas-Ft. Worth, Denver, Detroit, Kansas City, Los Angeles, Milwaukee, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis, San Fran.-Oakland, Seattle, and Baltimore-Wash.

This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

- IF I LOVE YOU (Williamson, ASCAP)
SO LET THERE BE LOVE (Sheldon, BMI)
Where this disk has been made available first, sales were snowballing in this first week of release.

Please send The Billboard

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The RCA Victor Record Division
is proud to release what
it sincerely believes to be
one of the great
recordings of our time

"My Friend"



**EDDIE
FISHER**

Arranged and conducted by Hugo Winterhalter RCA VICTOR 20-5748 • 47-5748 b/w "Green Years"

SO GREAT...

Recorded 2 Ways On Decca!

"Pop"



**JANE
TURZY**

Decca Record 29119
Decca Record 9-29119

b/w Lie To Me

"Country"



**JIMMIE
LOGSDON**

Decca Record 29122
Decca Record 9-29122

b/w These Lonesome Blues



MY SWEET

FRENCH BABY

words and music by Jimmie Logsdon



"First"



on DECCA RECORDS

**The Billboard Music Popularity Charts
POPULAR RECORDS**

• Review Spotlight on...

RECORDS

ART CARNEY

The Sewer Song (George Lee, ASCAP)
Va Va Va Voom (Songsmiths, ASCAP) — Columbia 40242—Art Carney, soulful comic on the Jackie Gleason TV show, shows he can sock over a novelty tune with the best of them as he comes thru with two bright slicings on his wax debut. "The Sewer Song" is a rousing college-styled ditty, the flip is a cute nonsense song. Both could tickle many a funnybone and take off snappily.

GEORGIA GIBBS

Whistle and I'll Dance (E. H. Morris, ASCAP)
Wait for Me Darling (Herb Reiss, ASCAP)—Mercury 70386—"Her Nibs" has her best sides here since "Seven Lonely Days." She sings the first, a sexy opus, with lots of fire, and she handles the bouncy flip side stylishly. Both are potent and both could grab juke loot and sales.

TALENT

THE LAURIE SISTERS

Do It Over Again (Favorite, ASCAP)—Mercury 70382 —The Laurie Sisters come thru with a bright, fresh reading of a neat piece of material on their debut cutting for the label. Girls deserve to be heard. Flip is "Son of a Gondolier" (Laurel, ASCAP).

FRANKIE VALLEY

Somebody Else Took Her Home (Chappell, ASCAP)—Mercury 70381—The label has come up with a boy who has a sound, and he sells the ballad with a lot of feeling on his first cutting for the firm. Watch this singer. Flip is "Forgive and Forget" (Favorite, ASCAP).

TUNES

THE HEART OF A FOOL (Joy, ASCAP)

Val Anthony—Essex 538—A lovely new tune is sung with much heart by Val Anthony, new to the label. The tune was waxed in England and the arrangement is mighty smooth. Song could help this one go. Flip is "The Portuguese Fisherman" (Oxford, ASCAP).

BANK OF MY HEART (Co-Op, ASCAP)

Bob Hayes—Decca 29096—A cute novelty tune, with an infectious melody is handed a most unusual vocal by the Bob Hayes trio. Deejays could have a ball with this and the tune could catch. Flip is "Vas Villst Du Haben?" (Midway, ASCAP)

• Reviews of New Pop Records

EDDIE FISHER

My Friend89
V 20-5748 — A Billboard "Spotlight" 5-15-'54. (Paxton, ASCAP)
Green Years.....85
A Billboard "Spotlight" 5-15-'54 (Harms, ASCAP)

JO STAFFORD

Thank You for Calling.....87
COLUMBIA 40250 — A Billboard "Spotlight" 5-15-'54. (Blackwood, BMI)
Where Are You?.....79
The thrush again shows that she is one of the top singers around on this warm rendition of listenable new tune. She is backed by the Weston crew in smooth fashion. This side will get spins, too, but the flip has the power. (Grady, ASCAP)

KAREN CHANDLER

Out in the Middle of the Night86
CORAL 61181 — A Billboard "Spotlight" 5-15-'54. (Ample, BMI)
Why Didn't You Tell Me?.....85
A Billboard "Spotlight" 5-15-'54. (United, ASCAP)

ROY HAMILTON

If I Love You85
EPIC 9047—A Billboard "Spotlight" 5-15-'54. (Williamson, ASCAP)
So Let There Be Love.....80
Another strong reading of a most attractive ballad—a new one, this time. Should get plenty of action, too. (Sheldon, BMI)

GEORGIA GIBBS

Whistle and I'll Dance.....85
MERCURY 70386—Any clue that her affection is desired will be welcomed, warbles Miss Gibbs here. A really slick bit of vocalizing which makes for an entry that could easily move out front with exposure. Bears watching. (E. H. Morris, ASCAP)
Wait for Me Darling.....80
Happy opus in country style is sung gracefully by "Her Nibs." A bouncy side which should win attention on its own. (Reiss, ASCAP)

RICHARD HAYMAN

Hernando's Hidaway80
MERCURY 70387 — The Richard Hayman ork turns in a mighty classy instrumental rendition of the sparkling new tune from the new musical "The Pajama Game." The tune is already getting attention and there is little doubt that if it makes it, this reading will grab a good share of the coins. Strong wax. (Frank, ASCAP)
The Cuddle.....76
Catchy new riff item, which is the title of a new dance craze among English teen-agers, is played brightly here by the Hayman crew, stressing

precision work by the brass. A good side for the jocks and the boxes. Hayman solos on his harmonica stylishly. (Pickwick, ASCAP)

EDDY HOWARD

Don't Worry Baby79
MERCURY 70388 — This warm and reassuring warble by Eddy Howard will please many for its relaxed manner. A fine slice of wax, due for many spins and sales. (MBIs, ASCAP)
Vieni Su, Vieni Su.....75
Tuneful ballad is awarded a caressing performance by Howard, who chants the lyrics entirely in Italian. (E. B. Marks, BMI)

PAT O'DAY

Show Me the Way to Love You79
M-G-M 11751 — Thrush Pat O'Day, who garnered some attention with her "Dear John Letter," could grab a lot more with this new disk. The tune is a good one, the arrangement is classy and her vocal has feeling and warmth. Watch this one, it could get off the ground.

I'll Try to Imagine.....74

The not as strong as the flip, the canary sells this new effort well, too, again backed by a smart ork arrangement.

GUY MITCHELL

My Heaven and Earth78
COLUMBIA 40240—In the groove of "My Heart Cries for You" is this warm, new tune, and Mitchell sells it with much feeling. The ork backing is fine. Should pull spins and juke loot. Good wax. (Oxford, ASCAP)
There Once Was a Man.....75
From the new musical "The Pajama Game" comes this happy effort, which is sung brightly by Mitchell. He is backed by the Mitch Miller ork, with English horns and all. Should pull spins. (Frank, ASCAP)

RED BUTTONS

The Buttons' Bounce78
COLUMBIA 40243 — Red Buttons returns to wax with a rather slight new opus which he does his best to turn into another "Ho Ho" song. He is helped by a chorus and a large ork. The material, however, is rather weak. It should pull spins and will sell to his many fans. (Lord, ASCAP)
Oh! My Mother-in-Law.....72
Buttons sings of his trouble with his mother-in-law on this new effort, backed by a vocal chorus and an oom-pa-pa band. He gets a little chance to sell some of the Buttons' trademarks, but as a whole the side lacks sparkle. (Jefferson, ASCAP)

(Continued on page 54)

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

- 90-100. Tops
- 80-89. Excellent
- 70-79. Good
- 60-69. Satisfactory
- 50-59. Limited
- 0-49. Poor

Celebrating a decade of

NAT 'KING' COLE

NEW!
RECORDINGS BY NAT COLE
NEVER BEFORE RELEASED



...AND IT'S ALL ON RECORD!

Here is a complete list of albums and singles made by
Nat Cole in his first decade as a recording star...



SONGS BY NAT 'KING' COLE 45 rpm • EAP 1-500	NAT 'KING' COLE SINGS FOR TWO IN LOVE 45 rpm • EBF-420 33 1/2 rpm • H-420	UNFORGETTABLE 45 rpm • EBF-357 33 1/2 rpm • H-357	PENTHOUSE SERENADE 45 rpm • EBF-332 33 1/2 rpm • H-332	KING COLE TRIO, VOLUME I 45 rpm • EBF-220 33 1/2 rpm • H-220	HARVEST OF HITS 45 rpm • EBF-213 33 1/2 rpm • H-213	KING COLE TRIO, VOLUME IV 45 rpm • EBF-177 33 1/2 rpm • H-177	NAT 'KING' COLE AT THE PIANO 45 rpm • EBF-156 33 1/2 rpm • H-156	KING COLE TRIO, VOLUME III 45 rpm • EBF-59 33 1/2 rpm • H-59	NAT 'KING' COLE'S TOP POPS* 45 rpm • EAP-9110 33 1/2 rpm • H-9110
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*Available in two parts on EP

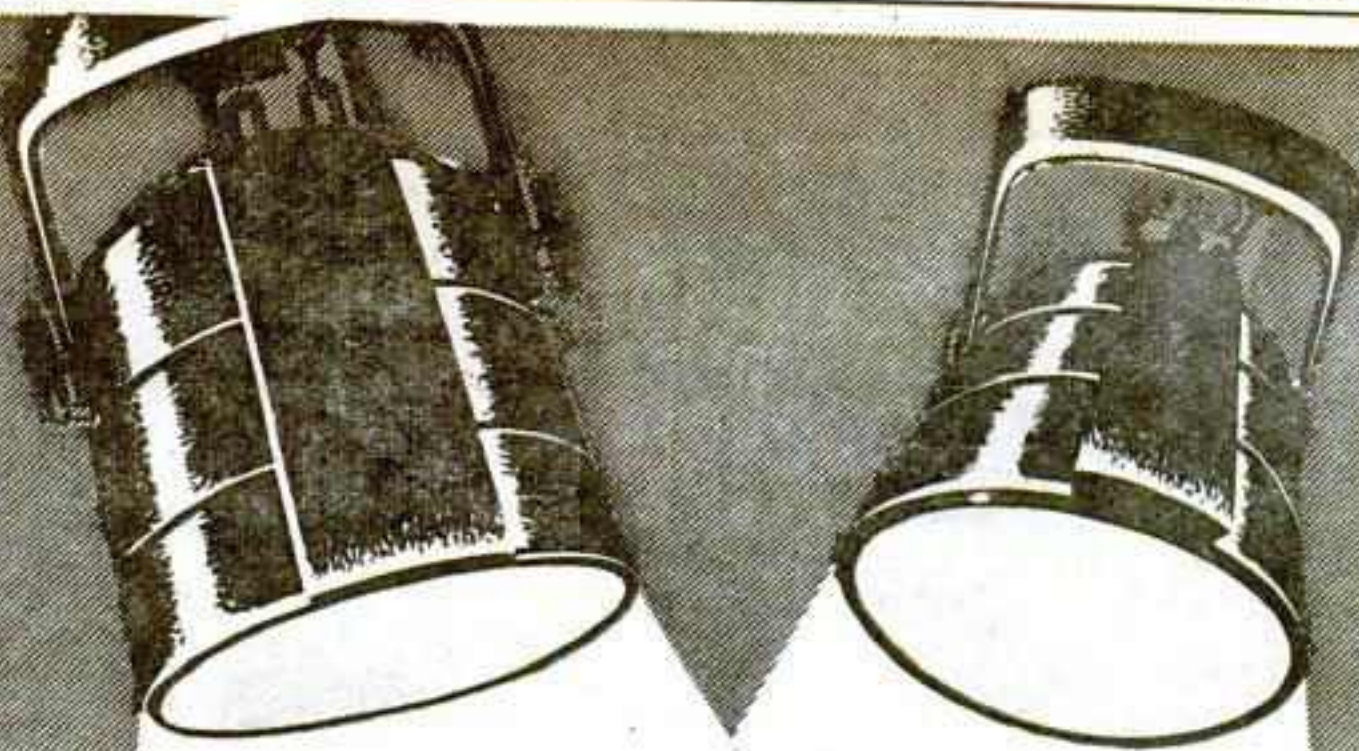
SINGLES

Alone Too Long • It Happens To Be Me	2754
Answer Me, My Love • Why	2687
The Little Boy That Santa Claus Forgot Mrs. Santa Claus	2616
Lover, Come Back To Me! • That's All	2610
A Fool Was I • If Love Is Good To Me	2540
Return To Paradise • Angel Eyes	2498
I Am In Love • My Flaming Heart	2459
Blue Gardenia • Can't I	2389
Pretend • Don't Let Your Eyes Go Shopping	2346
How • Strange	2309
Faith Can Move Mountains • The Ruby And The Pearl	2230

I'm Never Satisfied • Because You're Mine	2212
Walkin' My Baby Back Home • Funny	2130
What Does It Take • Somewhere Along The Way	2069
Easter Sunday Morning • Summer Is A-Comin' In	1994
You Will Never Grow Old • You Weren't There	1968
Wine, Women And Song • A Weaver Of Dreams	1925
Here's To My Lady • Miss Me	1893
I'm Hurtin' • Walkin'	1863
Unforgettable • My First And My Last Love	1808
Make Believe Land • I'll Always Remember You	1747
Too Young • For Sentimental Reasons	1674
Mona Lisa • No Moon At All	1673
Lush Life • I Miss You So	1672
Makin' Whoopee • This Is My Night To Dream	1669
Nature Boy • For All We Know	1663
Embraceable You • It's Only A Paper Moon	1650

Lost April • Calypso Blues	1627
Sweet Lorraine • Kee-Mo Ky-Mo (The Magic Song)	1613
My Brother • Early American	1565
Song Of Delilah • Because Of Rain	1501
Little Child • Red Sails In The Sunset	1468
Too Young • That's My Girl	1449
Always You • Destination Moon	1401
Jet • The Magic Tree	1365
Frosty The Snow Man • Little Christmas Tree	1203
Orange Colored Sky • Jam-Bo	1184
The Greatest Inventor (Of Them All) • Mona Lisa	1010
Baby, Won't You Say You Love Me I Almost Lost My Mind	889
If I Had You • When I Take My Sugar To Tea	813
Lillian • Lush Life	606

Singles available on 78 and 45 rpm



spotlighting

Toni Arden



with her great rendition of . . .

THREE COINS IN THE FOUNTAIN

From the 20th Century-Fox Cinemascope Production
"THREE COINS IN THE FOUNTAIN"

COLUMBIA RECORD 40225



The Billboard Music Popularity Charts POPULAR RECORDS Reviews of New Pop Records

MAY 22, 1954

Continued from page 52

SUNNY GALE

Call Off the Wedding 77
V (45) 47-5746—Sunny Gale, with a tear in her voice, pleads for shift in partners in a wedding about to take place. It's a poignant weeper and could generate some spin action. (Capitol, ASCAP)

Light, Sweetheart,
The light 77
convex waxed rhythm and blues reading handed another strong snare. This treatment ought to tune up the action if the expected. (Aire, BMI)

BILLY ECKST
Beloved 77
M-G-M 11744
somerly with a 77
the upcoming "one does hand-Prince." Disk is ballad from when the film "Student exposure.

Temporarily Blue 77
Typical Eckstein read, added ballad. Guy's fans will want this, and it should play, too.

THE NORMAN LUBOFF CHOIR
Tenderly 75
COLUMBIA 40226—A lovely reading of the great ballad by the Norman Luboff Choir. Jocks will probably wear the platter out, and it should have a steady sale over a long pull. (E. H. Morris, ASCAP)

Laura 75
Same comment. (Robbins, ASCAP)

BILLY MAY
Young at Heart 76
CAPITOL 2802—The hit tune gets an especially attractive reading in this Billy May instrumental. Brasses and sax spin out variations on the melody, creating an impressive effect for May fans. (Sunbeam, BMI)

Lemon Twist 72
A brash instrumental that the May boys play with abandon, building excitement as they progress. The imaginative arrangement and the enthusiastic drive of the group makes for a listenable side. (E. H. Morris, ASCAP)

PERCY FAITH ORK
Non Dimestic 75
COLUMBIA 40155—Translation from the Italian is "Don't Forget." The melody will be familiar, since it's from the film, "Anna." It makes lovely instrumental material as performed by the lush Faith ork. Should pull spins. (Hollis, BMI)

They Can't Take
That Away From Me 73
A big, yet soft beat, the lush ork and the whispering chorus reading the standard's lyric make this a most attractive reading of the Gershwin ditty. Should get plenty of spins. (Gershwin, ASCAP)

MANTOVANI ORK
Bewitched 75
LONDON 1471—A lovely instrumental version of the evergreen by the Mantovani crew, filled with the lush fiddle sounds which are the Mantovani trademark. Fine for late night jock programming.

Dream, Dream, Dream 73
A pretty ready of the tune out a few months ago. It didn't happen then, tho, and it is doubtful if even this fine Mantovani version will make it happen now.

THE WILDER BROTHERS
Two Hearts 75
"X" (45) 0019—Smart new rhythm ballad is a joyful score which appeals quickly. The group does well by it, and the side could do right fine in pulling air and juke plays. New group on the label really has a sound. (Manning, BMI)

I Don't Know 71
Another good effort by the group, this is a blues-like opus. (Manning, BMI)

JANE TURZY
Lie to Me 74
DECCA 29119—She wants to hear lots of sweet things, even if they are not true. A good slicing which sells itself as much in the ork arrangement as in the warbling. (Hawthorne, ASCAP)

My Sweet French Baby 71
Country ditty is sung in sprightly fashion by the thrush to brisk and sparkling ork support. Happy effort and likely to please many listeners. (Melody Trails, BMI)

MICKI MARLO-BILLY MAYS ORK
Forever Is Now 74
CAPITOL 2801—The reading in of the ballad variety. Backing is by a lush vocal group. The waltz is a particularly good one, too. The thrush does quite well. (Hill & Range, BMI)

I'm Going to Sit Right Down and Cry Over You 71
Miss Marlo, the gal with the Kay Starrish sound, delivers the bouncer with spirit and some neat rhythm and

blues vocal gimmicks. Jocks could use it. (Coblin, BMI)

SPIKE JONES ORK
Secret Love 74
V 20-5742—The recent click ditty is put thru the Spike Jones wringer and comes out in the usual funny dress. They rhythm and accent here in Latin, and gags, both vocal and instrumental, spice the proceedings. Will get plays. (Remick, ASCAP)

I'm In the Mood for Love 70
This one starts out tenderly, sweetly and legit, but then things break up as expected. There are smiles here, too. Morning jockeys can use it for laughs. (Robbins, ASCAP)

BUNNY PAUL
Answer the Call 73
ESSEX 10737—The tune is quite familiar here, and this answer ditty is more than telephonic. It's quite effective, in any case, and should win spins. Could do okay on the boxes.

Lovely Dovey 72
Bunny Paul chirps a blues ballad with insinuating warmth. This, too, ought to get a fair share of spins. Tune is already a big one in the markets via the Clover's wax.

LEWIS
Followed
Last Night 73
2804—The thrush does some cute country and more. It cute enough to thrRose. (BMI)

ART LOWE
Rumbango 73
COLUMBIA 40226—A lively reading of the rumba in a orchestration. The listener of dance disk. (E. H. Morris, ASCAP)

Tony's Wife 71
The boys in the with this humorous n. the vocal as well as other bright rumba arrangement is crisp and (Bourne, ASCAP)

THE WOODSIDE SISTERS
Half As Lonesome 73
"X" (45) 0020—Dreamy ballad in slow waltz rhythm is handled fully by the Woodside Sisters. Similar backing is appropriate. (Redd Evans, ASCAP)

Stay a Little Longer 71
Cute ditty is warbled in fresh style by girls. Jockeys should hand it spins. (Regent, BMI)

RALPH FLANAGAN ORK
Lullaby of Birdland 73
V 20-5741—The Flanagan ork tees off on an interesting rendition of the George Shearing opus. Should please many, especially for its solid and insistent beat. (Patricia, BMI)

Did I Remember? 70
Buddy Victor is the knowing chanter featured in this slick and danceable treatment of the beautiful evergreen. (Felst, ASCAP)

RUSS MORGAN ORK
Bye, Bye Blues 72
DECCA 29116—Typical is this reading of the hokey instrumental purveyed by the Morgan ork for so many years. The fans and dancers will like it. (Bourne, ASCAP)

Take the Longest Way Home 71
Morgan and Juanita handle the vocal chores on this okay waltz ditty. (Regent, BMI)

ALAN DEAN
Who's Afraid? 72
M-G-M 11747—Dean, one of the good singers in the business, demonstrates again his fine style as he delivers a most pleasant reading of an attractive new ditty. Good listening here.

I Am a Man 70
Somewhat esoteric lyric for a lovely melody keeps this from attaining that potential click status. As it is, it's like show material.

DOLORES HAWKINS
Hernando's Hildaway 72
EPIC 9049—Sparkling tune from the musical "The Pajama Game" is handed a good, tho slightly artificial performance from the chanteuse, over bubbling ork backing. If the tune makes it, this version could cull a small share of the coins. (Frank, ASCAP)

Hey, There 69
The pretty and sophisticated ballad from the new musical "The Pajama Game" receives a warm reading from the thrush, with smooth backing by the ork. Could get spins on many jock shows. (Frank, ASCAP)

(Continued on page 58)

RATINGS—COMMERCIAL POTENTIAL

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50-59, Limited
0-49, Poor

THE NATION'S MOST POPULAR
BEST SELLING NEW RECORD

LITTLE THINGS MEAN A LOT



KITTY KALLEN

OK



Decca 29037 78 rpm
9-29037 45 rpm

Columbia Records has the Real Big Hits!



Columbia Record
40250

THANK YOU FOR CALLING JO STAFFORD

b/w Where Are You?

with PAUL WESTON Orchestra

FROU-FROU

b/w Sail! Sail! Sail!

MITCH MILLER and MERV GRIFFIN



Columbia Record
40244



Columbia Record
40249

NON-DIMENTICAR

(Don't Forget!)

b/w They Can't Take That Away From Me

PERCY FAITH Orchestra

"BEST BUY"—BILLBOARD "BEST BET"—VARIETY "RECORD OF THE WEEK"—CASH BOX
UNTIL YESTERDAY

b/w Please Drive (Once Around The Park Again)

TONY BENNETT

with PERCY FAITH Orchestra



Columbia Record
40213

VOX JOX

By CHARLOTTE SUMMERS

Operation Pushpop

Here it is fellows . . . The Billboard's big push to establish a healthy, profitable popular record business this summer. Beginning May 24, and continuing every Tuesday for four weeks, deejays in each of the 10 major markets will receive special programming kits containing the tunes and renditions of those tunes selected in that week's issue of The Billboard as "Spotlight" disk items.

They will also receive the "Honor Roll of Hits," listed down to the 35th song, instead of the top 20 regularly published; territorial best-selling record charts; "Picks" of the future hits and one of the three major Billboard charts.

Now for you deejays who are not in the 10 major markets, simply send us your name, call letters and address, and the kits will be forwarded to you without charge. Just in case you missed it, The Billboard's issue of May 15, page 14, explains "Operation Pushpop."

Billboard Bows

More on r.&b. . . Don Sherman, WLYN, Lynn, Mass., writes, "We've found a sensational increase in public interest in rhythm and blues records right in our own area. So Billboard's section on r.&b. was most welcome and valuable. R.&b. is definitely the coming thing." . . . Bob Basset, WPEP, Taunton, Mass., tells us, "As more proof of the rhythm and blues influence on the kids around the nation, I recently did a 'Record Hop' in town which I supposed would be like all others, that is, all pops. The way it turned out, 60 per cent of the disks spun were r.&b. My daily jazz show has been expanded to include more of r.&b."

Andy Bell, KSKY, Dallas, says, "Cat music is creeping in here. Most junior highs and colleges are requesting it. This change is amazing. Enjoyed The Billboard's edition on this type of music." . . . Nick Keyes, KLYN, Amarillo, Tex., tells us that he paid tribute to r.&b. music last week by using The Billboard's article on this type of music. Don Veith, KVAN, Vancouver, Wash., writes us that he appreciated The Billboard's r.&b. story recently. He says, "It was a great aid in programing."

Surface Noises

Recently we ran a letter from Bill Baer, KRSD, Rapid City, Mich., decrying his experience with artists' agents, and this week we received the following note from Steve Evans, KAFP, Petaluma, Calif., in reply: "May a humble disk jockey come to the defense of the artists' agents—I have found that they are among the most helpful in the business and are always (with minor exceptions) ready to send the disk out to the stations. I can mention hundreds of agents and pub firms who have helped our library, and they won't ask for a ride on a bad record. Give 'em a break fellows and let them know you answer by mail—even if it is a postal card."

Chaz Harris, WJHP, Jacksonville, Fla., cannot understand what has happened to the record-maker's crystal ball. Harris seems to feel that they choose the wrong side of the record to plug. He cites several examples and points out that the teen-age audience "dictates" the music and that records today are not being pointed up for teen-age taste.

Lou Barile, WKAL, Rome, N. Y., is not at all receptive to Mercury's new policy of sending out only 45's after July 1. He writes, "They should send questionnaires to ascertain which stations can or cannot play 45's before arriving at that decision."

Brad Harris, WOHP, Bellefontaine, O., has something to say about the "short versus long" records: "In regard to shortening, I found that on Doris Day's 'Secret Love,' people asked for the longer version since it had two choruses. Of course, we all want quality over quantity but when a record has both, who cares how long it is?"

Wey Simpson, KYAK, Yakima, Wash., tells us that he certainly is enjoying the many new versions of the "oldies." . . . Art Laboe, KTLA, Hollywood, disagrees with the jockey who feels that too many plays kill a record. He says, "This will prove the theory of 'more plays—more they

ask for it'—'Daysleeper' still No. 1 on the late show here in Los Angeles."

Change of Theme

Gail Reagan, KWVC, Columbia, Mo., visited with the Buddy Basch office in New York recently. . . . Mike Mearian, WBEN, Buffalo, has started a new show on Saturday in addition to this weekly show. . . . Bob Garrity resumed his "Birdland" all-night record show on May 10 over WABC, New York. . . . Keith Ryan, WLEU, Erie, Pa., is moving to WJET, Erie, Pa. . . . Jack Malloy has returned to WHOT, South Bend, Ind., to take over the "Music You Want" show.

George Lezotte, WAVZ, New Haven, Conn., just returned from a few days in Providence and Boston where he visited with deejays. . . . Dick Gilbert, KTYL, Mesa, Ariz., has resigned as manager of the Miss Arizona Pageant because of commitments for two half-hour TV shows. . . . Al Burns, WPTR, Albany, N. Y., recently visited New York City with Mrs. Burns. The couple renewed their friendship with several old former fellow-workers—Bob and Ray. . . . Harry Gains, KTAE, Taylor, Tex., has lengthened his "Orange Blossom Special" to

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

MAY 20, 1944

1. I Love You
2. San Fernando Valley
3. I'll Get By
4. Long Ago (And Far Away)
5. It's Love, Love, Love
6. When They Ask About You
7. Holiday for Strings
8. Don't Sweetheart Me
9. Besame Mucho
10. I'll Be Seeing You

MAY 21, 1949

1. Forever and Ever
2. Cruising Down the River
3. Riders in the Sky
4. Again
5. "A"—You're Adorable
6. Careless Hands
7. Red Roses for a Blue Lady
8. Some Enchanted Evening
9. Sunflower
10. I Don't See Me in Your Eyes Anymore

eight hours weekly.

Ken Greene, WNIX, Springfield, Vt., has been upped to program director. . . . Jack Denton, has joined WISN, Milwaukee. Denton was formerly a drummer and played with name bands. . . . Casey Strong, KOSY, Texarkana, Ark., has moved to KALT, Texarkana. . . . Nick Nickson's "950 Club" over WBBF, Rochester, N. Y., has been extended 25 minutes.

This 'n' That

Dave Tieg, WILK, Wilkes Barre, Pa., tells us that he is rooting for bands to come back real strong again. . . . Henry Sampson, WSHB, Stillwater, Minn., writes us that he is very pleased that we include "small stations" like his 250-watt daytimer. He writes, "You undoubtedly realize that stations our size program mostly music in comparison to our big city cousins."

Congratulations to Dick Braun, WWRN, Beckley, W. Va., on his recent marriage. . . . Walt Martin, WATO, Oak Ridge, Tenn., tells us that the future plan of the station is to broadcast with power produced by atomic energy.

Dick Eason, KPFE, Houston, has noticed a trend in the general public and especially the deejays toward Frank Sinatra. He goes on to say, "Regardless of this artist's past especially in recent years, the trend seems to be that Sinatra still can sing and is a great performer." . . . Rolfe Peterson, KSL, Salt Lake City, has been doing the commenting for fashion shows in Utah.

Winfred Carter, WMFR, High Point, N. C., was all for the RCA "National Banjo Week" and hopes that it will begin a brand new era. . . . Jim French, KING, Seattle, writes, "I've been interested in the voice of Stuart Rose ever since I first heard him sing 'March On.' He is a Brooklyn lad, just 21, in the Army, and has recently cut two sides for the new Look label. I hope his record, 'I Complained,' gets around. Most of the jocks here at KING are pushing it and join me in my enthusiasm for Rose."

MAY is Mantovani Month

just released MUSIC OF SIGMUND ROMBERG






I Bring A Love Song • Wanting You • Stouthearted Men • Desert Song • One Alone • Just We Two • When I Grow Too Old To Dream • Lover Come Back To Me • Deep In My Heart • You Will Remember Vienna • Serenade • Drinking Song • Softly As In A Morning Sunrise • Will You Remember **1-12" LL-1031**

Also on extended play: BEPA-15

also

ROMANTIC MELODIES

Swedish Rhapsody • Music Box Tango • Ramona • Moonlight Serenade • Beautiful Dreamer • Luxembourg Polka • Shadow Waltz • The Moulin Rouge Theme • We'll Gather Lilacs • Royal Blue Waltz • Jamaican Rumba • Vola Colomba • Gipsy Legend • Suddenly **1-12" LL-979**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	MANTOVANI PLAYS THE IMMORTAL CLASSICS Prelude in C Sharp Minor (Rachmaninoff); Minuet in G (Mozart); Romance (Rubinstein); Simple Aveu (Thom); On Wings of Song (Mendelssohn); Largo (Handel); Barcarolle (Offenbach); Ave Maria (Schubert); Cradle Song (Brahms); Air On The G String (Bach); Etude in E (Chopin); Waltz (Tchaikowsky) 1-12" LL-877	AN ALBUM OF FAVORITE TANGOS Jealousy; A Media Luz; Arana de la Noche; Besame Mucha; Tango de la Luna; Red Petticoats; Adios Muchachos; Blue Sky; El Chaclo; La Comparsita; Chiquita Mia; Tango Della Rosa 1-12" LL-768	AN ENCHANTED EVENING WITH MANTOVANI Some Enchanted Evening; Tell Me That You Love Me Tonight; When The Lilacs Bloom Again; Love's Dream After The Ball; Symphony; Amoreus; The Agnes Waltz; The Whistling Boy; Faith; Schonbrunner Waltz; Czardas 1-12" LL-766	THE MUSIC OF VICTOR HERBERT Ah Sweet Mystery Of Life; When You're Away; Neapolitan Love Song; March Of The Toys; I'm Falling In Love With Someone; Gypsy Love Song; Kiss Me Again; Indian Summer; To The Land Of My Own Romance; Italian Street Song; A Kiss In The Dark; Habanera; Sweethearts; The Irish Have A Great Day Tonight 1-12" LL-746	MANTOVANI PLAYS STRAUSS WALTZES Blue Danube; Roses From The South; Village Swallows; Wine, Women & Song; Tales From Vienna Woods; Morgenblatter; Emperor Waltz; Acceleration; Waltz; You & You; Voices Of Spring; Treasure Waltz; 1001 Nights 1-12" LL-685	1 A COLLECTION OF FAVORITE WALTZES Was It A Dream; It Happened In Monterey; Lovely Lady; Mexican Rose; Love Here Is My Heart; Poem; At Dawning; I Love You Truly; Dancing With Tears In My Eyes; Dear Love My Love; La Ronda; Greenleaves 1-12" LL-570
2 WALTZING WITH MANTOVANI Wyoming; Under The Roofs Of Paris; Kisses In The Dark; Far You; Diane; Babette; Just For A White; Charmaine 1-10" LB-381	3 MUSICAL MOMENTS Mexican Starlight; Heire Kati; Love Is A Song; Tango Balera; Intermezzo; Caribbean Calypso; Oh Mama Mama; Gypsy Trumpeter 1-10" LB-218	4 A MANTOVANI PROGRAM Destiny Waltz; Festival; The Bullrag; Transmerral; Jealous Lover; Somewhere A Voice Is Calling; Laughing Violin; The Legend Of The Glass Mountain 1-10" LB-127		6 BEWITCHED Bewitched; Moonlight Serenade; I Live For You; When The Lilacs Bloom Again 1-7" BEP-6179	7 BEAUTIFUL DREAMER Romana; Amoreus; Midnight Bell; Beautiful Dreamer 1-7" BEP-6178	8 DANCE MEDLEY Jamaican Rumba; Royal Blue Waltz; Red Petticoats Tango; Luxembourg Polka 1-7" BEP-6166
9 MANTOVANI'S BIG FOUR The Moulin Rouge Theme; Charmaine; Swedish Rhapsody; Some Enchanted Evening 1-7" BEP-6148		11 MANTOVANI PLAYS THE IMMORTAL CLASSICS—Vol. 1 Barcarolle; Prelude In C Sharp Minor; So Deep Is The Night; Simple Aveu 1-7" BEP-6117	12 MANTOVANI PLAYS THE IMMORTAL CLASSICS—Vol. 2 Waltz from "Serenade For Strings"; Minuet In G; Cradle Song; On Wings Of Song 1-7" BEP-6118	13 MANTOVANI ENCORES Largo (Handel); Ave Maria (Schubert); "Cavalleria Rusticana" Intermezzo (Mascagni) 1-7" BEP-6089	14 A MANTOVANI CONCERT La Mer; Night And Day; The Green Cockatoo; El Toreador 1-7" BEP-6014	15 MANTOVANI HIGHLIGHTS Vol. 1 Carriage And Pair; Bees In The Bonnet; Oh Mama Mama; Gypsy Trumpeter 1-7" BEP-6009
16 MANTOVANI HIGHLIGHTS Vol. 2 Some Enchanted Evening; Gypsy Love; Heire Kati; Love Is A Song 1-7" BEP-6011	17 MANTOVANI DANCE TIME Vol. 1 El Chaclo; Tango D'Amore; The Agnes Waltz; Die Schonbrunner Waltz 1-7" BEP-6007		19 MANTOVANI DANCE TIME Vol. 2 Tell Me You Love Me; La Chaland Qui Passe; Symphony; Faith 1-7" BEP-6008	20 MANTOVANI DANCE TIME Vol. 3 La Comparsita; Tango De La Luna; Mexican Starlight; Tango Balera 1-7" BEP-6010	21 MANTOVANI PLAYS THE IMMORTAL CLASSICS Barcarolle; Prelude In C Sharp Minor; So Deep Is The Night; Simple Aveu Waltz from "Serenade For Strings"; Minuet in G; Cradle Song; On Wings Of Song 2-7" BEPA-16	22 MUSIC OF SIGMUND ROMBERG I Bring A Love Song; Wanting You; Serenade; Just We Two; Lover Come Back To Me; Softly As In A Morning Sunrise; You Will Remember Vienna; Desert Song; When I Grow Too Old To Dream; Drinking Song; Sweetheart 3-7" BEPA-15 Also singles: BEP-6182/3/4
23/30 SERENADE Jamaican Rumba; Royal Blue Waltz; Red Petticoats-Tango; Luxembourg Polka; Moonlight Serenade; Bewitched; I Live For You; When The Lilacs Bloom Again; Romana; Amoreus; Midnight Bell; Beautiful Dreamer 3-7" BEPA-14	24/31 MANTOVANI AND HIS ORCHESTRA PLAY TANGOS Jealousy; Tango Della Rosa; Red Petticoats; Besame Mucha; A Media Luz; Blue Sky; Adios Muchachos; Chiquita Mia 2-7" BEPA-18 Also singles: BEP-6009 and 6084	25 WALTZING WITH MANTOVANI Under The Roofs Of Paris; Wyoming; Kisses In The Dark; Far You; Diane; Babette; Charmaine; Just For A White 2-7" BEPA-6 Also singles: BEP-6012/13	26 A COLLECTION OF FAVORITE WALTZES Greenleaves; La Ronda; At Dawning; I Love You Truly; Mexican Rose; Lovely Lady; Love, Here Is My Heart; My Moonlight Madonna; Dancing With Tears In My Eyes; Dear Love, My Love; Was It A Dream?; It Happened In Monterey 3-7" BEPA-4 Also singles: BEP-6004, 5 & 6	27 MANTOVANI PLAYS STRAUSS WALTZES Blue Danube; Roses From The South; Wine, Women And Song; Village Swallows; Tales From The Vienna Woods; Morning Papers; You And You; Vienna Blood; Emperor Waltz; Accelerations; Voice of Spring; Artist's Life 3-7" BEPA-3 Also singles: BEP-6001/2/3		29 THE MUSIC OF VICTOR HERBERT I'm Falling In Love With Someone; Ah! Sweet Mystery Of Life; Kiss Me Again; Indian Summer; Italian Street Song; To The Land Of My Own Romance; Kiss In The Dark 2-7" BEPA-1 BEP-6074/5

London ffrrS RECORDS

The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 54

MICHAEL FREDERICKS ORK
Wild Mango 71
 M-G-M 11745 — A sultry, exotic instrumental. The tune is a haunting one, set to a relaxed Latin beat. Good for listening or dancing.
Early Summer 68
 A light, breezy piece of material which shows the strings of the Fredericks ork to good advantage. Good music for relaxation.

JO ANN TOLLEY
So Close 71
 M-G-M 11728—A tender love ballad sung softly and intimately by Miss Tolley. She is a talented vocalist but could use more warmth here. The material is pleasant, and the side could get spins. (E. B. Marks, BMI)
All the Time 69
 Miss Tolley handles this material competently, watching her phrasing and pacing carefully. With a little more feeling it might have come alive. (Rumbalero, BMI)

WOODY HERMAN ORK
Mess Around 70
 MARS 1005—The Third Herd tackles some fine rhythm and blues material, and Herman turns in a slick reading of the lyric. In all this is a slick boogie item which should get plenty of spins and grab some juke coin, too. (Progressive, BMI)
Castle Rock 68
 The instrumental item which kicked up quite a fuss a year or so ago is handily performed by the ork for a good instrumental reading. The fans will go for it. (Wemar, BMI)

JACKIE CAIN-ROY KRAL
Pa, Take Me to the Circus 70
 CORAL 61178—A happy and infectious polka about the "greatest show on earth" receives a spirited vocal from Jackie Cain and Roy Kral over a wild polka backing by the ork. Some jocks will have a lot of kicks with this, especially while the circus is in town. (River, ASCAP)
Banana Split 68
 The boy-girl duo turns in a happy reading of a novelty effort here, which leans toward the pop-styled jazz kick. Cute wax. (Allen-Heftl, ASCAP)

MERV GRIFFIN-MITCHELL MILLER ORK
Frou-Frou 69
 COLUMBIA 40244 — Merv Griffin handles the vocal along with a big choral group on a big new waltz ballad. It's listenable stuff and should get spins. (Essex, ASCAP)
Sail! Sail! Sail! 69
 Griffin, Miller ork and chorus combine on a verse-chorus item with a banjo leading in the background. (Reis, ASCAP)

DAVID ROMAINE ORK
Tomorrow Is Another Day 69
 KING 1353—In a saucy vein, vocalist Betsy Gaye shows her indifference to a lover who let her down. She shows a pleasant voice, and mike personality. A listenable side. (Merit, ASCAP)
Oriental Moon 68
 The operatic aria, "My Heart at Thy Sweet Voice," is dressed up here into an exotic, Orientalized arrangement to make a hokey instrumental with a powerful beat. (Grand, ASCAP)

JANE KEAN
Paraguay 69
 V 20-5743—Sophisticated Latin ballad, above a wild backing, is sung warmly by the thrush. (Paxton, ASCAP)
Cargo 67
 Cute item is handled gracefully by Jane Kean. Moderate spins can be expected. (Famous, ASCAP)

DAN TERRY ORK
Sam'l Fry 68
 COLUMBIA 40232 — Don Gordon sings this pretty oldie by Loesser and Carmichael to a bright backing by the Terry ork. The backing is unpretentious, and supplies a solid, relaxed beat for dancing. (Famous, ASCAP)
 A jumpy instrumental for the younger set. The group blows up a storm on this somewhat modern riff but never loses its firm hold on a driving beat. Both sides colorful and a little off the beaten track. (Terrier, BMI)

JIMMY MADDIN ORK
I Stole de Wedding Bell 68
 SKYWAY 104—Maddin gives a plausible, humorous explanation as he tells of the "Wedding Bell." This material has the same melody and calypso beat of the original making a highly attractive offering. (Skyway, BMI)
I Like a Shuffle Beat 65
 Benny Carter has arranged a jumpy instrumental for the group here with an unusual amount of drive. The riff is catchy and is given a good ride by the boys in the band. (Skyway, BMI)

THE KERMIT LESLIE ORK
The Little Toy Shop 67
 EPIC 9037—A lovely tune is handed a lush reading for a disk which should get plenty of air play. (B. F. Woods, ASCAP)
Jalopy 67
 More of the same here on a programmatic piece of music replete with jalopy sounds. (B. F. Woods, ASCAP)

EDMUNDO ROS ORK
Be True to Me 65
 LONDON 1455—Okay Latin-American styled stuff as purveyed by the Ros vocal and orking.
Enchantment 60
 Ros' attempt to handle the ballad lyric of a tango-like item falls kind of flat.

LOUIS ARMSTRONG ORK
On a Coconut Island 65
 DECCA 29117—Believe it or not, this is the great Armstrong, backed by a Hawaiian vocal and instrumen-

tal group. He sings a chorus, and then the boys do one, but the trumpet gets too little to do. (Bregman, Voeco & Conn, ASCAP)
To You Sweetheart Aloha 60
 More of the same—but why? (Joy, ASCAP)

HELENE DIXON
Somebody Else Is Taking My Place 65
 EPIC 9044—Helene Dixon turns in a close to pop-styled reading of the fine oldie over a cool accompaniment by the Phil Moore combo. Thrush sings out in spots, but the arrangement here is more for in person than on record. Jazz cats may flip at this. (Shapiro-Bernstein, ASCAP)
I'm Satisfied 60
 Same comment. (Regent, BMI)

LOUIS PRIMA ORK
The Happy Wanderer 62
 DECCA 29128—This version of the Swiss marching song as sung by Prima will get lots of laughs and jock play. It is doubtful if it will rack up many sales. (Fox, ASCAP)
Until Sunrise 60
 Louis Prima Bows on the label with a typical Prima rendition of the pretty tune aided by thrush Keely Smith. The orkster also gets in a few licks on trumpet. (Leeds, ASCAP)

YOGI YORGESSON
The Egg Laying Contest 60
 CAPITOL 2805—Yorgesson leads up to a hen squawking-vocal chorus by telling the story of a country fair contest. Should get some novelty spins. (Tact, BMI)
The Snoring Song 60
 Here, Yorgesson explains and demonstrates the different kinds of snores. (Tact, BMI)

MUSIC AS WRITTEN

Continued from page 46

mark at a special cocktail party being held for her Tuesday (18) at Danny's Hide-a-Way in New York. Her first Coral disk and an autobiography detailing her colorful life both are due for release that day. Title of the book and featured side on the disk are both "I'll Cry Tomorrow."

New York
 Latin-American ork leader **Tito Puente**, just back from a 16-city tour with the mambo-rumba show, returns his band to Broadway's Palladium Ballroom Tuesday (18). . . . Nola Recording Studios has launched a new service, transferring disks to tape for home playback. . . . Bethlehem Records chanter **Ray De Meno** opens at Ben Maksik's Town and Country Tuesday (18). The label, meanwhile, has signed its first country and western artist, a North Carolina lad named **Bert Bryson**. His first sides for the firm will be released soon.

Bob Thiele, now in California recuperating from a strep throat infection, has added the **Willis Brothers** to Coral's country and western roster.

Redd Evans has released another disk on his own label, Redd-E. Tunes are "I Can't Stay Mad at You" and "Don't Go to Strangers." . . . The tune, "My Friend," which has been cut by **Eddie Fisher** and **Red Foley**, was penned by **Ervin Drake** and **Jimmy Shirl**, co-writers of "I Believe." The tune is published by Paxton Music.

Gene Goodman, of Regent and Harmon Music, is on vacation for a week. **Harry Goodman**, of the same firms, will be in town in June for a fortnight's stay. . . . **Harry Santly**, of Simon House, leaves for a road trip next week to work on the **Marilyn Monroe** disks from the flick "The River of No Return." The RCA Victor Records of the thrush feature a picture of the actress in three-dimension.

Danny Kessler, a.&r. chief for Groove Records, was tended a stag party by publishers and music men this week before he takes a wife in June. . . . **Sammy Kaye's** Columbia waxing of "Godspeed to You" has been selected by The Woman's Home Companion as its Record-of-the-Month for June.

Coral artist **Jackie Lee** is now at the Coronet Lounge in Baltimore until June. . . . **Harold Fields**, of the English music firm John Fields, Ltd., will arrive here May 25 for a two-week stay to both place and pick up material.

Mr. and Mrs. Steve Sholes—he's the country and western chief for RCA Victor—now have a third daughter, born Friday (14) at the Englewood, N. J., Hospital. . . .

Columbia's artists and repertoire exec, **Gene Becker**, is due back here next week with his wife and daughter, having moved his family here from California. **Axel Stordahl** and his wife, **June Hutton**, are expecting a child.

RCA Victor's jazz a.&r. chief, **Jack Lewis**, this week signed pianist **Alex Kallao** to a term contract. Lewis is seeking additional jazz talent. . . . Trend Records has signed **Ernie Felice** for a five-year term and will start issuing his accordion solos immediately on two LP disks. . . . Label "X" is set to issue a new **Paul Winchell-Jerry Mahoney** kidisk shortly.

Belgian publisher **Jack Kluge** is in town for two weeks. . . . Cambridge-Meran Productions, Miami, has formed two new disk labels, **CMP** for pop tunes and **Crucero** for sacred and spiritual material. . . . Coral's **Judy Tremaine** is back from a tour of disk jockeys in the Philadelphia-Baltimore areas.

Benida Records' **Mary Mayo** will guest on the CBS-TV "Look Up and Live" show. . . . **Betty Madigan** guests on the **Dave Garroway** evening show on Friday (21) over NBC-TV. . . . **Alan Dean** plays the Vogue Terrace, McKeesport, Pa., from May 31 thru June 6.

Tommy Edwards opens a two-week stand at the Flame, Detroit. (Continued on page 64)

A Smash Recording . . .

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"AH RI RUNG"
 KOREAN LOVE SONG
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NORMA DOUGLAS
 Orchestra conducted by
MARTY GOLD

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 UNTIL I DIE
 FEDERAL 12169

THE CHECKERS
 DON'T STOP, DAN
 HOUSE WITH NO WINDOWS
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THE STRANGERS
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The Billboard Music Popularity Chart

• This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

- I FEEL SO BAD** (Berkshire, BMI)—Chuck Willis—Okeh 7029
The selling power of this artist has been demonstrated afresh with the immediate sales response to his latest release. Out one week, the disk is already rated strong in Atlanta, St. Louis, Cincinnati and Philadelphia. Good reports have been received from Richmond, Durham, Chicago, Pittsburgh and Upstate New York. Flip is "Need One More Chance" (Berkshire, BMI). A previous Billboard "Spotlight" disk.
- SH-BOOM** (Progressive, BMI)—The Chords—Cat 104
A "sleeper" that is beginning to break thru. This week, the disk appears on both the New York and Philadelphia territorial charts. Boston, Upstate New York, Cleveland, St. Louis and Los Angeles reports are also good. Flip is "Cross Over the Bridge" (Valando, ASCAP).

• Reviews of New R & B Records

- CHUCK WILLIS**
Need One More Chance 88
Okeh 7029 — A Billboard "Spotlight" 5-15-'54. (Berkshire, BMI)
- I FEEL SO BAD** 85
A Billboard "Spotlight" 5-15-'54. (Berkshire, BMI)
- LULA REED**
If the Sun Isn't Shining
in Your Window 81
KING 4714 — A Billboard "Spotlight" 5-15-'54. (General, ASCAP)
- Just Whisper** 80
A Billboard "Spotlight" 5-15-'54. (General, ASCAP)
- THE RIVALEERS**
Forever 81
Baton 201 — Very listenable handling by the group of a new ballad. The sound is there, and the boys may have another strong one. (Challenge, BMI)
- Darling, Farewell** 79
Another ballad reading gets the same comment. (Challenge, BMI)
- THE HAWKS**
Good News 77
Imperial 5281—The blues has a sad sound but a happy message. The material isn't too impressive, the performance, especially by the lead tenor, is outstanding. It could generate a little excitement. (Commodore, BMI)
- She's All Right** 74
Rousing tune plugging the virtues of the gal is sung to a turn by the group. Side could do well as juke wax. (Commodore, BMI)
- EL RAYS**
Darling I Know 76
Checker 794—The El Rays come thru with an unusual reading of a new ballad selling out-of-the-ordinary sounds over a fair beat by the ork. Wax could get some attention due to the nature of the performance. (Arc, BMI)
- Christine** 73
A Clovers-styled effort by the El Rays on a swinging rocker. Only trouble is that the El Rays are not the Clovers. But the disk could get spins. (Arc, BMI)
- YOUNG JOHN WATSON**
You Can't Take It With You 75
Federal 12183 — Watson lectures that we come in this world with nothing and that is the way we will leave it. Listenable side which could get spins in the South. The beat is there, and the vocal is a good one. (Armo, BMI)
- Gettin' Drunk** 73
Watson turns in another good reading in a down home blues, but the material is stronger on the flip. (Armo, BMI)
- BOBBY SMITH ORK**
Pooodle 74
Apollo 820 — Snappy riff effort receives a swiny reading from the combo on this new instrumental cutting with the orkster featured on sax. Should pull spins in the r.&b. market and among jazz jocks. (Bess, BMI)
- Lazy Susie** 74
An after-hour blues is played with elan by the combo, with the orkster featured over neat piano work. This side, too, is headed for spins in both the r.&b. and jazz fields. (Bess, BMI)

- BOBBY MITCHELL**
School Boy Blues 73
Imperial 5282 — Moody blues is wailed sympathetically by Mitchell. Makes for good listening, and the steady beat should find dancers appreciative. (Commodore, BMI)
- Angel Child** 69
He may call her an angel, but she's been cheating. The charge is delivered casually by Mitchell and the group. (Commodore, BMI)
- BUDDY TATE ORK**
Fatback and Greens 73
Baton 202 — First-rate hunk of danceable cat music here. Should catch coins. (Challenge, BMI)
- Blue Buddy** 68
The ork delivers some good slow blues dance material here for a danceable and listenable side. (Challenge, BMI)
- LIGHTNIN' HOPKINS**
Life I Used to Live 72
Herald 428 — Good hunk of blues as Hopkins delivers his typical reading of some good material and backs himself smartly on guitar. (Angel, BMI)
- Lightnin's Special** 69
Hopkins sticks to his guitar here and gets some fine rhythm backing for a neat instrumental reading of the blues. (Angel, BMI)
- ROY BROWN**
This Is My Last Good-Bye 73
King 4715 — A pretty ballad is sung in fine style by the chanter, and his fans should appreciate it. Jocks can use it too. (Lois, BMI)
- Up Jumped the Devil** 60
The warbler lets everyone know that the devil dresses in black and drives a brand new Cadillac on this pounding blues effort. (Lois, BMI)
- AL HIBBLER**
Fat and Forty 70
Chess 1569 — Hibbler says that his girl may not be a young beauty, but she has charms enough to hold him. The tune is set to a slow, but groovy, beat.
- Poor Butterfly** 66
Cover of the oldie now undergoing pop revival. The Hibbler sings it with all his familiar stylistic tricks, neither the beat nor the arrangement arouse much interest. (Harms, ASCAP)
- MEL WALKER**
Another Sad Night 69
Mercury 70370 — Walker sells this weeper with feeling, while the ork backs him in commonplace fashion. (Motion Music, ASCAP)
- I'd Like to Make You Mine** 68
Mel Walker and thrush Melba Liston pair up for this novelty, and they sing it well over pleasant ork backing. Material is routine. (E. B. Marks, BMI)
- SAM BUTERA**
The Toul 68
Groove 0018 — Good "cat music" style of instrumental reading, with New Orleans tenorman Butera leading the group in a rocking three minutes. (Campbell, BMI)
- Sam's Clam** 67
Tempo here is slower and the material is sufficiently different to get spins. (Campbell, BMI)

• Reviews of New Jazz Records

- TONY SCOTT QUARTET**
I Cover the Waterfront 76
Brunswick 80242 — Here's a tender, slow-paced rendition of the evergreen by the Tony Scott combo, with Scott turning in some fine solo work thruout on sax over delightful piano stylings. Jazz fans will want. (Harms, ASCAP)
- Goodbye** 74
Same comment. (Southern, ASCAP)
- RALPH SHARON**
Love Is Here to Stay 67
London 1438 — Sharon, one of England's better and more progressive jazz pianists, turns in a spanking version of the oldie which should please the jazz fans.
- Lullaby of the Leaves** 65
Tempo is slower here, but the ideas are just as modern.

• Reviews of New Spiritual Records

- SOUTHERN STARS OF RICHMOND**
Jesus Will Be Waiting 75
Chess 1568 — The group sings with warm conviction of the nearness of Jesus to those who are friendless and oppressed. The lead singer spurs the Stars on to a highly emotional reading of this dramatic material.
- Weep Little Children** 73
A fast, beautifully harmonized evocation of the Judgment Day. The group works up gradually to an exciting tempo.
- EDLER CHARLES BECK**
When 72
Chess 1567 — A happy expression of the believer's satisfaction in the un-failing love of the Savior. This pleasant tune gets a smooth reading from Elder Beck.
- I'm Walking With Jesus at My Side** 70
Another song which tells of the confidence that true faith inspires. Styled like a pop ballad, the material has a pretty melody, handled here with restraint by the singer.

RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending May 12

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 rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on
1.	2	5	
WORK WITH ME ANNIE—Midnighters..... Sinner's Prayer—Federal 12169—BMI			
2.	1	14	
YOU'LL NEVER WALK ALONE—R. Hamilton.... I'm Gonna Sit Right Down and Cry—Epic 9015—BMI			
3.	3	10	
LOVEY DOVEY—Clovers..... Little Mama—Atlantic 1022—BMI			
4.	4	3	
SHAKE, RATTLE AND ROLL—J. Turner..... You Know I Love You—Atlantic 1026—BMI			
5.	5	9	
LITTLE MAMA—Clovers..... Lovey Dovey—Atlantic 1022—BMI			
6.	6	19	
THINGS THAT I USED TO DO—Guitar Slim.... Well I Done Got Over—Specialty 482—BMI			
7.	10	4	
GOODNIGHT, SWEETHEART—Spaniels..... You Don't Move Me—Vee Jay 107			
8.	—	3	
YOU'RE THE ONE—Spiders..... I Didn't Want to Do It—Imperial 5265—BMI			
9.	7	14	
I DIDN'T WANT TO DO IT—Spiders..... You're the One—Imperial 5265—BMI			
10.	8	11	
SUCH A NIGHT—C. McPhatter..... Lucille—Atlantic 1019—BMI			

• Most Played in Juke Boxes

For survey week ending May 12

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 thruout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Chart	Weeks on
1.	1	12	
YOU'LL NEVER WALK ALONE—R. Hamilton.... Epic 9015—BMI			
2.	2	3	
GEE—Crows..... Rama 5—BMI			
3.	3	8	
SUCH A NIGHT—C. McPhatter..... Atlantic 1019—BMI			
4.	4	9	
LOVEY DOVEY—Clovers..... Atlantic 1022—BMI			
5.	7	11	
I'M YOUR HOOTCHY KOOTCHY MAN— M. Waters..... Chess 1560—BMI			
6.	8	2	
SHAKE, RATTLE AND ROLL—J. Turner..... Atlantic 1026—BMI			
7.	9	11	
I DIDN'T WANT TO DO IT—Spiders..... Imperial 5265—BMI			
8.	5	6	
IT SHOULD'VE BEEN ME—R. Charles..... Atlantic 1021—BMI			
9.	6	18	
THINGS THAT I USED TO DO—Guitar Slim.... Specialty 482—BMI			
10.	—	1	
WORK WITH ME ANNIE—Midnighters..... Federal 12169—BMI			

• Review Spotlight on... RECORDS

JOHNNY ACE

Please Forgive Me (Lion, BMI)
You've Been Gone So Long (Lion, BMI)—Duke 128—Johnny Ace should do it again with this fine new release and keep his lengthy string of hits unbroken. "Forgive Me" is a tuneful ballad which he sings with soul; the flip is a bouncy item and is handled brightly. Potent wax for operators and dealers.

BILLY EMERSON

I'm Not Going Home (Hi-Lo, BMI)—Sun 203—New chanter on the label could have a solid one here. Tune is an exciting hunk of material and the warbler sells it the most. This one has a chance for loot. Flip is "The Woodchuck" (Hi-Lo, BMI).

THE HISTORY OF JOHNNY THE

- DETROIT "Ace does it again"
- CHICAGO "Ace does it again"
- NEWARK "Ace does it again"
- DALLAS "Ace does it again"
- ST. LOUIS "ACE does it again"
- RICHMOND "Ace does it again"



- NEW YORK "Ace does it again"
- NEW ORLEANS "Ace does it again"
- NASHVILLE "Ace does it again"
- LOS ANGELES "Ace does it again"
- SAN FRANCISCO "Ace does it again"
- PHILADELPHIA "Ace does it again"

ACE

HITS!!!!	SALES	IN NO. OF DAYS AFTER RELEASE
MY SONG	53,000	8 DAYS
CROSS MY HEART	51,000	6 DAYS
CLOCK	49,000	5 DAYS
SAVING MY LOVE FOR YOU	46,000	4 DAYS

and NOW

"PLEASE FORGIVE ME"

Duke #128

100,000 IN 2 DAYS

b/w

"YOU'VE BEEN GONE SO LONG"

Ops! Draw an Ace of Trumps

D. J.'s turn the trick with the Ace

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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

R & B 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.

Atlanta

1. Shake, Rattle and Roll, J. Turner, Atl.
2. Work With Me Annie, Midnights, Fed.
3. Little Mama, Clovers, Atl.
4. You'll Never Walk Alone, R. Hamilton, Epl.
5. Lovey Dovey, Clovers, Atl.
6. Gee, Crows, Rma.
7. Oh, Baby, Little Walter, Che.
8. Story of My Life, Guitar Slim, Spe.
9. I Didn't Want to Do It, Spiders, Imp.
10. I Understand, Four Tunes, Jub.

Charlotte

1. Lovey Dovey, Clovers, Atl.
2. You'll Never Walk Alone, R. Hamilton, Epl.
3. Little Mama, Clovers, Atl.
4. Shake, Rattle and Roll, J. Turner, Atl.
5. Work With Me Annie, Midnights, Fed.
6. Darling Dear, Counts, Dot.
7. Hello Little Boy, Ruth Brown, Atl.
8. It Should've Been Me, R. Charles, Atl.
9. You're the One, Spiders, Imp.
10. I Didn't Want to Do It, Spiders, Imp.

Chicago

1. Lovey Dovey, Clovers, Atl.
2. You'll Never Walk Alone, R. Hamilton, Epl.
3. Shake, Rattle and Roll, J. Turner, Atl.
4. Things That I Used to Do, Guitar Slim, Spe.

Cincinnati

1. Work With Me Annie, Midnights, Fed.
2. Things That I Used to Do, Guitar Slim, Spe.
3. Lovey Dovey, Clovers, Atl.
4. Shake, Rattle and Roll, J. Turner, Atl.
5. Goodnight Sweetheart, Spaniels, VJ

Detroit

1. Work With Me Annie, Midnights, Fed.
2. You'll Never Walk Alone, R. Hamilton, Epl.
3. Lovey Dovey, Clovers, Atl.
4. Oh, Baby, Little Walter, Che.
5. Such a Night, C. McPhatter, Atl.
6. I Didn't Want to Do It, Spiders, Imp.

Los Angeles

1. Lovey Dovey, Clovers, Atl.
2. You're the One, Spiders, Imp.
3. Goodnight Sweetheart, Spaniels, VJ
4. Gee, Crows, Rma.
5. Shake, Rattle and Roll, J. Turner, Atl.
6. I Didn't Want to Do It, Spiders, Imp.
7. You'll Never Walk Alone, R. Hamilton, Epl.
8. Things That I Used to Do, Guitar Slim, Spe.

New Orleans

1. Shake, Rattle and Roll, J. Turner, Atl.
2. You'll Never Walk Alone, R. Hamilton, Epl.
3. Baby Please, F. Domino, Imp.
4. Story of My Life, Guitar Slim, Spe.
5. Work With Me Annie, Midnights, Fed.
6. Lovey Dovey, Clovers, Atl.
7. Oh, Baby, Little Walter, Che.

New York

1. You'll Never Walk Alone, R. Hamilton, Epl.
2. Such a Night, C. McPhatter, Atl.
3. Things I Used to Do, Guitar Slim, Spe.
4. I Should've Been Me, R. Charles, Atl.
5. Goodnight Sweetheart, Spaniels, VJ
6. Until Sunrise, D. Washington, Mer.
7. Work With Me Annie, Midnights, Fed.
8. I'm Your Hootchy Kootchy Man, M. Waters, Chs.
9. Sh-Boom, Chords, Cat.

Philadelphia

1. Work With Me Annie, Midnights, Fed.
2. Sh-Boom, Chords, Cat.
3. Goodnight Sweetheart, Spaniels, VJ
4. You'll Never Walk Alone, R. Hamilton, Epl.
5. Such a Night, C. McPhatter, Atl.

St. Louis

1. Lovey Dovey, Clovers, Atl.
2. You're the One, Spiders, Imp.
3. Until Sunrise, D. Washington, Mer.
4. You'll Never Walk Alone, R. Hamilton, Epl.
5. Work With Me Annie, Midnights, Fed.
6. Shake, Rattle and Roll, J. Turner, Atl.
7. It Should've Been Me, R. Charles, Atl.
8. Story of My Life, Guitar Slim, Spe.
9. Things I Used to Do, Guitar Slim, Spe.
10. Democrat Blues, B. Jenkins.

Balti.-Wash.

1. You'll Never Walk Alone, R. Hamilton, Epl.
2. Work With Me Annie, Midnights, Fed.
3. Until Sunrise, D. Washington, Mer.
4. Lovey Dovey, Clovers, Atl.

M-G-M Has Fain, Desmond Albums

NEW YORK, May 15.—M-G-M Records is readying two new albums—"I'll Be Seeing You" with music and vocals by Sammy Fain, and "Hands Across the Table," a Johnny Desmond package—for release June 4. Both will be available in 10-inch LP and two-pocket EP packages.

Fain is coming East to plug his album, which includes such oldies as "That Old Feeling," "When I Take My Sugar to Tea" and his 1954 Academy Award winner "Secret Love." The Desmond album of previously unreleased disks has a French theme, with Desmond warbling "April in Paris," "Beyond the Sea" ("La Mer") and "Darling Je Vous Aime Beaucoup."

2 BALLROOMS

Marshall, Block Both Pull Well

Continued from page 2

year. WNEW's audience for this time period continues to be twice as large as its nearest competitor.

Still Room

Gratified by this convincing indication that Jerry Marshall's "Make Believe Ballroom" is as valuable a station property as it was under Block's guidance, WNEW's new manager and part owner, Richard Buckley, opined it proves that whatever rating advances have been made by competition, they have not been at the expense of WNEW's "Make Believe Ballroom" audience.

This was obviously a reference to the sizable rating increases chalked up by Martin Block since he started his own "Make Believe Ballroom" over WABC here last January 1.

The veteran deejay's average quarter-hour audience in the station's daily 2:30-6:45 p.m. time slot has risen 20 per cent since January. WABC's average quarter-hour audience for the same time slot during the first four months of this year was 56 per cent higher than for the same period in 1953.

2d NARTB Bid For Petrillo, AFTRA Peace

Continued from page 2

bargaining unit to be dealt with. "The issue involved here is one of nationwide importance in that it affects the production of all network television shows," stated the NARTB brief.

"Both unions have threatened the company with economic sanctions unless their wishes are observed. The company cannot satisfy both. Rather than risk a broad work stoppage threatened by each union, the company has temporarily modified its programming methods—a course of action involving considerable economic loss to the company. . . . The unions are obviously unable to resolve the matter themselves. The issue in dispute has been a festering sore for more than a year."

The brief went on to state that the NLRB "has an affirmative obligation" to "resolve a question of representation affecting commerce."

Music Sales Gain Over '53

WASHINGTON, May 15.—Department store sales of records, sheet music and instruments in March showed a jump of 21 per cent over a year ago while sales the first three months this year were 20 per cent higher than in the same period last year, the Federal Reserve System reported this week.

Radio, phonograph and television sales in department stores in March were 2 per cent higher than in March last year, but ran 11 per cent behind last year for the first three-month period. Store stocks of records, sheet music and instruments at the end of March were up 5 per cent from last year while radio, phonograph and TV stocks were down 21 per cent.

Spike Jones Tour To Start May 27

NEW YORK, May 15.—The Spike Jones troupe's annual tour of the hinterlands has been set from May 27 thru June 4, with additional bookings being added daily by Jones' Arena Stars office. Dates already set cover Utah, Idaho, Montana and Wyoming. Schedule beginning May 27 has the troupe playing Cedar City, Ogden, Salt Lake City and Logan, Utah; Idaho Falls, Idaho; Butte and Lewiston, Mont., and Powell, Wyo. May 30 is still an open date.

Rhythm and Blue Notes

By BOB ROLONTZ

The Midnighters (formerly Royals) have hit the top of the best selling r.&b. charts with their Federal waxing of "Work With Me Annie." . . . Atlantic Records' quartet, the Clovers, has both sides of its latest release on the best selling charts and so does Imperial's new group, the Spiders. . . . Key releases issued this week include a new Louis Jordan waxing on Aladdin, and a Johnny Ace cutting on Duke. . . . RCA Victor's r.&b. label, Groove, has packed Big Red McHouston, guitarist and ork leader; Larry Dale and Sam (Highpockets) Henderson.

The tune "Goodnight, Sweetheart, Goodnight" which is published by Arc Music, has been waxed by five pop artists after jumping into the hit class via the Spaniels' waxing of the song on Vee Jay Records. . . . The Four Bells are now recording for Gem Records. . . . Ray Charles cut some new sides for Atlantic Records the past week. The artist is in the East on a string of one-nighter dates. . . . "Sh-Boom," tune now getting attention via the Chords record on the Cat label, will soon be cut by a pop group.

Amos Milburn will play the Five-Four Ballroom in Los Angeles on May 21 to 23; the Amor

ballroom in Spokane, Wash., on May 28; the Eagle auditorium in Seattle, May 29; the Emergreen ballroom in Olympia, Wash., May 30, and the McElroy ballroom in Portland, Ore., May 31. . . . Charles Brown will be at the Forrest Hotel in Norwalk, Conn., on May 23.

Floyd Dixon is set for the CIO Hall in Flint, Mich., on May 29 and the Roseland ballroom in Taunton, Mass., on May 31. . . . The Five Keys will do a one-nighter at the Elks Club in Alexandria, Va., on May 22. . . . Dave Dreyer, who heads Raleigh Music and is the publisher of Lincoln Chase's tune "Such a Night," has co-authored the new ditty, "Til Cry Tomorrow." Dreyer has co-authored many hit tunes.

After an absence of four years, entertainment returns to Philadelphia's Club Zel-Mar, kicking off with a Timmie Rogers show, with Joe Holiday plus Savannah Churchill on the follow-up. . . . Jimmy Tyler, who held down the bandstand at Atlantic City's Club Harlem for many summers, will return to the resort this year as well—this time at the Paradise Cafe. . . . Philadelphia's Cotton Club returns to the town's musical circuit with Lady Armstrong and her trio, featuring the sax of Marge Fontaine.

'NEW WINE'

Italy Gets First Waxed Film Score

ROME, May 15.—The recording of motion picture theme and background music, which has been practiced successfully for a long time in the United States, has just received its biggest shot in the arm in Italy thru Renzo Rossellini, one of the country's top composers and music critics. Rossellini is responsible for the first recording of movie music to go on sale here and the disk is meeting with much success.

The recording is Rossellini's score for the film starring Ingrid Bergman and George Sanders, "New Wine," which was filmed last summer under the direction of his brother, Roberto Rossellini. The Italian music publishers, Ricordi, has recorded the "New Wine" theme on 45 r.p.m. with the Santa Cecilia Orchestra. The disk is also to be sold in the United States thru Mercury Records.

Composer Rossellini is now planning to record the music of some of his better-known films: "Open City," "Paisan"; "Germany, Year Zero," and "The Miracle." These pictures, incidentally, were all directed by his brother, Roberto.

Col'bia to Cut Cast Disks of 'Pajama'

NEW YORK, May 15.—Columbia Records will cut the original cast recording of the new Broadway musical "The Pajama Game" on Sunday (16) at its 30th Street studios here. Columbia's executive vice-president, Goddard Lieberson, will be in charge of the production.

John Raitt, Janis Paige and Eddie Foy Jr. are the stars of the show, which received solid reviews from most of the critics when it opened on Broadway Thursday (13). Recordings will be rushed out immediately and are expected to be in distributors' hands in less than two weeks.

40G Hawaiian Gross For Page Troupe

HOLLYWOOD, May 15.—Troupe featuring singer Patti Page, Jimmy Boyd, the Delta Rhythm Boys and Gil Lamb drew a shade under \$40,000 in six days of concerts in Honolulu's Civic Auditorium.

Show was sponsored by the Optimist Club in Hawaii and broke existing attending records there. House was scaled at a \$2 top, with general admission at \$1.

Miss Page and her manager, Jack Rael, returned here this week before embarking on a lineup of one-nighters.

3 GREAT RELEASES!

- "BLUE HOURS" #1128 THE HOT SHOTS
- "THAT MAN--I WONDER" #1129 NAPPY BROWN
- "DARLENE" #1130 THE DREAMS

SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

SURELY A SMASH!

SH-BOOM The Chords #104

BREAKING BIG IN RICHMOND, ATLANTA AND CHARLOTTE

"SOMEBODY, SOMEWHERE'S" FAYE ADAMS #429

Herald RECORDS

BULLETIN

The stirring rendition of "Well, Well, No, No, No," backed with "Never Let It Be Said Too Late" by the BELLS OF JOY. PEACOCK #1726 is a religious programing must.

PEACOCK RECORDS, Inc.

A Sure Fire Hit

FATS DOMINO "BABY, PLEASE"

b/w "Where Did You Stay?" #5283

Imperial Records

6425 Hollywood Blvd. Hollywood 28, Calif.



Eugene Fox, on Checker 792, does the neatest job of the year on "Sinners Dream" that rated him a good 77 in Billboard's reviews. Reports from Nashville point the way to a top seller here. Back side "Stay at Home." A new Little Walter hit is "Oh, Baby" and "Rocker" on Checker 793. Out less than a week, sales are already making this a member of the hit class. For top profits, these should be in stock right now.

"It's All My Fault" and "Women and Money," by John Lee Hooker, on CHES 1562, is a top number on many juke boxes. Disk jockey reports indicate a growing demand for it.

Keep your eye on this one. Rated a big 83, with advance sales coming in strong—UNITED #173 "FLIGHT 3-D," with Jimmy Forrest Ork doing a terrific job, and on the back side another good bet, "SOPHISTICATED LADY."

States #137 "BLESSED AND BROUGHT UP BY THE LORD," a new sacred release with the CARAVANS, is coming up. Reverse side "JESUS IS A ROCK." A real fine soloist job is done on both sides by BESSIE GRIFFIN. United #172 is beginning to show good reports. "WHOOWEE BABY" backed up with "TELL ME," with the Five C's."

Dealers everywhere are stocking these "picks." Call your distributor today. (Adv.)

new BIGHTS!

- Willie Headen "I LOVE YOU BOBBY SOX" #1203 Getting Bigger!!
- "KISS A FOOL GOODBYE" #1201
- 3 New Whippoorwill Hits "BACK IN CALIFORNIA" #335
- "BABY THAT SUITS ME" #336
- "A THOUSAND YEARS OLD" #338

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R & H Great Love Songs Out

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Hitting Bigger!

JIMMIE LEE by LLOYD PRICE #494 #494-45

Specialty records

8508 Sunset Blvd. Hollywood 46, Calif.

BREAD & BUTTER LP'S

'Pops' a Good Staple For Classical Indies

Continued from page 41

Assistant markets. With a pop LP the manufacturer has the opportunity to expose his label in stores which never carried his classical product. And if the dealer makes a few bucks with the pop line, maybe he'll try the firm's longhair vinyl. That's the reasoning of some of the manufacturers, and it bears up under scrutiny.

Vanguard's experience with its high fidelity jazz series, introduced about two months ago, illustrates the point dramatically. In the last 60 days the label has opened up 150 new accounts in the New York area alone. And these dealers are now beginning to sample Vanguard classics, states a company executive.

Profits from the sale of the 10-inchers is motive enough for most manufacturers exploring the market.

Greater Favor

One manufacturer estimates that the average sale of a pop LP exceeds that of a typical classical package by 60 to 70 per cent. For another company a year's experience with pops has shown these sales to top classics fivefold.

While these disks list for less than the established \$5.95, they cost considerably less to produce. And they are less subject to cutting.

The most successful indie pop effort has been Vox's "Echoes" series, featuring pianist George Feyer. The first in the line, "Echoes of Paris," was an instant click. There are five LP disks in the series at this time, with more planned.

It is generally conceded in the trade that some single LP's in the "Echoes" series have topped the 50,000-sales mark, no small achievement even for a major manufacturer.

Vox is following up the "Echoes" LP's with a new series called "Stars Over Paris." First disks are soon to reach dealers, featuring Trabucco and His Bal Musette orchestra and the Emil Stern ork. Other pop series scheduled by Vox include one showcasing "romance" music.

Serious Plans

Vox, meanwhile, is not neglecting the classical genre. Together with an occasional well-waxed opus, it continues to explore the serious repertoire with such recent entries as Stravinsky's "Les Noces" and Carl Orff's "Catulli Carmina."

Vanguard, in pop less than a year, is adding 18 new jazz LP's to the three hi-fi jazz disks released recently. It also has a French series, begun this February and due for title increment soon. One of the label's best-selling artists is the Viennese night club singer, Liane, whose third solo LP moves out to the trade soon.

Fred Dale's Band Signs Coral Pact

NEW YORK, May 15.—The Fred Dale band, a 15-piece group now playing Midwest college dates, has been signed to a recording contract by Coral Records. Its first session was held last week, and initial records are due for release early in June.

Bookings for the band are being handled by Willard Alexander. Set already are college dates thru the remainder of this month, after which it moves into the Cold Springs Resort at Hamilton, Ind., for eight weeks.

Pax, Vogue to Swap Jazz LP Masters

NEW YORK, May 15.—Pax Records, local jazz label, has arranged with Vogue Records, of Paris, for the exchange of LP masters. A mutual release program has been set.

The first four sets to be released here under the exchange deal feature Buck Clayton, Mezz Mezzrow, "Big Chief" Moore, Kansas Fields and Gene Sedric. All the recording dates were held in Paris.

Westminster has almost cornered the Gypsy music market with its Antal Kocze, billed as "King of the Gypsies." Kocze is already to be heard on eight different Westminster LP's. Band music and light instrumental favorites, the latter grouped under the "Curtain Time" tag, round out the label's push into the pop arena.

Period Records

Period Records put out its first French pop LP's a year ago this month. New items have been added consistently, as have disks in the march and Spanish categories. Many additional disks are planned for the fall, according to Bill Avar, president, who next week leaves on a European trip to supervise recording dates and pick up master tapes.

Oceanic Records has just entered the pop swim with its "Melody Cruise" series, and Urania, until now unsullied by the pop tag, is readying its first pop LP's for release this summer.

RCA Names East, West Distributors

CAMDEN, N. J., May 15.—The Radio Corporation of America this week appointed two new distributors of RCA and RCA Victor consumer products. Effective May 1, the East Coast Appliance Company will represent RCA in South Carolina, headquartered in Columbia, S. C., while Jerry Achtenhagen and Sons, Inc., will represent RCA in the San Diego, Calif., trading area, beginning May 17.

The Southern Radio Corporation of Charlotte, N. C., which previously handled RCA's South Carolina territory, is now concentrating on North Carolina, but will continue to distribute RCA Victor records in the South Carolina area.

The Leo J. Meyberg Company, which formerly supervised RCA's San Diego trade, will continue to handle the Victor line there, while concentrating most of its sales push in Los Angeles and San Francisco.

150 Dealers Have Altec's Products

NEW YORK, May 15.—More than 150 dealers across the country are handling the Altec Lansing Corporation's hi-fi products, according to a recent survey conducted by the firm.

Dealers include Charlottesville Music Center, Charlottesville, Va.; DeGolyer's, Dallas; Gateway of Music, San Francisco; Ferguson's Record Shop, Memphis; Haynes-Griffin, Ltd., New York; Charles W. Homeyer & Company, Boston; Music Box, Wellesley, Mass.; Archie Bleyer Record Center, Hempstead, N. Y.; Penny-Owsley Music Company, Los Angeles; Liberty Music Shops, New York; Record Mart, Pittsburgh; David Dean Smith, New Haven, Conn.; Philip Werlein, Ltd., New Orleans; Music House, Buffalo; Rich's, Inc., Atlanta, and Chas. E. Wells Music Company, Denver.

Frenchman Invents New Speaker Type

NEW YORK, May 15.—A new speaker unit which by-passes the use of a moving coil was shown to equipment manufacturers here this week for possible domestic production called the "Ionophone." It is the development of Dr. Siegfried Klein, a French scientist who conducted the demonstrations with A. E. Falkus, of the Plessey Company, British license holders.

Speaker is unique in that it uses a miniature quartz glass tube to produce sound. Pressures set up within the tube from the glow of an energized platinum wire are proportional to the frequencies fed the unit by the amplifier. An exponential horn translates the pressure into sound waves. High linearity and transient response are claimed.

HI-FI INVADES IKE'S DOMAIN

WASHINGTON, May 15.—The National Symphony Orchestra's first high-fidelity recording was presented to President Dwight D. Eisenhower this week, but a breakdown in the White House radio-phonograph-television combination prevented him from listening to it. The recording was of Paul Creston's Second and Third Symphonies, played under the direction of Dr. Howard Mitchell, and was presented to kick off national distribution of the disk. Both composer Creston and Dr. Mitchell were at the White House presentation.

Wilcox-Gay to Unveil New Hi-Fi Items

CHICAGO, May 15.—The Wilcox-Gay Corporation, Charlotte, Mich., will exhibit several new items in the hi-fi field—including a new low-price, push-button tape Recorder—at the Electronics Parts Show here, starting Monday (17). In line with this, L. M. Sandwick, Wilcox-Gay vicepresident, said the company's tape recording and hi-fi lines will be expanded this year, with a new sales record for 1954 as a goal.

The new Recorder is a portable magnetic tape recorder with dual speeds and dual tracks. It will retail for \$149.95, and records at three and three-fourths inches and seven and one-half inches of tape per second, using all size reels up to seven inches in diameter (1,250 feet of tape.) Maximum recording time (at three and three-fourth-inch speed, using a seven-inch reel) is two hours.

Dealer Doings

By JOE MARTIN

Here and There

Baron's Record Shop, Brooklyn, issues cards to customers which offer a free pop single after the purchase of 10. Irving A. Baron attests to the success of the plan. . . . Miller Brothers, Chattanooga, has opened a combined book and record department. Miss De Elda Elwood is head of the record section. George A. Mattil manages the entire department which is equipped with Phono-Gard record demonstrators.

The John Wanamaker store in Philadelphia is shifting its pop record department from the eighth floor to the main floor. The move is being prompted heavily via newspaper ads. The packaged records will continue to be sold on eighth floor along with phono equipment.

The new Baskette Piano Company store in Atlanta is placing heavy emphasis on records and phonographs. The old shop was burned out in a major fire.

Says Dorothy Mulcahy, West Roxbury (Mass.) Music Center, "We use The Billboard's 'Honor Roll of Hits' as our sure-fire buying guide. We post the top 20 list near our self-service racks. We have found that if we ignore The Billboard's guide because of lack of movement, we will be out of stock at the wrong time. We buy all The Billboard 'Best Buys,' even though we scent no local action. It eventually catches up. To complete our task, we could use a larger list than 20 tunes." (Miss Mulcahy, The Billboard's "Operation Pushpop" will give you just that—and more.)

Detroit

Mrs. Lula Kieley, owner of the Mellow Record Shop, recently sold the 15-year-old retail outlet to Louis E. Chiodo, a newcomer to the record business. The shop, which is located on the suburban side of the city, specializes in pops and is under the management of the owner's son, Ross Chiodo.

Hollywood

George Blais, of the Sears-Roebuck Glendale, Calif., store has moved the record department outdoors again this year, reporting excellent sales results. Record department traffic has picked up considerably, he says. . . . Val Grayson, ex-Chicago band leader,

Resistance Cracks On A-V Tape Use

NEW YORK, May 15.—That phonograph record distributors and dealers are beginning to break down their early resistance to the handling of pre-recorded tapes is evidenced by the eight distributors and over 100 retailers now handling A-V Tape Libraries, catalog of taped music for consumer use.

The A-V distribution is still mainly in the hands of photo and camera jobbers and retailers, the line of over 125 reels of tape is making inroads in the disk business.

The latest addition to the firm's roster of non-camera distributors is Warren Radio, Sioux Falls, S. D., which handles RCA products in that territory. Among the key markets now being serviced by record wholesalers are Boston, thru Mutual Distributing, and St. Louis thru Recordit.

A-V's current line ranges in price from 99 cents to \$9.75 and covers both single and dual-track tapes in the three and three-quarter and seven and one-half inches per second speeds. The 99-cent line is the firm's leader to stimulate consumer interest in pre-recorded tapes and will be withdrawn from the market in June. The latter reels contain about 15 minutes of music.

New Material

New material being taped by the firm includes readings with music of 16 Shakespeare sonnets as narrated by David Allen, the entire Sound Books catalog of music featuring the Philharmonia Orchestra of Hamburg and recent waxings by the Doug Duke Trio and the Satisfiers.

The company is also starting to promote thru disk jockey shows by sending out taped interviews with the Satisfiers and the Duke

trio, along with the group's music.

The current catalog includes classical, semi-classical, pop, educational, religious and Latin-American music. Dealers aids in preparation are wire racks for use as counter merchandisers, window streamers and catalogs. The firm also offers all distributors a full 100 per cent exchange privilege.

Webcor Catalog To Add 18-24 Tape Records

NEW YORK, May 15.—The Webcor library of pre-recorded tapes will be swelled by an additional 18 to 24 sets by the end of the year, according to present plans mapped by the Webster-Chicago Corporation. The first batch of tapes moved out to distributors last week (The Billboard, May 15).

Leonard Sorkin, first violinist of the Fine Arts Quartet, a Chicago ensemble, has been retained as musical consultant with general responsibility for the artist and repertoire function. All recording will be specially taped for Webcor and there is no current intention to set deals with record companies for the leasing of masters. Stress will be on "good music," consisting largely of works for string quartet, light classical and show music.

Sorkin will determine repertoire, hire musicians and actually supervise recording dates. His Fine Arts Quartet has been featured in the past on Mercury Records and on a few pre-recorded tapes issued by another firm.

Webcor, tho it looks on its venture into pre-recorded tapes primarily as a stimulus to the sale and use of home tape machines, is planning a consistent release schedule. The tapes will be marketed thru outlets which now handle tape and record players.

In the New York metropolitan area, where Webcor now services approximately 500 retail outlets, about 30 per cent of the dealers are estimated to be music-record stores. First in order of importance, tho, are radio-television-appliance stores, followed by music-record outlets, with department stores holding third position.

When Webcor begins delivery of its new tape machine models next month it will have a total of eight different models on the market, ranging in price from \$169.50 to \$239. The company has budgeted \$2,000,000 to advertise its products in magazines and newspapers in 1954. Much of this money is to be spent in national magazines such as Life, Saturday Evening Post and Time. Retailers participate in co-op advertising thru their local distributors.

Commodore Label To Return to Full Scale Jazz Activity

NEW YORK, May 15.—Commodore Records, one of the pioneer jazz labels, will return to full scale operation as an active jazz line next month. The label was launched by Decca pop a.&r. head, Milt Gabler, in 1938 and quickly became one of the key jazz labels on the market, compensating in no small part for the lack of jazz on the major labels.

For the past eight years Commodore has confined its releases to re-issues of sides cut prior to 1945.

With the current resurgence of jazz and the growth of scores of indie jazz labels, Danny Gabler, now in charge of Commodore, has decided to re-activate the label fully.

Commodore will continue to put out Dixieland, but will also release contemporary jazz sides with top cool jazzmen featured. Distribution is now being arranged for the label.

has opened a record shop in Montrose, Calif. . . . Pock's Records, Ontario, Calif., doing a big job merchandising high-fidelity records. . . . Wally Coates, Record Rendezvous, Merced, Calif., has opened another store in Modesto. Coates has a one-stop service on a limited scale now, servicing some 30 operators in that area. . . . Miracle Music, Stockton, Calif., now servicing 112 retail outlets, including drugstores, supermarkets, etc., in a rack operation. Firm calls once each week to replenish stock, and only supplies the top hits. . . . May Company, Los Angeles, promoting the Camden line via an extensive advertising campaign.

Twin Cities

Vera Erickson, for many years buyer in the record department at The Dayton Company, Minneapolis, died recently following a lingering illness. Her husband, Theodore, is salesman for RCA Victor Records at F. C. Hayer Company here. . . . Bill Hague, of the Edina Disc & Needle, is vacationing in Iowa. . . . A new record shop is slated to open at 921 Nicollet, Minneapolis, when Doubleday Book Shop takes over that spot as a combination retail book-disk outlet. The place formerly housed Don Leary's downtown record outlet and McGowan's disk shop. . . . Sam Nisker, of Melodee Record Store, Minneapolis, continues to be the haven for rhythm and blues devotees with his large stock of such platters available to them.

Shura-Tone Adds New Phono Distributions

NEW YORK, May 15.—Three new distributors have been named by Shura-Tone Products to handle the firm's line of Howdy Doody phonographs. Shura-Tone has recently shown two new 45 r.p.m. models to retail at \$24.95 and \$29.95.

New distributors are Bruno-New York, Inc., for the Metropolitan New York area; Krich-New Jersey, Inc., for Northern New Jersey, and D. & H. Distributing Company, Inc., for Central Pennsylvania. All three distributors are RCA Victor wholesalers.



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that's
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heart!

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No. 300 Retail 4.74

If tremendous pre-release publicity and excitement mean anything, this is one of the most spectacular events to hit the record industry in many years. These wonderful children sing 23 humorous and poignant American and Korean folk songs with charming freshness and emotion. This is really a family record...one everyone will buy and enjoy.

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THE MOST PUBLICIZED LONG PLAY ALBUM IN RECORD HISTORY!

- They've appeared before millions on TV and radio.
- Everybody's seen them in LIFE, on the N. Y. Times Magazine cover and in newspapers from coast-to-coast.
- 3000 copies are being sent to radio and TV stations all over the country...they'll be played everywhere.
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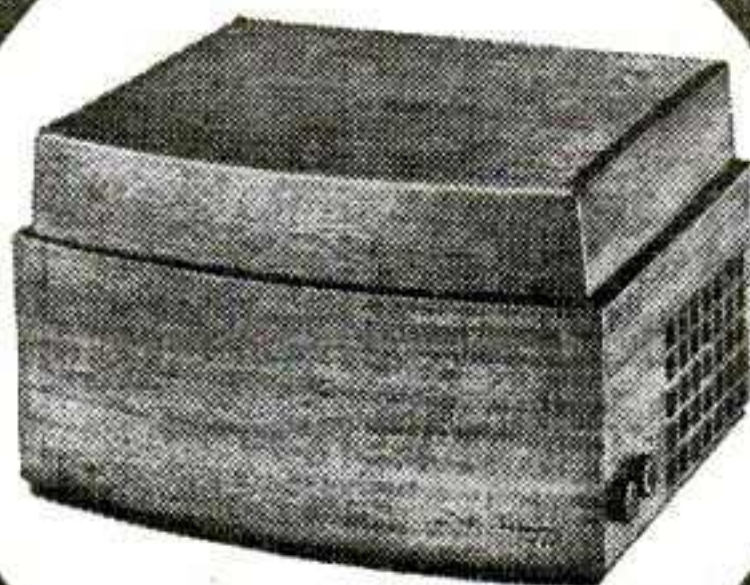
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ADMEN OF EVERY KIND ENDORSE THE BILLBOARD AS A
TOP SELLING FORCE

LINER NOTES

IS HOROWITZ

Seymour Solomon, of Vanguard, is now in Europe conducting record sessions. He'll bring back a number of tapes which will see transfer to LP by the fall... Also Europe bound on a similar mission is Bill Avar, of Period... Larry Green, a top Vox executive, left this week on a cross-country business junket. He'll visit with distributors on the way... A new Decca kiddie set by Fred Waring features a vocal version of the "Peer Gynt Suite"... Gabby Hayes' forthcoming Coral kidisk has a line drawing on the back of the cover that young listeners might want to color while they listen.

CHART COMMENTS

Next week the packaged record charts published in adjoining columns to furnish a gauge to the ebb and flow of album popularity, enter a new phase and assume an altered appearance. The net result should be to make them more accurate as a guide to dealer stocking and, just as important, make them easier to use.

Gone, for instance, will be the differentiation between popular LP's and EP's. One consolidated list will be run in the future, appearing in every other issue. Survey panels are being enlarged to permit the list to be extended to 15 places, rather than the 10 currently used.

A more dramatic change will take place in the classical charts. Here, too, the new format calls for the publication every other week of a consolidated best-seller list. This will itemize LP's reported by an expanded dealer panel to be current best sellers, regardless of date of issue or musical category.

The classical disks will be listed in numerical order according to panel votes. This will enable dealers to pin point top-rated items and follow thru in order of volume to any point dictated by the depth of inventory they want to carry.

While it is believed that some dealers found the separate charts for different categories of musical repertoire (chamber music, symphonies, etc.) of value, the overall usefulness of the new charts for most dealers who stock classical records should be enhanced.

While the consolidated charts, carried to 15 places in the classical area too, will run every other week, the information assembled thru survey and analysis will be made available in other ways.

In the weeks when no consolidated classical chart is published, such information as to which new albums are showing strength will be published. Also published will be periodic information of interest to dealers servicing specialty customers.

It is the intention, for example, to list occasionally relatively strong esoteric packages which are moving well to a particular group of buyers, even tho the sets are not powerful enough to make the consolidated chart.

Close attention to the charts, we are certain, will enable most dealers to run their album departments on a more profitable basis. This column will welcome comments from the trade.

Col. Heads Music Softball League

NEW YORK, May 15.—Columbia Records won its second straight softball game here this week when it defeated Coral Records in Central Park Thursday (13) by a score of 14 to 10. It was a wild game with four homers, one hit by Artie Steinfink and two by Arnie Brodsky for Coral. Columbia's Art Schwartz hit one for the winners in the abbreviated seven-inning game.

Here are the standings in the Music Softball League as of this week; Columbia, two wins and no defeats; London, no wins and one defeat; Corral, no wins and one defeat.

A sartorial note was struck this week by Coral's team, which appeared in uniforms.

The Billboard Music Popularity Charts PACKAGED RECORDS

• Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SYMPHONIES

(Listed Alphabetically)

BEETHOVEN: SYMPHONIES NOS. 1 AND 9 (NBC Symphony-Toscanini) RCA Victor LM 6009
BEETHOVEN: SYMPHONIES NOS. 5 AND 8 (NBC Symphony-Toscanini) RCA Victor LM 1757
BEETHOVEN: SYMPHONY NO. 7 (NBC Symphony-Toscanini) RCA Victor LM 1756
BERLIOZ: ROMEO AND JULIET (Boston Symphony-Munch) RCA Victor LM 6011
BRAHMS: SYMPHONY NO. 1 (NBC Symphony-Toscanini) RCA Victor LM 1702
BRAHMS: SYMPHONY NO. 4 (NBC Symphony-Toscanini) RCA Victor LM 1713
DVORAK: SYMPHONY NO. 5 ("New World") (Chicago Symphony-Kubelik) Mercury MG 50002
MOZART: SYMPHONIES NOS. 35 AND 40 (New York Philharmonic-Walter) Columbia ML 4693
RACHMANINOFF: SYMPHONY NO. 2 (Philadelphia Orchestra-Ormandy) Columbia ML 4433
TCHAIKOVSKY: SYMPHONY NO. 6 ("Pathétique") (Philadelphia Orchestra-Ormandy) Columbia ML 4544
TCHAIKOVSKY: SYMPHONY NO. 6 ("Pathétique") (NBC Symphony-Toscanini) RCA Victor LM 1036

OPERAS AND ORATORIOS

(Listed Alphabetically)

BIZET: CARMEN (Stevens, Albanese, Pearce, Merrill, RCA Victor Orchestra-Reiner) RCA Victor LM 6102
GILBERT AND SULLIVAN: THE MIKADO (D'Oyly Carte Company) London LL 189-190
HANDEL: THE MESSIAH (Soloists, Huddersfield Chorus, Liverpool Philharmonic-Sargent) Columbia SL 151
LEONCAVALLO: I PAGLIACCI (Bjoerling, de Los Angeles, Merrill, Warren, RCA Victor Orchestra-Cellini); MASCAGNI: CAVALLERIA RUSTICANA (Milanov, Bjoerling, Merrill, RCA Victor Orchestra-Cellini) RCA Victor LM 6106
PUCCINI: LA BOHEME (Albanese, Pearce, NBC Symphony-Toscanini) RCA Victor LM 6006
PUCCINI: MADAME BUTTERFLY (Tebaldi, Campora, St. Cecilia Orchestra-Erede) London LLA 8
VERDI: LA TRAVIATA (Albanese, Pearce, Merrill, NBC Symphony-Toscanini) RCA Victor LM 6003
VERDI: IL TROVATORE (Bjoerling, Milanov, Warren, RCA Victor Orchestra-Cellini) RCA Victor LM 6008

• Classical Recent Release Sellers

All records listed have been released within the past six months. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SYMPHONIES

(Listed Alphabetically)

BEETHOVEN: SYMPHONIES NOS. 1 AND 5 (New York Philharmonic-Walter) Columbia ML 4790
BEETHOVEN: SYMPHONY NO. 5 (Amsterdam Concertgebouw-Kleiber) London LL 912
BERLIOZ: SYMPHONIE FANTASTIQUE (London Symphony-Scherchen) Westminster WL 5268
BRAHMS: FOUR SYMPHONIES (NBC Symphony-Toscanini) RCA Victor LM 6108
DVORAK: SYMPHONY NO. 5 ("New World") (NBC Symphony-Toscanini) RCA Victor LM 1778
HINDEMITH: MATHIS DER MALER; CONCERT MUSIC FOR STRINGS AND BRASS (Philadelphia Orchestra-Ormandy) Columbia ML 4816
PROKOFIEFF: CLASSICAL SYMPHONY; WORKS BY DE FALLA, RAVEL AND DUKAS (Philharmonia Orchestra-Markovitch) Angel 35008
SHOSTAKOVITCH: SYMPHONY NO. 5 (New York Philharmonic-Mitropoulos) Columbia ML 4739
TCHAIKOVSKY: SYMPHONY NO. 5 (Stokowski Orchestra) RCA Victor LM 1780

OPERAS AND ORATORIOS

(Listed Alphabetically)

BEETHOVEN: MISSA SOLEMNIS (Shaw Chorale, NBC Symphony-Toscanini) RCA Victor LM 6013
BELLINI: I PURITANI (Callas, di Stefano, Rossi-Lemeni, La Scala Orchestra-Serafin) Angel 3502
DONIZETTI: LUCIA DI LAMMERMOOR (Callas, di Stefano, Gobbi, Maggio Musicale Fiorentino Orchestra-Serafin) Angel 1205
GOUNOD: FAUST (de Los Angeles, Gedda, Christoff, Paris Opera Orchestra-Cluytens) RCA Victor LM 6400
HANDEL: THE MESSIAH (London Philharmonic Choir, London Symphony-Scherchen) Westminster WAL 308
HANDEL: THE MESSIAH: (Toronto Mendelssohn Choir, Toronto Symphony Orchestra-MacMillan) Bluebird LBC 6100
LEHAR: THE MERRY WIDOW (Schwarzkopf, Niessner, Loose, Philharmonia Orchestra-Ackermann) Angel 3501
PUCCINI: TOSCA (Callas, di Stefano, Gobbi, La Scala Orchestra-de Sabata) Angel 3508
WAGNER: TRISTAN UND ISOLDE (Flagstad, Suthaus, Fischer-Dieskau, Philharmonia Orchestra-Furtwangler) RCA Victor LM 6700

Milt Gabler Named Decca Jazz Chief

NEW YORK, May 15. — Milt Gabler, Decca artist and repertoire chief, has named Tom Mack to head up the company's jazz department. Mack, a former assistant to the label's West Coast a.&r. executive Sonny Burke, will continue to headquarter in Los Angeles. The new appointment is expected to presage greater effort in the jazz and progressive music field by Decca.

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**The Billboard Music Popularity Charts
PACKAGED RECORDS**

SYMPHONY

- FRANCK: SYMPHONY IN D MINOR (1-12")**—Vienna Philharmonic; Wilhelm Furtwangler, Cond. London LL 967 73
 Tho there are many versions of this popular warhorse on records, there are few that are as massive in proportion. Furtwangler outdoes himself to achieve the grand conception. As this work is a standard in even the most rudimentary collection, this fine recording should be a reasonable investment for many dealers. Wonderful sound.
- BEETHOVEN: SYMPHONY NO. 4 (1-12")**—Concertgebouw Orchestra; Josef Krips, Cond. London LL 915 71
 A full-bodied and perceptive reading of the symphony, rather extravagantly spread over two sides of a 12-inch LP. Latter fact may hand this a further handicap vis-a-vis the already heavy competition. But those familiar with Krips' work on other disks might want to try his Beethoven.
- MOZART: SYMPHONY NO. 40 IN G MINOR; SCHUBERT: SYMPHONY NO. 8 IN B MINOR (1-12")**—Vienna State Opera Orchestra; Felix Prohaska, Cond. Vanguard VRS 445 68
 Here are two good performances of the well-known works. The Schubert has been issued many times on LP and the Mozart work almost as frequently. Dealers should be able to move some of these sets due to the coupling but the competition here is rough.

ORCHESTRAL WORKS

- MUSSORGSKY: PICTURES AT AN EXHIBITION; RAVEL: LA VALSE (1-12")** — L'Orchestre de la Societe des Concerts du Conservatoire de Paris; Ernest Ansermet, Cond. London LL 956 75
 This new disk of "Pictures" upholds the tradition of the repertoire as a hi-fi showpiece. The sound is impressive and will win friends on that score, in addition to the many who will find that Ansermet as an interpreter has more to say to them than Kubelik or Ormandy. Two years ago this would have been a big seller; today the expectancy is moderate to good.
- WAGNER: TANNHAUSER AND TRISTAN AND ISOLDE "EXCERPTS" (1-12")** — Philharmonia Orchestra; Paul Kletzki, Cond. Angel 35059 74
 Two of the most popular Wagner excerpts played in distinguished manner. Apt and unique coupling pairs the "Overture and Venusberg Music" from Tannhauser with the "Prelude and Liebestod" from Tristan. Those who like their Wagner in orchestral doses will find this set attractive.
- DEBUSSY: LA BOITE A JOUJOUX (1-12")**—Rias Symphony Orchestra; Jonel Perlea, Cond. Remington R 199-159 71
 Hard to believe, but this is the first LP reading of the charming Debussy score for orchestra. A piano version is available on M-G-M. A ballet about toys that come to life, its simple tunes and rhythms are admirably projected by the orchestra. This could easily move out into the quality market that often quickly passes by low-cost merchandise.
- PETRASSI: PORTRAIT OF DON QUIXOTE; RESPIGHI: ANCIENT AIRS AND DANCES, SUITE NO. 1 (1-12")**—Vienna State Opera Orchestra; Franz Litschauer, Cond. Vanguard VRS 477 68
 Disk has interest first of all for its introduction on LP of an important Italian contemporary composer. The "Don Quixote" ballet in its immediate appeal will whet the appetites of collectors for more of Petrassi. The Respighi also has quick appeal in its simple projection of antique Italian melodies. Dealers might interest some curiosity seekers by explaining that one of the selections in the Respighi suite is based on a score written by Galileo's father.

CHORAL WORKS

- CARL ORFF: CATULLI CARMINA (1-12")**—Elizabeth Roon, Soprano; Hans Loeffler, Tenor; Wiener Kammerchor; H. Hollreiser, Cond. Vox PL 8640 79
 Not too many moons ago Decca quietly issued "Carmina Burana" and found itself with a sleeper hit on its hands. Vox now gives us another segment of the three-part work to feed what seems to be a growing Carl Orff cult. Text of the work is from the love poems of the Roman Catullus, whose frank description of the art would be prohibited were they not delivered in the original Latin. Translation on the liner leaves entire sections blank, but any second-year Latin student should have no trouble deciphering them. But it is the strange beauty and passion of the Orff score that will spark interest for most. This could be a big summer package for many dealers.

INSTRUMENTAL

- TARTINI: DEVIL'S TRILL SONATA AND ENCORES (1-12")** —Yehudi Menuhin, Violin; Gerald Moore, Piano. RCA Victor LM 1742 79
 Menuhin in a dazzling display of technique. This is violin playing in the grand manner, with passion and temperament, and the few technical lapses are hardly missed as the over-all effect is compellingly delivered. In addition to the Tartini, there are nine more display pieces to whet the appetites of all who enjoy top-notch fiddle playing.
- STRAUSS WALTZES TRANSCRIBED FOR ORGAN (1-12")**... —Richard Ellsasser, Organist. M-G-M E 3110 70
 Organ followers may be interested in these virtuoso performances of four Strauss waltzes. Selections include "Wine, Women and Song"; "Emperor Waltz," "Tales From the Vienna Woods" and the "Blue Danube Waltz."
- RICHARD STRAUSS: SONATA FOR PIANO IN B MINOR, OP. 5; FIVE PIANO PIECES, OP. 3 (1-12")**—Alfred Brendel, Piano. Spa 48 60
 Stylistically derivative, there is a lyric quality and dynamism in these pieces that fore-shadows the more familiar later Strauss. Well played and cleanly recorded. Collectors of piano disks should be invited to listen to a band or two.

CHAMBER MUSIC

- FRANCK: SONATA IN A MAJOR FOR VIOLIN AND PIANO; PROKOFIEV: SONATA NO. 1 IN F MINOR FOR VIOLIN AND PIANO (1-12")**—David Oistrakh, Violin; Lev Oborin, Piano. Vanguard VRS 6019 77
 The phenomenal Russian violinist has never been heard to better advantage. The Franck is from an imported Soviet tape, but the sound is good. And many will hail this collaboration by Oistrakh and Oborin as the best on vinyl. The Prokofiev is a Western-made tape, caught during a Paris appearance last year. The sound on the latter begs comparison with any currently offered. In all, a chamber music set of solid potential.
- MOZART: SEVEN TRIOS (3-12")**—Trio di Bolzano, Eugenio Brunoni, Clarinet. Vox PL 8493 73
 A complete package that holds all the Mozart string trios, plus the important clarinet trio. Addition of the latter makes for a stronger set than the group of six offered on the same number of disks by Period. And the playing here is of high quality indeed, distinguished by a serene and relaxed style. The recording captures the tonal blend of the instruments beautifully. Prospects for sale to chamber music fans are good.

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor

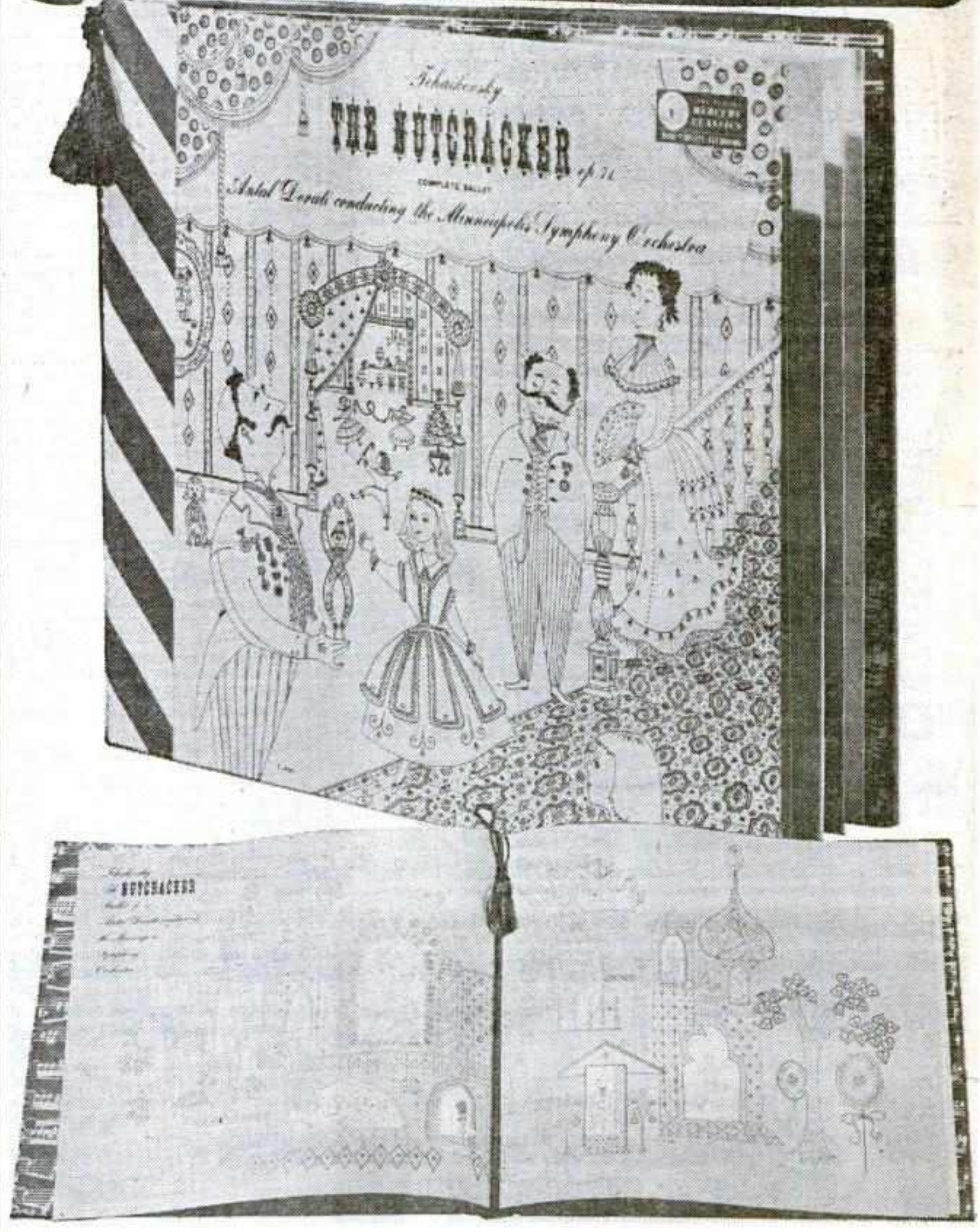
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- Stravinsky Le Sacre Du Printemps ("The Rite of Spring").** Antal Dorati, Minneapolis Orchestra. MG50030
- Rimsky-Korsakov Russian Easter Overture; Symphony No. 2 ("Antar").** Paul Paray, Detroit Orchestra. MG50028.
- Mac Dowell Second ("Indian") Suite.** Howard Hanson, Eastman-Rochester Orchestra. MG40009



The Billboard Music Popularity Chart PACKAGED RECORDS

Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

1. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY".....RCA Victor LPT 3057
2. THE GLENN MILLER STORY—Sound Track ..Decca DL 5519
3. MUSIC FOR LOVERS ONLY—Jackie Gleason ...Capitol H 352
4. ROSE MARIE—Ann Blyth, Howard KeelM-G-M E 229
5. SONGS FOR YOUNG LOVERS—Frank Sinatra ..Capitol H 488
6. TAWNY—Jackie GleasonCapitol H 471
7. MUSIC TO MAKE YOU MISTY—Jackie GleasonCapitol H 455
8. KISMET—Original CastColumbia ML 4850
9. CALAMITY JANE—Doris Day, Howard KeelColumbia CL 6273
10. LIBERACE BY CANDLELIGHTColumbia CL 6251

EP'S

1. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY".....RCA Victor EPBT 3057
2. THE GLENN MILLER STORY—Sound TrackDecca ED 2124-5
3. MUSIC FOR LOVERS ONLY—Jackie GleasonCapitol EBF 352
4. ROSE MARIE—Ann Blyth, Howard KeelM-G-M X 229
5. SONGS FOR YOUNG LOVERS—Frank SinatraCapitol EBF 488
6. TAWNY—Jackie GleasonCapitol EBF 471
7. MUSIC TO MAKE YOU MISTY—Jackie GleasonCapitol EBF 455
8. CALAMITY JANE—Doris Day, Howard Keel ..Columbia B 347
9. MAY I SING TO YOU?—Eddie Fisher ...RCA Victor EPB 3185
10. I BELIEVE—Perry ComoRCA Victor EPB 3188

Reviews and Ratings of New Popular Albums

ANNIVERSARY ALBUM81
M-G-M E 3118
What better way for the record company subsidiary to help the parent firm celebrate the studio's 30th anniversary? And disk customers can join in by buying a 12-inch LP which packages great musical bits from 11 different films: All have been issued before in either sound track albums or as singles. Artists include Gene Kelly, Esther Williams, Leslie Caron, Mel Ferrer, June Allyson, Judy Garland, Fred Astaire, Jane Powell, Betty Hutton, Howard Keel, Debbie Reynolds, Georges Guetary and others. It's pretty fabulous stuff on a single disk. Movie fans will consider it a must. Come to think of it, this is a fine, all-encompassing collection of great talent, tunes and performances. Stock it.

VICTOR BORGE: COMEDY IN MUSIC80
(1-12")
Columbia CL 554
Laughs in generous measure on one side of this 12-incher. Flip finds the epic comedian in a more musical mood, playing a mostly serious medley of familiar tunes capably. Disk was cut at live Borge concerts and will undoubtedly pull heavily the first

time around. But sales impelled by word-of-mouth enthusiasm are not likely to be great. Borge fans may feel the laughs come too far apart.

MUSIC UNTIL MIDNIGHT78
Percy Faith Orchestra; Mitch Miller on Horn and Oboe (1-12")
Columbia CL 551

This stunning new set should have wide appeal among the many customers who enjoy full-stringed, warm arrangements of light music, and those who are looking for music just for listening. Percy Faith and the orchestra do a lovely job with these little-known tunes, some of them composed by Faith himself. And Mitch Miller, the label's pop recording chief, demonstrates that he has not lost his touch on the oboe or English horn. Only two of the selections have been issued on single disks, but some of the others, especially "Music Until Midnight" and "Edelma," could easily stand a single release. A lush musical package for the market.

INSIDE SAUTER-FINEGAN72
(1-12")
RCA Victor LJM 1003

This new set by the Sauter-Finegan orchestra gives his sidemen a chance to be heard as soloists, thus the title. Most of the selections have not been released as singles, which should help

the sales of the set, for it contains some of the best things the "ork with a sound" had done to date. These include, "How About You" with trumpeter Nick Travis, "New York . . . 4 a.m." with Bobby Nichols on trumpet, "Wild Wings in the Woods" with the woodwind section, and fine vocals by Sally Sweetland and Andy Roberts on two standards. Jazz fans should give this set a listen, as it reveals, in the main, an attractive side of the Sauter-Finegan orchestra that has been previously hidden under the tediously involved ensemble arrangements.

GYPSY MUSIC65
(1-12")
M-G-M E 3092

This is a fiddlelike potpourri of Roumanian gypsy music as performed by six different orchestras of varying sizes and instrumentations. Ranging from a fairly small folk group using native instruments to a full symphony orchestra, the performing groups from Bucharest all handle the material with sparkling aplomb. For the fans this is undoubtedly a good buy in a 12-inch LP. Otherwise it's okay background music.

FABULOUS FRANKIE65
Frank Sinatra; Tommy Dorsey Orchestra (1-10")
RCA Victor LPT 3063

The fabulous RCA Victor catalog would perhaps be a better title for this album. Certainly it mirrors Sinatra in his early and fabulous career stage. Some of the selections are actually of Tommy Dorsey and his orchestra, with Sinatra the boy singer. Others were Sinatra backed by Axel Stordahl. All are nostalgic, but none like Sinatra of today. The style is there, but the voice is thinner, younger and not nearly as emotional, mellow or trained. Strictly for true Sinatra collectors—even with Frankie boy's current popularity.

BEYOND THE NEXT HILL65
Acquaviva Orchestra (1-BP)
M-G-M X1071

Particularly lush and somewhat moody is this collection of four instrumental items played by the Tony Acquaviva studio orchestra. For the fans who like Hayman, Baxter, Melachro, Chacksfield, Mantovani, et al, this set will be also appreciated, though the material is not familiar.

Capitol Sales

Continued from page 40

represented an increase of more than \$3 million over the \$14,687,255 reported for a similar period the previous year.

Consolidated net income, after providing for federal taxes, amounted to \$781,453 for the 12 months ended March 31. This was equal, after payment of preferred dividends, to \$1.62 a share on the 476,230 shares of common stock outstanding. In the 12-month period ended a year earlier, the comparable net income was \$546,929, equal after preferred dividends to \$1.12 a share on the same number of common shares.

MUSIC AS WRITTEN

Continued from page 58

on May 28. . . . George Shearing's combo has been booked into the Yankee Inn, Akron, O., beginning May 24, for two weeks. . . . Jo Ann Tolley opens at the Palace Theater, New York, on Friday (21).

M-G-M Records' sales manager, Wally Early, is due back on Monday (17) from a sales tour of the Midwest. . . . Julie Stearns, general professional manager of Broadcast Music, Inc., is sending his staff on the road this week to work on the new Perry Como disk, "There Never Was a Night So Beautiful." . . . Allied Records' softball team defeated the Raleigh Records team this week. The score was 11-8. Allied is now set to play London Records on Monday (17) and is seeking additional bookings.

Chicago

Don Reid's featured vocalist, Gwen Parker, who is Mrs. Reid in private life, is the reason behind the band's disbanding at the close of its engagement at the Oh Henry Ballroom May 17. Gwen is expecting in September. The band will reorganize late in November and will play the Rice Hotel, Houston, beginning December 2; the Peabody Hotel, Memphis, beginning December 31, and back to the Oh Henry Ballroom in February, 1955.

Tommy Leonetti and the Four Lads currently appearing at the Chicago Theater. . . . Rose (Chi-Chi) Murphy and Conte Condoli opened at the Blue Note last week. . . . Charlie Ventura, featuring the voice of Mary Ann McCall, former Woody Herman chirper, opens at the Parkview June 16 for three weeks. Al Morgan, currently appearing there, leaves for a jaunt thru the West. . . . Vera Lynn, London Records artist, stopped over here for a one-day visit with deejays, Johnny Sippel, Mercury Records West Coast regional director, and wife, Betty, are vacationing in Palm Springs, Calif.

The Harmonicats in town for a recording session, open at the Club Hollywood June 21, closing July 4. . . . Singer Edith Piaf is currently in France with the Medrano Circus, its first tour under canvas in several years.

Cincinnati

Danny Daniel, organist, following a long stretch in the Hotel Netherland Plaza's Cocktail Terrace, moved into the Sinton Hotel Lounge Monday (17) for an indefinite stay, booked by Barney Rapp, of the local Frank Sennes office, who also has set Marion Day to replace Sherry Page in the Herman Kirchner piano-organ duo in the Hotel Gibson's Keyhole Bar, beginning May 31. . . . Gene Hottor and Yvonne Sherman, piano duo, moving into their second year

at LaNormandie, downtown eatery, are slated to make with a Mr. and Mrs. deal almost any day now.

Dick Noel, baritone, under the personal management of Harry Carlson, local songwriter-photographer, closed at Pittsburgh's Vogue Terrace Sunday (16). TV stints in the Midwest will keep him occupied until May 31 when he moves into Alpine Village, Cleveland, for a fortnight's stand, set by GAC. He follows that with a two-weeker at the Towne Hotel, Milwaukee, beginning June 14, for the same office. . . . Helen May Young, known professionally many years ago as Helen May Butler, leader of the first all-women brass band in the world, popular in the early 1900's, this week celebrates her 87th birthday at the home of her daughter, Helen May Young, 1510 Woodburn Avenue, Covington, Ky.

Hollywood

Peggy Lee tapes a series of 20 shows for the U. S. Marine Corps after completing her stint at the Sands, Las Vegas. . . . Fred Herbert and Arnold Hughes have completed three songs for the Universal-International flicker, "Destroy." . . . Anita Darian replaces Sally Sweetland as chirp in the Sauter-Finegan orchestra, which opened Friday (14) at the Hollywood Palladium. . . . Forrest Tucker and Tony Romano inked into the Cal-Neva Lodge, Lake Tahoe, for one week starting June 25. . . . Margaret Whiting has been renewed for another 13 weeks on KABC-TV. Format of the show will remain intact with Lee Dukehorn Trio supplying musical background. . . . Lyric writer Jack Lawrence embarked on a promotion tour hypoing music from the M-G-M film, "Flame and the Flesh," which he penned with Nicholas Brodsky.

Walter Schumann named to pen the background music for the "Dragnet" film now in the works. . . . Johnnie Ray in town for preparatory discussions re his part in the new Irving Berlin film, "There's No Biz Like Show Biz." . . . Claude Gordon, Margie Rayburn and Bob Grabeau work the Technicolor bash at the Riviera Country Club. . . . Palace Records releasing the song adopted by the National Safety Council, "Drive Carefully," with the Bobby Bra-man Trio.

Indianapolis

Mel Torme set for two weeks at the Jaguar Room here, opening May 20. Booking was made by the local Ross W. Christena office. . . . Marott Hotel's new Patio, currently featuring Ether Smith, reported eyeing the Beachcombers to follow.





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BURLESQUE BITS

By UNO

Gay Dawn, after 22 weeks of Hirst wheel tour, made a 3,500-mile jump to the Rivoli, Seattle, where she is now in her fifth week. The next stop will be Los Angeles for a summer vacation. Other Rivoli principals are June Morgan, Marvan, Patti Pearson, Flame Cora, Johnny Watkins, Jack Bailey and Tony LoCicero. . . . Ray Walker and Dolly Edwards, following their all-winter engagement in Miami Beach, open June 4 at the Thunderhead Ranch, Woodland Park, Colo., for an indefinite stay. . . . Jacqueline Wachter was hostess at an open house party to celebrate a new home in the Bronx, N. Y., which she and her husband, Jack Wendroff, Broadway producer, took possession of April 25. Many legit and burly performers attended. . . . Chi Chi, Cuban exotic, booked by Nina Nova, is back into Denver's Algerian Club for an extended stay, while across the street Ann Hubbell closed last week at the Chez Paree where she shared the spotlight with Viki Vanette in a show emceed by Lester Harding now in his 14th week at the club. Other Denver niteries have Patti Waggin at the House of Oscar, Colorado Springs, Colo., strippery, and Dee Haven and Lyndia Lane, backed by Tony Knight and his trio at Abe Neiman's King Cole Show Bar. . . . Ika DeCava bows at the New Follies, Los Angeles, and Artie Lloyd and Don Lynn checked in May 7, with Jennie Lee on May 14. Betty Rowland comes in May 28, and Tempest Storm makes a return engagement July 2. . . . Montreal niteries are going in largely for strips. Peaches is at the Savoy and Gypsy Rose Lee at the Chez Paree. And an old time burly comic, Oliver Tisonne Sr., with his own burly revue, is at the Social Club in Shawinigan Falls, Quebec.

Winnie Garrett opened at Minsky's Adams, Newark, N. J., May 21. . . . Harry Gilman, adult and kiddie ride park owner in New Hyde Park and South Huntington, N. Y., and Erie, Pa., manufacturer of Superior brand of hot dogs and rolls and operator of Wolfie's prettily appointed eat palace in Flatbush, Brooklyn, played host to a gathering of members of the Purveyor's Club of New York at his food spot on May 10. The affair was a celebration for Nick Kenny, of The New York Daily Mirror, who is to be honored at a dinner to be held at some near future date. . . . Entertainers were Harry Szerlip, the Great, magician; Billy Mason and Zelta Muldavin, vocalists; Jay Monte, guitarist, and Leon Ertischek, humorist. Assisting Gilman in the success of the party were his wife, Katie; his daughter, Shirley; Sam Pollack and Joe Gershman, co-owners of Wolfie's; Dan Rowland, manager, and David Charles, head waiter. The Gilman outdoor parks, all linked with Arcades, are a careful accumulation of well-managed projects of the last five years. . . . Solly Cohen and Lew Federice have taken over the Sunset Theater in Hollywood and are doing nicely with an art film policy. The house had been dark the last 10 months. . . . Domay, while at the Empire, Newark, N. J., the week of May 14, introduced a new

routine she calls "Sacrifice to a Totem Pole." Since playing the Hudson, Union City, N. J., the Cherokee Half Breed had several offers from New York niteries which are being considered, pending negotiations with the Marsha Raye show for a tour of bistros over the summer. . . . Sam Gould is now Sam Gold in the real estate biz in Miami Beach.

ACTS AND ATTRACTIONS

Continued from page 13

comedy act was out \$70,000 when its manager died. The act discovered that money sent to him for their account to be deposited had vanished into thin air. . . . The Ashtons lost cash and jewelry when their "assistant" who was supposed to hold valuables for them while they were working, disappeared when they came off the stage.

Imogene Coca's options held by NBC expire Saturday (15), and they asked and got extensions. . . . Marsha Raye's wedding reception will be Sunday (16) at her Westport, Conn., home. Nick Condos, her ex-husband, when asked if he would attend, said, "Sure—I'm still her manager."

Fran Warren's first date for MCA (she recently left the Morris office) will be the Vagabonds Club, Miami Beach, at her regular money. . . . Leo Fuld and the Andrea Dancers are now working at Moulin Rouge, Paris. . . . Herb Jeffries is the opposition at the Club de Paris.

Mary Astor has had a new play, "My Favorite Flower," bought for her for fall production. Theodore Brenner thru negotiations with Phyllis Anderson, of the MCA, obtained the rights to the play by Donald Symington. Rex O'Malley will also be in the cast.

Frances Faye

Continued from page 15

seasoning should develop into one of the fresher comedy entertainers.

Rickie Layne and his dummy are good for sound belly laughs, utilizing as he does to good advantage Jewish dialectics. Opener underscored this when, after Layne had made a remark in the idiom, the dummy responded that "with that dialect, it's no wonder you didn't get the Statler chain." Ed Velarde.

Danny Costello

Jeanie Kerin, Beverly Palmer, Herman Middleman's ork. (Jackie Heller's Carousel, Pittsburgh, May 7.)

A solid house greeted the best balanced show this room has had in months. Danny Costello, hot as a firecracker after winning five times on the "Chance of a Lifetime" TV show, is about the best bet for pictures seen here in years. He should also be a solid click in musicals, as he sings well, has unusual poise for a youngster and a face with all the established classical features.

A house favorite, Jeanie Kerin, is back for her fifth time and is now one of the smoothest working comedienne around. She is ready for any of the top main spots. The crowd was so big that it was tough getting in for the first act, but terpster Beverly Palmer must have been good or she wouldn't be in such fast company. Len Litman.

Roger King Mozian, Dee Clifford

(Caught at Nola Studios, New York, in rehearsal, May 11)

Both in sight and sound this is a most colorful new dance band. Usual expectations for a band which sports sight gimmicks and works out sight routines is for so-so music. Mozian's crew proves that the expectations don't have to come to fruition. The guy, a former dancer and choreographer in addition to being a capable trumpet player and arranger, has put together a solid band which plays clean, crisp music which should keep the dancers happy. The crew, consisting of five

BROADWAY SHOWLOG

Performances Thru May 15, 1954

DRAMAS

Anniversary Waltz	4-7, '54	45
Caine Mutiny Court		
Martial	1-20, '54	133
King of Hearts	4-1, '54	52
Mikado	5-10, '54	8
Ondine	2-18, '54	100
Oh, Men! Oh, Women!	12-17, '53	172
Praise of Folly	2-23, '54	82
Sabrina Fair	11-11, '53	212
Tea and Sympathy	9-30, '53	260
The Confidential Clerk	2-11, '54	108
The Fifth Season	1-23, '53	550
The Remarkable Mr. Pennypacker	12-30, '53	157
The Seagull	5-11, '54	6
The Seven-Year Itch	11-20, '52	622
The Solid Gold Cadillac	11-5, '53	220
The Tea House of August Moon	10-15, '53	247

MUSICALS

By the Beautiful Sea	4-8, '54	44
Can-Can	5-17, '53	428
Comedy in Music	10-2, '53	259
John Murray Anderson's Almanac	12-10, '53	180
Kismet	12-3, '53	188
Pajama Game	5-13, '54	4
Pianorama World	5-12, '54	5
Show Boat	5-5, '54	13
The Girl in the Pink Tights	3-5, '54	83
The Golden Apple	3-10, '54	77
The Three Penny Opera	3-10, '54	77
Wonderful Town	2-25, '53	508

CLOSING

Yeoman of the Guard	5-3, '54	8
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COMING UP

Fledermaus	5-19, '54	
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SPEAKING OF LEGIT

Continued from page 13

pal prop. . . . John Emery and his wife Tamara Geva will open the Lakewood (Skowhegan, Me.) Playhouse season June 5 in Molnar's "The Guardsman." . . . St. John Terrell has signed Morton L. Stevens for leading character roles in "Brigadoon" and "Finian's Rainbow" at his Lambertville (N. J.) Music Circus. Musicals will run weeks of June 15 and July 13 respectively. Joan Blondell will open the season at Philadelphia's Playhouse in the Park in "Happy Birthday" June 14. Gene Lockhart will follow in "Ah Wilderness," and his daughter June succeeds him in turn in "Affairs of State." Other bookings include Robert Preston in "The Front Page," Betty Field in "The Time of the Cuckoo," Barbara Bel Geddes in "The Little Hut," and "Too True to Be Good" with Ruth Ford and Zachary Scott.

There has been considerable speculation as to what would happen to "Ondine" as and if Audrey Hepburn has to quit the cast when her contract expires the first week of July. She has a date with a picture. However, it is possible that the pic may not be made right away. In that case she might be prevailed on to stay on. If the worst happens her strongest replacement contender is British actress Mai Zetterling. She is currently on view with Danny Kaye in the film "Knock on Wood."

reeds, three trumpets, three trombones and three rhythm, delivers jump tunes, ballads and flag-wavers with equal skill. Chirp Dee Clifford is a good-looking lass who knows how to handle a tune, while Mozian, doubling on congo drums and trumpet, also makes a good-looking and seemingly capable front man.

Colorama

The band's gimmick is called "Colorama." It's the use of colored lights, portable, to light up specially designed jackets worn by the sidemen and Mozian. Miss Clifford wears a smart-looking gown which also glows in the black light. The horns are fitted with reflective material covering the lips of the bells, and Mozian should get plenty of attention with a specially painted trumpet.

In all, ballroom operators can expect a danceable band, clubs and theaters can be sure of a sight and sound combination, while color TV should make good use of a band like this.

Joe Martin.

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.

HOCUS-POCUS

By BILL SACHS

BOB NELSON, of Nelson Enterprises, Columbus, O., has hit the publicity jackpot again, this time with a five-page illustrated yarn in the June issue of Real magazine, which reached the newsstands Thursday (18). The piece, slugged "Haunt Houses," was penned by Nelson in association with Tim Taylor. . . . Among the talent already engaged to show their wares at the New England Magicians' Convention to be held in Providence October 22-23 are Bob and Ginny Lewis, Irving Weiner, Walter Coleman and Company, Fred Elwood, Elwyn Shaw, and Irving Desfor. Magic pros who expect to be in that area at that time may land a booking by writing to convention chairman, Charles A. RossKam, 52 Oak Hill Drive, Warwick, R. I. . . . Wane McKayne, using five people, is working his spook opry thru the Deep South, booked out of Charlotte, N. C., by the veteran magician-booker, Joe Karston. . . . Paul Duke appeared on the show at the New York Newspaper Guild's Page-One Ball at the Commodore Hotel, that city, last Friday night (14). . . . Eli Hackman, veteran manufacturer of Punch and vent figures, has just returned to his home, 315 W. Seymour Street, Philadelphia, after a three-week stay in a hospital for removal of cataracts from both eyes. He's 83. Surgeons termed it a remarkable case. . . . Fabulous Mr. Lyle, after a fortnight in Montreal niteries, is current at the Reginald Golf & Country Club, Rouyn, Que., and next week opens at the Maurice Hotel, Three Rivers, Que. . . . C. Thomas Magrum phoned from Wooster, O., last Wednesday (12) asking that we please assure Guy V. Keeler, director of the Department of Lectures & Concert Artists, University of Kansas, Lawrence, that it wasn't he (Magrum) who criticized operational methods employed by certain school assembly bureaus, as outlined recently in this column. "I wrote Keeler recently," said Magrum, "and in my letter touched on several subjects which in essence were very similar to those carried in your column. Thus, Keeler may get the idea that I wrote the letter to you. Will you please set him straight?" It wasn't Tom, Mr. Keeler.

TORRINI and Phyllis, who opened Friday (14) at the New York Palace, have club dates in New Jersey and Pennsylvania to follow until they open at the Pavilion Theater, Myrtle Beach, S. C., week of June 10. Writing under date of May 9, they say: "Have enjoyed a number of good dates recently in New York, Pennsylvania, Vermont, New Jersey and Maryland. Visited with Phil Thomas (Yogi Magic Mart) when we played the State Theater, Baltimore, recently. Saw Vern the Magician do one of his school shows in Albany, N. Y. He does an excellent job. We attended an SAM meeting at the home of Bernard Golub in Schenectady, N. Y., recently. Golub has an interesting collection of movies taken at various magic conventions of the past. Jay Marshall was at the Palace, New York, two weeks ago; Vigo Jahn and Company played there last week, and we're current there now. Who says magic is dead?" . . . Ade and True Duval query from Montreal: "Bist Du noch am Leben, Du alter

Bock?" which means literally exactly as it sounds. Ade and True have just concluded a bang-up two weeks at the Mount Royal Hotel in the Canadian metropolis. . . . The Magic Desk holds important mail for Harry Blackstone and Gloria Jerome. Who has the address? . . . Lady Francis (Francis R. Francis) appeared on the show given by Mrs. Ted Lewis in the Persian Room of the Plaza Hotel, New York, last Sunday (9), and last Wednesday (12) departed for Columbus, O., where she opened Thursday (13) at the Neil House for a two-week engagement. Speaking of the New York engagement, Miss Francis writes: "Commissioner Nat Mitchell aided me in an audience-participation trick and came backstage after the show to see me. He does magic as a hobby and showed me a beautiful coin routine and presented me with his special card trick."

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THE FINAL CURTAIN

ARCHER—Willard, 51, in Middletown, Conn., Sunday, May 9, following an operation. He was a concessionaire with Coleman Bros. Shows and previously was with other Eastern organizations. Survived by his widow, Marie. Burial in Farm Hill Cemetery, Middletown.

ARONSON—Morris, 60, a vaudeville performer for more than 35 years under the name of Zaza, May 10 in Miami Beach. Identified with "the dancing doll." Aronson had a life-sized figure attached to his shoes, with which he danced. His act was widely booked on the Orpheum Circuit, and he had appeared at the Palace, New York. Earlier he had been teamed in a dance act with George Raft. He retired six years ago. His widow, a brother and a sister survive.

BAUDEE—Edward E., 68, retired secretary of the Fayette County (Iowa) Fair, May 11 in Palmer Memorial Hospital, West Union, Ia. (Details in Fairs section.)

BELINSKY—Lily, 43, wife of Irving Belinsky, Detroit theater circuit owner, May 9 in that city. Survivors also include two daughters, Mrs. John Pollack and Brenda, and two sons, Arnold and Fred. Interment in Clover Hill Park Cemetery, Detroit.

BUCKHOLTZ—Otto E., 55, former ride operator with the Sun-set Amusement Company and the Rainey United Shows, in Portland, Ore., April 26 of a heart attack. Survived by his widow, Rev. Louise Buckholtz; two sons, Bryan Otto, and Lyle Patrick, and three daughters, Mrs. Evelyn Etgeton, Fairbank, Ia., and Mrs. Beverly Jones and Florence May Buckholtz, both of Portland.

CAMPBELL—Jack, 45, former rep show performer and theater manager, May 8 in Christopher, Ill. He trouped with the Gifford Players and other rep shows. At the time of his death he was manager of the Globe Theater, Christopher. Survived by his widow and four children. Services and burial May 12 in Hutchinson, Kan.

COLLINS—Mike, 56, wrestler and more recently kiddie-land operator in Studio City, Calif., May 6. For 25 years he was in the athletic show on various Western carnivals including the Archie Clark Shows. Survived by his widow, Dorothy. Burial May 10 in North Hollywood.

CROPPER—Roy, 58, leading tenor in many Broadway musicals, May 14 at his home in Miami, Fla. Born in Boston, he made his first stage appearance in William Paverham's touring production of "Herod." In 1917 he made his Broadway bow in "Chu-Chin-Chow." He played Gilbert and Sullivan, the mauve operettas and such legit musicals as "Blossom Time," "Follies of 1923," "The Student Prince," "Castles in the Air" and "Rufus Le-Maire's Affairs." He retired from the stage in 1941. His widow, Elsie, and a son and daughter survive.

DUNLAY—William Patrick, 73, veteran vaude and legit performer, May 3 in Boston of a heart ailment. Starting in show business at the age of 7, he played the part of a midget in the show "1492." Later he worked in an act with Ross Snow and after that went with Sousa's band as a soloist. From there he went into the New York musicals, playing featured roles with such stars as David Warfield, Dan Daly, Edna May and Richard Carle. He played two years with "Belle of New York" in London and when that show closed he and Bill Ritchie toured the Continent in a bicycle act. He is credited with creating the role of Simple Simon in "The Gingerbread Man," later becoming an understudy for George M. Cohan. He and his wife, Bess Merrill, also played the major vaude circuits in a sketch, "Much Ado About Nothing." He retired in 1938. In 1944 he toured in a U.S.O. unit in the Pacific. Survived by his widow and a sister.

EBERT—Peter, 63, one time horseshoer with the Ringling Bros. and Barnum & Bailey Circus, May 1 in Veterans Hospital, West Los Angeles, Calif. From 1938 and until the time of his death he was in charge of the racing stock for Harry Warner, Harry James and Betty Grable. Burial in Albany, N. Y.

EDWARDS—Alan, 61, in Los Angeles. The veteran actor of stage and screen was born in New York, where in the early part of his career he appeared as a leading man on the stage with such artists as Lenore Ulric, Jane Cowl, Nora Bayes, Peggy Wood and Dorothy Stone. He began his motion picture career with the old Edison Company in New York in 1912 and at various

times worked for the Vitagraph Company, Fort Lee Studios and later for Paramount, M-G-M, Fox, Republic and Universal. In a self-prepared obituary which he had titled "My Last Press Notice" and which was forwarded to the Screen Actors' Guild which released it, Edwards mentioned his last screen appearance with George Raft and Sylvia Sydney in "Mr. Ace." Some of his earlier screen credits included "The White Sister," "The Show Off," "Mr. District Attorney" and "Junior Miss." He is survived by a daughter, Mrs. Lorraine Theriot, Scarsdale, N. Y. His widow, Nita Pike Edwards, was a suicide three days following his death. Double interment at Forest Lawn Memorial Park, Glendale, Calif.



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EDWARDS—Nita Pike, 41, May 11 from an overdose of sleeping pills in Los Angeles three days after the death of her husband, Alan Edwards. Mrs. Edwards, a former actress, started her career as a dancer. In the early 1930's she doubled in extra roles and as the leading lady of French versions of Hollywood films. A daughter, Mrs. Lorraine Theriot, Scarsdale, N. Y., survives. Double interment at Forest Lawn Memorial Park, Glendale, Calif.

EPSTEIN—Louis, 68, manager for the touring Beatrice Lillie show, May 14 of a heart attack at his Minneapolis hotel. His home was in Philadelphia. He had been a theatrical manager for the past 45 years, and was Al Jolson's manager during most of the actor's later career. Epstein was company manager for "An Evening With Beatrice Lillie" since the show started touring 35 weeks ago.

FREEBORN—Cass, 76, musical director and operetta composer, May 8 in New York. He wrote the music for "Mam-zelle Champagne," produced in New York in 1906. He had also been a musical director for the "Ziegfeld Follies" and the Manhattan Opera House, New York, and the Taylor Opera House, Trenton, N. J. Two sons and a daughter survive.

GERGELY—Eli, retired actress and singer, known in private life as Mrs. Elis Gergely Palmer, May 9 in New York. She had sung in "The Student Prince" more than 1,500 times. Prior to this success, she had appeared at the Irving Place Theater, then the foremost German playhouse in New York, in "Alt Heidelberg." From there she went to Broadway in "High Jinks," followed by "Sari," "Her Soldier Boy," "Always You," "Just Married," "Firefly" and "Blossom Time." Survived by her husband, Russell Palmer.

GIBBONS—Carroll, 51, one of the first band leaders to broadcast in Britain and one of that country's most popular musicians, May 10 in London. A native of Massachusetts, he went to London in 1924 to continue musical studies and was offered an engagement at the Berkeley Hotel. In 1926 he led a band at the Savoy Hotel, London, and two years later became musical director for His Master's Voice Gramophone Company. After a stint in Hollywood composing music for films, he returned to the Savoy Hotel where he remained for 20 years. After World War II he became director of entertainment for the Savoy group of hotels. He was a favorite of the Royal Family, and had played his music at Buckingham Palace.

GREENFIELD—Nicholas C., 59, advertising executive, May 9 in Brooklyn. He was the founder and president of the N. C. Greenfield, Inc., advertising concern specializing in entertainment and amusement accounts. His widow, two sons, a daughter, a sister and a brother survive.

HAYNES—Harvey M., 77, former member of Sousa's band, May 9 in Coldwater, Mich.

HUTCHISON—Charles C., 59, veteran outdoor showman, April 30 in Montgomery, Ala. During his many years in show business he worked on practically all of the major carnivals. Most recently he was with the William T. Collins, 20th Century, World of Today and Hennes Bros. shows. He was the brother of the late Viola Fairly. Survived by a brother, Lester W., and two sisters, Mrs. Verma Bauman, Wichita, Kan., and Mrs. Julia Meeker, Conway Springs, Kan. Burial May 23 in Greenwood Cemetery, Montgomery.

KORNER—Thea, 72, veteran stage and screen writer, May 10 in Los Angeles. He was a native of Vienna and had lived in Los Angeles since 1929. Survived by his widow, Thea. Interment in Hollywood Memorial Park.

MOLONOVY—Gerald N., 67, former legit performer and outdoor showman, May 6 in Los Angeles. A native of Cincinnati, he was well known in

outdoor show business, having at one time toured with a number of circuses, including the old Sam Dill show. For a time he also toured with Lillian Russell. Survived by a son, Donald, and a daughter, Mr. Helen Walsh, both of Los Angeles, and a sister, Iphigene Bettman, Cincinnati. Burial, May 10 in Los Angeles.

MORGAN—Cecil M., 63, retired theater musician, May 11 in Veterans Hospital, Fort Thomas, Ky. Born in London, he received his musical training in England and in Canada, coming to the United States as a young man. He was a clarinetist and at one time traveled with the Barnum and Bailey Circus. Survived by his widow, Lenora. Burial May 14 in Walnut Hills Cemetery, Cincinnati.

PAGANO—Mario, 53, voice teacher and former concert tenor, May 7 in New York. He was a former member of the faculty of the David Mannes Music School and of the American Theater Wing. He formed the Co-Opera Group in 1944, and presented several operatic performances each year in New York and Redding, Conn. As a singer he had concertized throughout Europe, appearing on many occasions before the Swedish Royal Family. His widow, a sister and two brothers survive.

RHODES—John B., 80, veteran outdoor showman, May 6 in Shreveport, La. (Details in Carnival section.)

RICE—Vernon, 46, drama editor of The New York Post, May 6 in New York. He had suffered a heart attack last July and had been a semi-invalid since, working from his home. Born in St. Louis, he graduated from the University of Oklahoma and did post-graduate work at Yale. He was with The Post since 1934, except for three years during World War II when he served in the European theater. In March of this year the Stage and Arena Guild presented him with the Robert Garland Award for his contributions to the development of the off-Broadway theater. He was a past president of the Drama Desk, an organization of Broadway reporters and critics. Survived by his mother, Mrs. C. Y. Rice, Muskogee, Okla.

ROLF—Torsten, 53, Swedish opera singer, April 27 in Stockholm.

ROBACK—Mrs. George Sr., 57, wife of George Roback Sr., veteran manager of Warner Brothers' Merritt Theater, Bridgeport, Conn., May 8 in that city. Survived by a son, George Jr.; three daughters, Mrs. Arthur Gramoline, and Mrs. George Campbell, both of Bridgeport, and Mrs. Wallace Hardin, Stratford, Conn.; a brother, Howard Lambert, Monroe, Conn.; two sisters, Harriet Lambert, Bridgeport, and Mrs. E. L. Tolles, Mount Vernon, N. Y.

SAUNDERS—Howard, former staffer with circuses, including Dalley Bros., and a veteran of a half century with med show, vaude and circuses, at St. Louis April 9. Since the Dalley show closed he had been in business at St. Louis.

IN MEMORY
Of Our Good Friend
MRS. IDA SKERBECK
Who passed away
May 11, 1952.
HELEN & RAY NORD

SERKOWICH—Benjamin H., 60, former publicity director for the Capitol Theater, New York, May 10 in the Bronx, N. Y. A former newspaperman, he began film work in 1919 with the Robinson Circuit, later called the Great States Theaters of Illinois. In 1924, after another stint as managing editor and assistant publisher of The Peoria (Ill.) Journal-Transcript, he went to work for Balaban & Katz, motion picture theater circuit. From 1926 to 1929 he was a promotion executive with Paramount Public Theaters, later moving to RKO. In 1932 he returned to Balaban & Katz and publicized Sally Rand, fan dancer. In 1946 he became director of advertising and publicity for Columbia Pictures. At the time of his death he was in business for himself. Three brothers and two sisters survive. Burial in Peoria.

STOICA—Bucur, 68, Detroit theater owner, May 8 in that city. In partnership with George Flucka in most of his ventures, he took over the Davison Theater, Detroit, in 1922 and subsequently built the Park and Cameo theaters there and the Hazel Park Theater, Hazel Park, Mich. He retired from active operation a year ago. Survived by his widow, Mary. Interment in Evergreen Cemetery, Detroit.

TV FILM PURCHASES

Continued from page 12
on a new format, to 21 markets this past week. They are: Albuquerque, N. M.; Austin, Tex.; Boise, Idaho; Boston; Buffalo; Cheyenne, Wyo.; Chicago; Danville, Va.; Dallas; Des Moines; Denver; Duluth, Minn.; El Paso, Tex.; Johnstown, Pa.; Louisville; Lubbock, Tex.; New Haven, Conn.; Oklahoma City; Schenectady, N. Y.; Seattle and Syracuse. "Adventures of Blinkey," moppet marionette series, distributed by Blinkey Productions, has been renewed by Amazo Instant Desert for viewing on KPIX, San Francisco. "Friday Modern Movies" and "Saturday Nite Movies" were renewed on KTLA, Hollywood, by the Dodge-Plymouth dealers for 13 weeks beginning June 11.

THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

Continued from page 12

April Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets in Use
25.6	26.7	Ramar of the Jungle—Adv.—TPA.....	WBAL—M, 7:00-7:30.....	35.4
		Top Opp. & Rating: Dog With a Medal....		4.9
23.4	22.3	I Led Three Lives—Adv.—Ziv TV.....	WBAL—W, 10:30-11:00.....	50.8
		Top Opp. & Rating: Blue Ribbon Bouts; Sports Spot....		22.4
19.8	18.6	Cisco Kid—West—Ziv TV.....	WBAL—T, 7:00-7:30.....	31.1
		Top Opp. & Rating: 7 O'Clock Final; Easter Seal....		6.2
18.5	27.9	Superman—Adv.—Kelllogg Co.	WBAL—W, 7:00-7:30.....	29.4
		Top Opp. & Rating: 7 O'Clock Final; Jo Stafford....		6.9
17.5	5.4	Sports Spotlight—Sports—Tel-Ra	WMAR—W, 10:45-11:00.....	47.0
		Top Opp. & Rating: I Led Three Lives....		24.0
15.2	23.7	Wild Bill Hickok—West—Kelllogg Co.....	WBAL—F, 7:00-7:30.....	26.0
		Top Opp. & Rating: 7 O'Clock Final; Family Doctor....		6.1
14.5	15.1	City Detective—Mys.—MCA-TV	WMAR—Su, 11:00-11:30.....	24.6
		Top Opp. & Rating: News; Mystery Marquee....		6.0
13.8	16.8	Captured—Mys.—NBC Film	WAAM—Th, 10:30-11:00.....	30.2
		Top Opp. & Rating: H-Bomb Film....		10.2
11.3	—	Kent Theater—Drama—P. Lorillard.....	WMAR—S, 7:00-7:30.....	32.9
		Top Opp. & Rating: This Is Your Zoo....		—
10.0	18.0	Liberace—Music—Guild Films	WBAL—T, 10:30-11:00.....	51.9
		Top Opp. & Rating: Name's the Same....		—
8.0	13.7	Racket Squad—Adv.—ABC Film.....	WAAM—F, 10:30-11:00.....	68.8
		Top Opp. & Rating: Cavalcade of Sports....		—
6.2	7.7	Greatest Drama—Docum.—Gen'l Telradio.....	WMAR—T, 7:45-8:00.....	36.7
		Top Opp. & Rating: Cavalcade of America....		—
4.2	4.4	Biff Baker, U. S. A.—Adv.—MCA-TV.....	WMAR—W, 11:00-11:30.....	19.6
		Top Opp. & Rating: News; Picture Playhouse....		—
3.8	3.5	Life With Elizabeth—Comedy—Guild Films.....	WMAR—M, 11:00-11:30.....	18.2
		Top Opp. & Rating: News; Picture Playhouse....		—
3.1	—	Dangerous Assignment—Adv.—NBC Film.....	WMAR—M, 11:30-12:00.....	12.6
		Top Opp. & Rating: Picture Playhouse....		—

ATLANTA 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

1.6	2.2	Strange Adventure—Drama—CBS Film.....	WAGA—Th, 11:00-11:30.....	8.6
		Top Opp. & Rating: Home....		—
1.4	2.3	Look Photo Quiz—Quiz—United TV.....	WLW-A—M-F, 11:00-11:15.....	10.3
		Top Opp. & Rating: Home....		—

Sign-On to 7 p.m.—Saturday and Sunday

18.2	26.9	Kit Carson—West—Coca-Cola Co.....	WLW-A—Su, 6:00-6:30.....	26.5
		Top Opp. & Rating: Meet the Press....		6.5
13.7	23.9	Annie Oakley—West—CBS Film.....	WSB—S, 6:00-6:30.....	18.2
		Top Opp. & Rating: Variety Plus....		4.5
11.6	21.9	Wild Bill Hickok—West—Kelllogg Co.....	WSB—S, 5:30-6:00.....	16.1
		Top Opp. & Rating: Lucky 11 Ranch....		4.0
10.3	18.3	Captain Midnight—Adv.—Wander Co.....	WSB—S, 5:00-5:30.....	16.1
		Top Opp. & Rating: Lucky 11 Ranch....		—
6.5	9.2	Animal Time—Child—Sterling TV	WLW-A—S, 10:15-10:30.....	6.5
		Top Opp. & Rating: None		—
5.8	7.5	Johnny Jupiter—Child—Hawley and Hoops.....	WSB—S, 4:30-5:00.....	14.5
		Top Opp. & Rating: Wrestling....		—
0.6	1.9	Fulton Lewis Jr.—News—UTP.....	WSB—Su, 3:00-3:15.....	7.1
		Top Opp. & Rating: Western Star Playhouse....		—
0.3	—	Paul Killiam—Misc.—Sterling TV.....	WAGA—Su, 2:45-3:00.....	7.4
		Top Opp. & Rating: Western Star Playhouse....		—
0.3	3.3	Paul Killiam—Misc.—Sterling TV.....	WAGA—S, 5:45-6:00.....	15.8
		Top Opp. & Rating: Wild Bill Hickok....		—

7 p.m. to Sign-Off—Monday thru Sunday

27.7	44.1	Superman—Adv.—Kelllogg Co.	WSB—W, 7:00-7:30.....	32.9
		Top Opp. & Rating: Inside Outdoors....		2.9
22.4	17.8	Boston Blackie—Mys.—Ziv TV.....	WLW-A—W, 9:00-9:30.....	62.4
		Top Opp. & Rating: Strike It Rich....		24.6
21.6	17.5	Badge 714—Adv.—NBC Film.....	WLW-A—W, 9:30-10:00.....	64.0
		Top Opp. & Rating: I've Got a Secret....		27.2
20.1	23.4	Racket Squad—Adv.—ABC Film.....	WSB—Su, 7:00-7:30.....	41.0
		Top Opp. & Rating: You Asked for It....		18.4
16.7	22.0	Liberace—Music—Guild Films	WLW-A—M, 7:30-8:00.....	33.8
		Top Opp. & Rating: News; Perry Como....		10.0
13.5	17.0	Favorite Story—Drama—Ziv TV.....	WAGA—T, 7:00-7:30.....	21.2
		Top Opp. & Rating: News; Cartoon Korner....		4.0
12.3	9.7	Sportscholar—Sports—United World	WAGA—W, 10:45-11:00.....	27.2
		Top Opp. & Rating: Wrestling....		8.4
11.4	12.6	Foreign Intrigue—Adv.—J. W. Thompson.....	WAGA—M, 7:00-7:30.....	19.7
		Top Opp. & Rating: Cartoon Korner; News....		—
10.4	7.6	Cisco Kid—West—Ziv TV.....	WAGA—Th, 7:00-7:30.....	26.1
		Top Opp. & Rating: H-Bomb Film....		—
9.0	10.8	Counterpoint—Drama—United TV	WSB—T, 10:30-11:00.....	23.8
		Top Opp. & Rating: Name's the Same....		—
8.7	9.4	Kent Theater—Drama—P. Lorillard.....	WAGA—S, 10:30-11:00.....	42.7
		Top Opp. & Rating: Your Hit Parade....		—
7.7	8.9	I Led Three Lives—Adv.—Ziv TV.....	WLW-A—Th, 10:30-11:00.....	32.8
		Top Opp. & Rating: Mr. and Mrs. North....		—
7.2	7.1	Texas Rassin' Sports—Sportatorium.....	WLW-A—S, 8:00-9:00.....	55.3
		Top Opp. & Rating: Jackie Gleason....		—
4.8	—	Death Valley Days—West—Pacific Borax.....	WAGA—T, 10:30-11:00.....	23.8
		Top Opp. & Rating: Name's the Same....		—

PLUGS AND PREMIUMS

Continued from page 12

took over the distribution of the show, and Fortune Merchandising obtained the paper merchandising rights. The Johnson Baking Company bought the package for seven markets, and Reed went into production. "Rocky Jones" on film made its TV debut in Milwaukee in October, 1953. By this time Danov had issued over 20 merchandise licenses on Rocky. It's apparent from this chronology that the pre-merchandising of the show was as much a matter of accident as it was a calculated effort. For his part, Danov was plugging both show and merchandise at the same time. Getting the show rolling took time. Meanwhile, simply on the strength of the zooming popularity of space adventure generally and the native appeal of the still unexposed Rocky Jones character itself, manufacturers were willing to start turning out items on the terms that Danov could then offer them. **Million Color Books** In the pre-show stage, some

of the Rocky merchandise went quite well, some didn't. The soft good lines reportedly didn't do great business on the whole, but that may not have been due to lack of exposure in TV form alone. On the other hand, Whitman sold nearly 1,000,000 coloring books, Frye sold more than 60,000 pair of Space Ranger boots, and Columbia sold more than 40,000 records in its "Shipwrecked on Planet X" album. The Rocky Jones merchandise that did catch on before October, 1953, of course created a ready and willing audience for the show, which UTP has now sold in over 45 markets, with Gordon Baking taking the top cities for Silvercup Bread. Now that the TV film show is successfully launched, Ressen and Danov feel that Space Ranger merchandise can be prompted in earnest. They are looking toward the coming Christmas as its first real test. But more about that next installment. **(To be continued)**

QUICK TAKES

Continued from page 12
George Schaefer, . . . Jack Cardwell, formerly New York sales manager for Films, Inc., has been named sales planning director for Cellomatic, the new animating projector being introduced by Howell-Rogin Studios. "Hopalong Cassidy" will make his first personal tour of the British Isles this summer as the leader of a group of 48 newspaper boys who will represent the United States as "Junior Ambassadors." Twenty-six newspapers have joined with the American Sunday magazine to select the boys who will accompany William Boyd on the two-week good-will tour of England, Scotland, Ireland and Wales. . . . **H. S. (Bert) Somson** has been named as exec veepee to head up the two Crosley divisions of WLW Promotions and Olympus Film Productions for which expansion plans are now being made.



A NATURAL PROMOTIONAL stunt for sports devices is that of local operators who use name baseball players from their area's teams to stimulate patrons' interest in the games. Here at Philadelphia's Woodside Park outfielder Elmer Valo, of the A's, is throwing into the Dodgem Corporation's Bullpen unit. Others, left to right, are Tom Morehead, WFIL sportscaster; Robert F. Irwin Jr., of the park staff, and Bob Trice, A's pitching star. The promotion introduced the game before a big crowd and kicked off the park's policy of giving away baseball tickets daily for the highest scores for three consecutive games.

Mighty Royal American Opens With Added Power

Unveil 'Dancing Waters,' Sky Wheel, Round-Up at Memphis Cotton Carnival

By HERB DOTTEN

MEMPHIS, May 15.—Always a powerhouse, the Royal American Shows—biggest of the nation's touring carnivals—this year is stronger than ever, judging by its current appearance at the Cotton Carnival here.

To its already potent ride lineup, two major devices have been added—a show-owned Round-Up and the Dowis Sky Wheel.

And to its money-getting shows one major one—a "Dancing Waters" unit—plus several less spectacular, but nonetheless strong shows, have been added.

Moreover, several of the old standby attractions—but principally Leon Claxton's sure-fire "Harlem in Havana"—surpass in entertainment and money-earning potential their previous editions.

The RAS line-up here embraces no fewer than 24 rides and 14 shows, the strongest array yet for the mighty Tampa-based show. Addition of the huge, neon Sky Wheel gives the show,

already the most brightly and colorful illuminated aggregation on the road, even more brilliance. The Sky Wheel supplements the four brightly lighted Ferris Wheels the show will work at fairs and other major dates.

Dodgem Enlarged

All of the improvements on the Royal American this year are not confined to additional shows or rides. The Dodgem, for instance, has been on the show for years but it sports 24 new cars.

A great many of the improvements made in winter quarters do not meet the public's eye. Intended to insure safer, more efficient operation, they have to do with improvements to the show train, or its equipment, or to rolling stock. Additional acquisitions—such as the delivery of a new Caterpillar soon—will further assure efficient operation under the most trying of lot conditions.

Owner Carl Sedlmayr observed that the show faces up to its strongest route in years. Instead of still-dating in Peoria, he pointed out, the show will play the Grand and Laclede lot in St. Louis, starting next Tuesday (18) for 21 days, as against 13 days last year. This change, he added, should benefit the show substantially, dollar-wise.

The RAS will also play three more days than usual in Jackson, Miss., holding over from the regular Mississippi State Fair for a newly organized Mississippi State Fair for Negroes. In the past, the show was idle those days, awaiting the start of its next fair—the Louisiana State Fair at Shreveport.

Only one gap remains in the show's route, a five-day period following the Kansas Free Fair, Topeka, and Sedlmayr indicated that he has at least two cities under consideration for fill-ins.

'Harlem' Show Tops

Probably the most striking thing to an observer about the Royal American this year is the fact that again Leon Claxton has contrived to come up with a "Harlem in Havana" show which tops all of its many fine predecessors. Claxton's current edition—his 20th on the Royal American—is the finest entertainment ever to be played under a carnival top. It is jam-packed with talent, dancers Shon McGowan, comic-dancer Al Jackson, the Fou-chee dancers, a line of girls that is outstanding and a band that makes with crowd-pleasing music.

The Claxton show, presented with a spirit that captivates the audience and sends it away enthusiastic, not only is high on talent but is extremely well produced, smartly costumed, well-staged, and punctuated with production numbers that wow 'em. Chief among these is an artfully presented blacklight number that sends folks out talking.

The "Moulin Rouge Show," produced by Leon Miller, is in its fourth year with the show. Miller,

a producer, turned costume designer in the winter, and has fashioned a show that abounds in spectacular costuming—sequins galore, and in rich staging, with an abundance of drapes. The show has several topnotch acts, Apache dancers Doris and Roberts and the Shanghai Twins, Oriental hand balancers.

'Dancing Waters' Front

For "Dancing Waters," Sedlmayr and son, C. J. Jr., fashioned a long front, topped by the shows letters which are backed by lights which give a wave effect behind each letter. The front depicts fountains but is devoid of animation. Any show has a difficult time setting up here, inasmuch as stages must be set on the side of an embankment down from Front Street, which, as its name implies "fronts" the Mississippi River below. "Harlem in Havana" and "Moulin Rouge" have their customary locations at street entrances but it was impossible to spot the water show at a street entrance. In any event, "Dancing Waters" suffered from its location and did weak to light business during the first five days. Veterans with the Royal American figure that the water show will do well financially once the RAS hits its fairs.

Notable among the other shows is the improved Side Show, again operated by Bobbie Hasson. As his top attraction Hasson has Johann Pettursson, a giant, who clicked solidly here. Hasson has flashed up the front on the Side Show, topping the banner line with high lighted letters that adds to the impact of the banner line.

Of the new shows added, an Illusion Show, operated by Noel Lester, registered big with the Cotton Carnival throngs.

The Royal American caught clear weather, with cool nights, during the first five days here. As a result, ride and show grosses were far higher than last year, when rain pelted the show seven of the Cotton Carnival's eight days.

Dallas Ups Fem Premiums

DALLAS, May 15.—Premiums totaling \$7,035 will be offered by the Women's Department of the 1954 State Fair of Texas. The amount is nearly twice that for any previous year. Mrs. Leah Jarrett, director of the department, announced.

Premiums in the textile and clothing division alone amount to \$3,243. Totals in some of the other categories are: Art, \$750; designer-craftsman, \$640; miscellaneous arts, \$633; hand-painted china, \$432; antiques, \$407; hobby collections, \$180, and foods, \$650.

A new division will be for oil and watercolor paintings, open only to amateur artists who live in Texas. Premiums in all other divisions of the catalog will be open to the world, with the exception of the clothing division, which is also limited to Texans.

Included in the long list of new divisions are handmade models, basketry, sewing machine articles and holiday decorations. Special sections provide for handwork of women 70 and over and boys and girls 16 and under.

Monty Montana Set For Spokane Fair

SPOKANE, May 15.—Monty Montana, rodeo entertainer and trick roper, has been booked as one of the chief attractions for the Spokane Interstate Fair September 3-6, according to Manager Herbert Welch. To stimulate opening day attendance, the fair board plans to reduce the price of advance sale tickets and credit purchasers with coupons for carnival rides.

Dallas Fair Speeds Repair Of Auditorium

DALLAS, May 15.—Windstorm damage to State Fair Auditorium here caused April 30 was repaired in plenty of time for opening of Metropolitan Opera Company series of four performances starting Saturday (8).

Damage, involving collapse of a curtain wall and a portion of the ceiling of the balcony, was repaired by wrecking and construction crews working round the clock under the supervision of W. E. Sneed, State Fair superintendent of buildings and grounds.

Restoration was temporary to a large degree, but was complete enough so that damage was hardly discernible to opera crowds. Temporary repairs even included acoustical fittings for damaged ceiling of house which seats 4,385. Damage was estimated to total \$200,000, but steel framework of building was not damaged.

Opera had sellouts for all four performances.

St. Louis Trio Buys Wax Show

ST. LOUIS, May 15.—H. J. Loosley & Associates, local organization, has purchased the Hall of Presidents Exhibit of the former Maxey Wax Museum and plans to book it at fairs and centennials this season. The firm is made up of E. J. Conrath, international president of the Billposters Union; H. J. Loosley, operator of the St. Louis home show, and Norman Hutchcraft, veteran showman.

The exhibit contains life size wax figures of all presidents from Washington to Eisenhower. Unit has been booked for the Nebraska centennial celebration in Omaha from May 17-31.

N. Webster Event Setting Up Shop

NORTH WEBSTER, Ind., May 15.—Recent opening of headquarters here officially kicked off active preparation for the ninth annual Mermaid Festival, to be sponsored June 28-July 3 by the local Lions Club.

Held to focus attention on the area's vacation facilities, the event has grown to major proportions since its inception. Last year's mermaid parade, participated in by over 50 Indiana towns, drew 30,000 persons. Additional thousands are attracted by such events as a beauty contest, amateur show, basketball tourney, tractor-pulling contest, treasure hunt, water carnival and coronation. Early entries this year indicate that interest in the event may exceed that of last year's, officials say.

OHIO KID PARK HAS HERSHELL FIRST JOLLY CAT

NORTH TONAWANDA, N. Y., May 15.—The Allan Herschell Company will send Louis J. DeMeo from its plant to represent the ride-building firm when its first large Jolly Caterpillar is started up on location. The event will take place next Saturday (22) at Harry Suhren's new kiddie park in Huron, O. First of the new 24-passenger units was exhibited at last season's Tampa fair.

Lajoie Unit Bows May 22

MONTREAL, May 15.—The Congress of Hollywood Dare Devils will open its thrill show season May 22 at Trois Pistoles, Que., Charles Lajoie, director, announced. Unit will play Quebec, New Brunswick and Nova Scotia and is also booked for a first-time tour of Newfoundland where it will operate for three weeks.

Fairs on the route include those at St. Hyacinthe and Danville, Que.; Weymouth, Mass.; Barton, Vt.; Northampton, Mass.; Altoona, Pa., and Belleville, Ont.

Staff, in addition to Lajoie, includes Henry Robinson, general agent; Charles M. Waters, emcee; Ellis (Buttercup) Pearce, track manager and driver; John McLean, advertising; Emile Nadon, concessions; Noel Patry, mechanic; Tiny Tovey and Ludger Verrette, clowns, and John Lajoie and Bobby Wilson, box office. Drivers include Bobo Canup, Gerry White, Gene Hammond and Bob Roberts.

Cranston Inks United Amuse.

CRANSTON, R. I., May 15.—United Amusement Shows have been signed to supply midway attractions at the Bicentennial and Industrial Exposition here, May 28-June 5, it was announced this week by the event's committee.

Special events scheduled in connection with the celebration include a historical pageant in the stadium with cast of 1,000, street parade with 15,000 in line, atomic energy exhibit, choice of a bicentennial queen, queen's ball, marathon race under Amateur Athletic Union sanction and supervision, and regatta and water festival on Narragansett Bay, capped by a large marine fireworks display.

K. O. Gronsdahl Picked As MacEachern's Aid

SASKATOON, Sask., May 15.—K. O. Gronsdahl has been named assistant to S. N. MacEachern, Board of Trade commissioner and manager of the Saskatoon Exhibition board. For the past three years he has been employed by the College of Agriculture, University of Saskatchewan.

Horan Season Bow at Peoria

PEORIA, Ill., May 15.—The Irish Horan Lucky Hell Drivers open their 1954 season here June 10 as featured attraction that day at the Fun Festival, June 8-13. This will mark the first appearance of a Horan producer in his home town.

Horan will move in here after the 500-mile race at Indianapolis, where he will work as announcer. From here the show goes to Milwaukee for Saturday and Sunday dates and then to Soldier Field, Chicago, for a date before heading east. Efforts are being made to rearrange the schedule so that the show may play at one of the Cleveland harness tracks. June dates are contracted for Springfield, Canton and Wellington, O. Horan also announced that he had closed a contract recently with Jack Reynolds, manager of Eastern States Exposition, Springfield, Mass., for the show to play that annual for the first time.

The addition of Eastern States completes a circuit of fairs that includes Danbury, Conn.; Syracuse; Hamburg, N. Y.; Lewiston, Me.; Frederick, Md.; Richmond, Va., and Allentown, Pa.

Advertising Balloons

LOS ANGELES, May 15.—Dimensions of 10-foot captive balloons offered by the War Assets Division of the Volume Sales Company here for advertising purposes by outdoor attractions, was incorrectly stated in the May 8 edition. Diameter of the balloon was reported as 31 inches. It should have been 31 feet in circumference.

Daily Auto Thrills to Give Brockton Double Night Shows

BROCKTON, Mass., May 15.—A double bill, including the return of automobile thrill show presentations, is planned this year by the Brockton Fair in an effort to boost night grandstand attendance.

The night shows, including some very elaborate ones, have failed to do the job in recent years. Buddy Wagner's thrill show troupe will be presented on each of the eight nights along with a program of acts. The only other change in the night program will be the elimination of the usual line of girls.

The thrill show and acts will also be the grandstand feature on the opening Saturday and Sunday afternoons. The show on Sunday afternoon will also include a drum corps competition with some 25 units participating. It is likely that the opening Saturday show will also include a baton-twirling contest with entries numbering around 500.

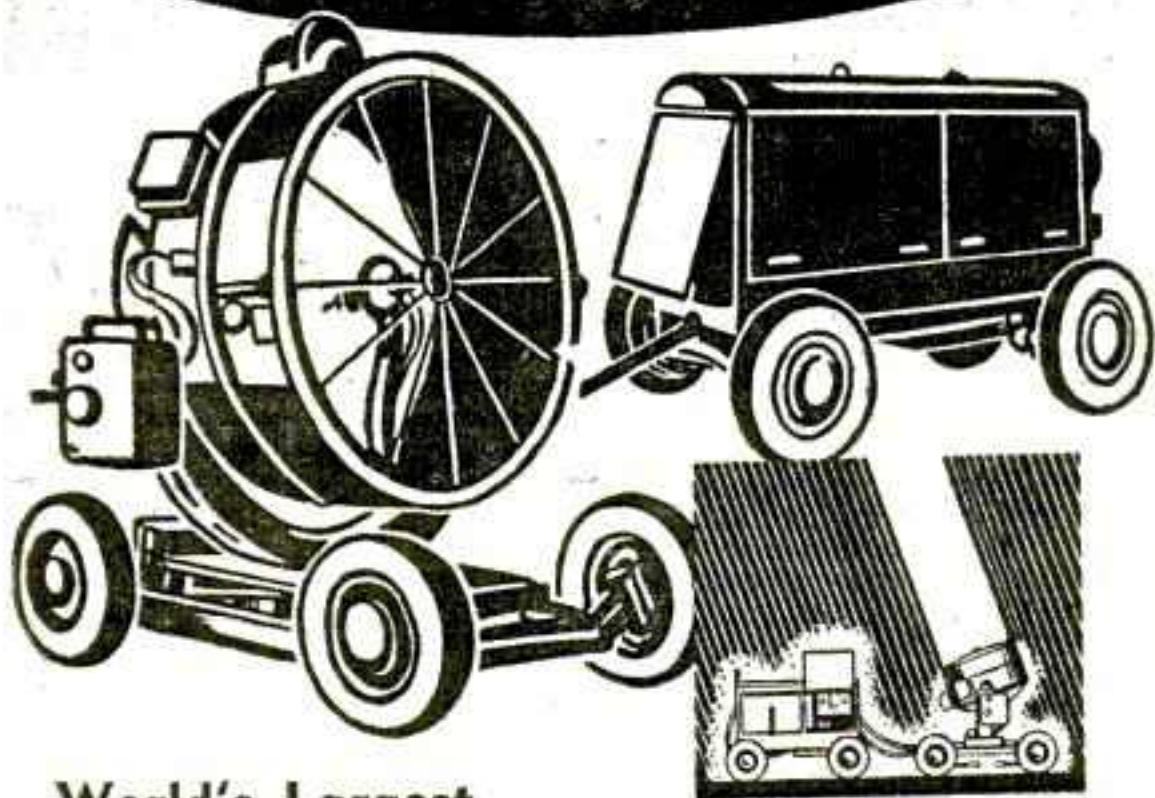
The two competitive events are scheduled for in front of the grandstand because of the lack of sufficient room in any part of the fairgrounds, Frank Kingman, secretary, said.

An effort to boost attendance in front of the grandstand last year by offering free admission to the paddock area and charging for seats did not work out. It did, however, eliminate the need for collecting admissions taxes from night show patrons.

Running races with pari-mutuel betting will again be featured on six afternoons, Monday thru closing Saturday. The staging of pari-mutuel racing at fairs in Massachusetts is limited to six days at fairs and for this reason the automobile thrill show and acts are set for the afternoon shows on the opening two days.

Al Martin, head of the Boston agency bearing his name, will again set the acts for the show

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BALLOON BIZ HYPOED

Helium Ban Lifted In Time for Season

NEW YORK, May 15.—Balloon salesmen should be able to get as much helium as they need this season, as a result of the government's recent lifting of its nationwide ban on the use of helium for any uses other than essential defense work (The Billboard, December 26).

Relaxing of the rules within the past month has resulted in a slight price increase, but the rise is considered worth it, since the floating balloons are the best sellers in the outdoor amusement industry.

The government owns the helium patent, the tank cars in which the gas is transported, and the cylinders in which it is sold to balloon pitchmen. Last fall it withdrew most tank cars from general service and gave orders for all shipments to go to industrial firms and those with high-priority contracts.

A shortage affecting welding on Navy orders was the cause for the restriction.

Pitchmen Suffered

Complaints of the balloon people were that the proportion of helium used for balloons is infinitely small, amounting to only a veritable speck in the over-all picture. The government ban, coming at the end of the outdoor season of last year, hit hard at street and store workers who were looking forward to holiday spurts in balloon buying.

It was learned that the complaints were not without foundation, and that the ban resulted in the government having cornered more helium than it could use, being faced with the prospect of pouring off surplus helium because of the overage.

The government now is releasing its tank cars for carrying helium to cylinder-bottling plants. It is charging another penny per foot to the bottlers, the price going from 6 cents to 7 cents.

Price Goes Up

Air Reduction Company, major supplier of helium for balloons, with bottling plants in Bound Brook, N. J., and Lima, O., had been charging distributors \$16.10 for a 230-foot cylinder, and the price has slid up to \$18.45.

On the retail level, the balloon pitchman will now pay about \$20 for a 230-footer, compared with

the pre-restriction tab of \$16.50. Depending on how it is used, a cylinder of that size will fill 350-450 balloons of the No. 8 size.

Besides the government-imposed price increase, there has also been a hike in freight rates which is being felt by the pitchman, in the form of the price charged to him.

Department and chain stores, major off-season sellers of balloons, responded to the releasing of helium by buying up the gas the instant it was offered.

The helium situation had also had its effect on manufacturing of balloons. Large round or "cat head" models dropped in sales since they were rarely sold unless inflated with helium and floating at the end of strings. An increase was noted in sales of oxygen-inflated spiral models, with many salesmen who specialized in helium balloons turning to the latter kind.

Types of Balloons

Round balloons from eight inches in diameter (No. 8) and up are dipped longer to provide heavier walls able to contain either oxygen or helium. They can retain helium nine or 10 hours before it inevitably seeps thru the walls due to its fineness. There is no need for helium for smaller models, since they are made thinner to allow blowing up by mouth. These could never contain helium for any appreciable time. If made heavier, they could not be inflated by children or parents.

Some salesmen skirted the ban by increasing their use of oxygen-inflated balloons on sticks. Still others plied locations with huge, blown-up spiral or knobby "worker" models while peddling deflated balloons to buyers.

Removal of the ban comes at the start of the outdoor amusement season, which is fortunate not only for the pitchmen but for other commercial people. Firms have long appreciated the value of floating balloons for their displays and for street parades.

Floating Balloons Best

Helium firms and novelty jobbers expressed relief that the new government action came when it did. The floating, bobbing balloons are the fastest-moving type saleswise, and are sold in far greater quantities than those affixed to sticks. Clusters of floating balloons are great attention-pullers at parks, carnivals, fairs and circuses.

When the ban was in effect, it worked this way: Helium is manufactured by the Bureau of Mines in Amarillo, Tex., and shipped in tank cars to the bottling plants. During the ban no shipments were made for cylinder-filling purposes.

Altho cylinders delivered to Amarillo were filled, the price of shipping the canisters to Texas was prohibitive in most of the nation. Locations close to Amarillo were able to get cylinders filled, with the result that they were on sale in the Kansas City, St. Louis, Texas and Louisiana districts.

There was a slight black market in operation during the ban, but no evidence of any organized effort along these lines. Some jobbers who had stored up on helium parceled out cylinders at increased rates, and some kept their rates but delivered to select customers only. It was understood that a few Eastern store concessionaires had paid from \$25 to \$30 for illegally filled cylinders.

Monterey, Calif., To Expand Com'l Exhibitor Space

MONTEREY, Calif., May 15.—Monterey County Fair will probably be forced to expand its space for commercial exhibits this year as a result of the increased interest, George T. Wise, manager, announced. Fair has requests for exhibit space in excess of its present facilities and may erect a tent to care for the overflow.

Fair is installing a new outdoor lighting system for the August 26-29 run and in its commercial exhibits will play up the do-it-yourself theme. Attractions will include a horse show, livestock show and an expanded youth fair.

Brunson Again Inked By Merced, Calif., Fair

HOLLYWOOD, May 15.—Grandstand show at the Merced County Fair in Merced will be staged and produced again this year by Jo and Newton (Carolina) Brunson of the Hollywood Theatrical Agency here. They will offer the copyrighted attraction-package "Hollywood on Parade."

Opening the five-day fair August 25 will be Spade Cooley and his TV entertainers. Acts scheduled for "Hollywood on Parade," opening August 26 and playing thru the closing August 29, are Vaughn and Wright, marimba artists; Red Smith, country plumbler; Dorothy Ray, accordionist; Marion Rankin Dancers (5); The Roycettes (2), trampoline; Hap Henry and his dogs, and the Aerial Charltons.

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Perfume, Cake Spark Opener At Buck Lake

ANGOLA, Ind., May 15.—Buck Lake Ranch, the 80-acre hillbilly park of Harry and Eleanor Smythe, opens its eighth season next Sunday (23) with new prices and a typical name attraction policy set for the year.

Featuring free entertainment, parking, dancing and fireworks in the price of admission, and a kiddieland and boating lake, Buck Lake charges 75 cents admission thru 6 p.m. and 50 cents thereafter. Last year the fee was a straight 75 cents.

Hillbilly shows will be offered at 1, 4 and 8 p.m. on Sundays, and big-time wrestling at \$1.20 a seat on alternate Saturday nights.

Opening talent show features the Carlises, Joe Taylor and His Indiana Redbirds, Sylvia Marie and organist Florence Webb. Also for the opening a 500-pound birthday cake for Eleanor Smythe will be cut and passed among the patrons, and the first 2,500 women will be given bottles of perfume.

Other programs on Sundays will be headlined as follows: May 30, Lonzo and Oscar; May 31, Smiley Burnette; June 6, Lulu Belle and Scotty; June 13, Tim Holt; June 20, Renfro Valley Barn Dance; June 27, Marty Robbins and Moon Mullican; July 5, Carl Smith. Wrestling begins June 5. Talent is booked in by Cooke & Rose, Lancaster, Pa.

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COMING EVENTS

Arizona
Flagstaff—Southwest Indian Pow Wow, July 3-5.
Glendale—State Melon Growers Festival, July 9-10.
Globe—Junior Rodeo, June 26-27.
Tucson—Shrine-Knights of Columbus Circus, June 3-6.

Arkansas
Caraway—Picnic and Celebration, July 5. J. C. Gildewell.
Portia—Celebration, July 4.

California
Long Beach—International Association of Auditorium Managers Convention, July 18-22.
Los Angeles—California Gift Show, Biltmore and Alexandria hotels, July 25-30. Chamber of Commerce.

Colorado
Boulder—Celebration, July 4.
Brighton—Adams Co. Open Horse Show, July 24-25.
Colorado Springs—Jr. League Horse Show, July 9-11.
Colorado Springs—Pikes Peak Quarter Horse Show, June 25-26.
Delta—Delta Days, July 30-31.
Denver—Antique Show, July 22-25. L. Verne Slout, Vermontville, Mich.
Fairplay—Gold Days Celebration, July 30-Aug. 1.
Glenwood Springs—Strawberry Days, June 19-20.
Greeley—Horse Show, June 26-27.
La Junta—Koshare Indian Spring Festival, July 16-18.
Limon—Celebration, July 5.
Meeker—Meeker Massacre Pageant & Homecoming, July 3-5.
Salida—Shavano Days of '49, July 4.
Springfield—Celebration, July 3.
Woodland Park—Ute Train Stampede, July 24-25.

Georgia
Atlanta—Southeastern China, Glass & Gift Show, July 18-21. Foster B. Steward, 1401 Peachtree St., N. E.
Glenville—Tomato Festival, May 17-22.

Idaho
Emmett—Cherry Festival, June 21-26.

Illinois
Avon—Pat Steer Show, Aug. 19-21. Nick Vacca.
Benid—Italian Celebration, June 12-13. Albert Bertagnoli.
Chicago—Italian Festival (Grand & Crawford), July 21-Aug. 1.
Chicago (Soldier Field)—Celebration, July 4.
Chrisman—Homecoming, July 7-10. Stanley R. Kent.
Flora—Centennial, July 5-10. George Cooper.
Galva—Centennial, July 28-Aug. 1. C. F. Bailey.
Iroquois—Celebration, July 3-5.
Lexington—Homecoming, July 21-24.
Olney—Am. Legion Celebration, July 2-5. Vincent Van Cleave.
Onarga—Princess Onarga Celebration & Centennial, July 2-5. Walter Lick, Am. Legion.
Palmira—Terry, Park Industrial Fair, July 26-29.
Pecatonica—Celebration, July 3-5.
Peoria—Fun Festival, June 8-13. Frank Winkley.
Polo—Military Days & Homecoming, June 17-19.
Rockford—Celebration, May 19-20.
Bainbridge—Street Fair, June 16-19. Gaylord Kilgore.
LaPorte—Celebration, July 4.
Sumner—Centennial, July 2-5. Phil H. Heyde, Olney.
Trenton—Annual Homecoming, July 2-4. Chamber of Commerce.

Indiana
Decatur—Spring Festival, May 17-22. Lyle Mallonee, 157 S. 2d St.
Milan—American Legion Homecoming, June 21-26. Howard Hempling.
Montezuma—Street Fair, June 22-26.
North Webster—Merrill Festival, June 28-July 3. J. G. Herrman.
Veedersburg—Am. Legion Fair, July 13-17.
West Baden—Am. Legion Celebration, July 4.

Iowa
Algona—Centennial, July 5-6.
Cedar Rapids—Home Show, May 18-23.
Paul Waters.
Fairfield—Centennial Celebration, June 28-30. George Hemm.
Orange City—Tulip Festival, May 19-22.
Red Oak—Celebration, July 3-5.

Kansas
Chanute—VPW Celebration, July 5.
Ogden—Centennial, July 3-5.
Topeka—Greater Kansas Centennial, May 21-29.

Louisiana
Alexandria—La Market Poultry Show, May 20-21. L. L. Walters.
New Orleans—La Boat Festival & Pan American Regatta, June 13-14. Paul Schindler, 1468 N. Whit.
Houston—La. Peach Festival, June 14-19. A. K. Coft.

Michigan
Glenn—Pancake Festival, June 25-27.
Ishpeming—Centennial Celebration, July 25-31. Howard Varvil, Woolworth Bldg.
Jackson—Freedom Festival, July 4-10. James W. King.
Mount Clemens—Amvets Fiesta, July 4.
Port Huron—Blue Water Festival, July 12-18.
Zilwaukee (Saginaw)—Michigan Centennial, June 17-19. Glen W. Bauer, 103 N. Adams.

Minnesota
Jaledonia—Centennial, July 16-18. M. A. Duxbury.
Edgerton—Dutch Festival & Diamond Jubilee, July 21-22.
Hastings—Celebration, July 3-5. Herbert P. Koch.
New Prague—Celebration, July 2-4.
Owatonna—Centennial Celebration, June 11-13.
Rothsay—Celebration, July 3-5. D. Lindberg.
Rushford—Centennial, July 3-5.
St. Cloud—Am. Legion Celebration, July 3-5. Frank Murphy.

Mississippi
Corinth—Centennial, May 16-22.

Missouri
Albany—Old Soldiers Reunion, July 7-10. Junior Clark.
Ava—Kiwanis Boy & Girl Livestock Fair, June 4-5. Bill Pettit.
Buffalo—Reunion, June 24-26.
Gallatin—Davless Co. Jr. Lamb Show, June 9. George H. Schmitt.
Marionville—Centennial, June 17-20.
Maryville—Pat Lamb Show, June 7. Kenneth Walkup.
Moberly—Kiwanis Club Jr. Lamb Show, June 15. Carl Henderson.
Morehouse—VPW Picnic, June 3-5. Post 3174, Sikeston.
St. Joseph—County Dairy Show, June 12. Webb Embrey.
St. Joseph—Interstate Jr. Dairy Show, June 18. Webb Embrey.

Maryville—Horse Show, July 21-22. Mrs. Lester Swaney.

Nebraska
Omaha—St. Alfio Festival, June 19-27. A. J. Alexander, 3411 N. 16th.
Omaha—Centennial, May 31-Sept. 6.

New Jersey
Hammonton—Feast of the Lady of Mount Carmel, July 12-17.

New York
Haverstraw—Centennial, June 14-19.
Haverstraw—Centennial, July 26-Aug. 1. Morgan Demarest.
Haverstraw—Firemen's Convention & Parade, June 14-19. Morgan Demarest.

Ohio
Elyria—Grotto Celebration, July 1-5.
Port Recovery—Harvest Jubilee, July 5-11. B. B. Burke.
Garfield Heights—American Legion Carnival, June 15-20. Bill Streidl, 3641 Bosworth Road, Cleveland 11.
New Rlegie—Firemen's Celebration, July 5-9. Harold Burkett.
Twinsburg—Homecoming, July 7-10.
Woodville—Am. Legion Celebration, July 1-5. Henry Jerkel.

Oklahoma
Pawhuska—Osage Downs Futurity and Race Meet, May 16-23.
Pawhuska—Osage Co. Cattleman's Convention & Ranch Tour, June 25-26.
Pawhuska—Intl. Roundup Club Cavalcade, July 23-25.

Oregon
Portland—Am. Legion Celebration, July 3-5. Monte Brooks.
Union—Eastern Ore. Livestock Show, June 10-12.

(Continued on page 88)

Set Single Board For Frontier Days At Swift Current

SWIFT CURRENT, Sask., May 15.—Incorporation of the Frontier Days Board and the Swift Current Agricultural Society has been completed and henceforth the annual Frontier Days celebration in July will be operated by the Swift Current Agricultural and Exhibition Association.

The change of name and sponsorship will not affect this year's show, which will operate along lines laid out under the former co-sponsorship of Frontier Days, the Chamber of Commerce board of governors, the Agricultural Society and the city.

All obligations of the previous sponsorship have been assumed by the new board, and title to all real estate is retained by the city, with the association paying for its use.

It was found that a three-way sponsorship resulted in too much lost motion from a management standpoint and it was felt a more "centralized" set-up would be best, particularly since a full-time manager has been appointed.

Clifford Shirriff is president of the new org, with Murray Dodds and Mrs. L. Smith vice-presidents. Gilbert Kerley is secretary and Irving Hansen is manager and treasurer.

Annual show, now one of Canada's largest rodeos, was started in 1937 by the Kinetic club as a sports day. Success of the venture prompted the club to take over for a five-year period, with a rodeo featured. First of this series was in 1939. Event was held 13 times under Kinetic club sponsorship and three times under the guidance of the Chamber of Commerce. When the Kinetic club disbanded in 1950, arrangements were made for the city to take over all physical and financial assets of the Frontier Days set-up and to assume responsibility for perpetuating the annual celebration.

The city accomplished this objective by signing an agreement with the Chamber of Commerce whereby that organization became sponsor by setting up a board of governors and recruiting the direction of the old Kinetic club's Frontier Days Board.

Brooksville, Fla., Picks Hansel Boyd As New President

BROOKSVILLE, Fla., May 15.—Hansel Boyd has been elected president of the newly chartered Hernando County Fair Association. George Dunlap was named first vice-president; J. C. Emerson, second vice-president; Sam Peacock, secretary, and Cecil Davis, treasurer.

This being the county's first effort at establishing a permanent fair, a committee composed of J. C. Emerson, W. E. Oxley, and George Dunlap was appointed to visit other county fairgrounds and make a study of the type of buildings necessary for the first unit, or units. This committee is composed of Harry Brinkley, Mrs. Mary Beville, Miss Mary Belle Rogers, J. C. Emerson and John Hilburn.



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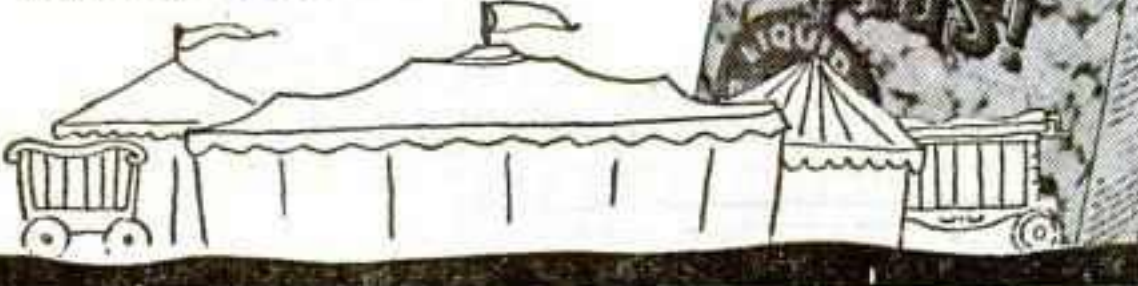
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Equipment Mfrs. Show Wares at Chi Exhibit

CHICAGO, May 15.—The latest in food and service equipment, including many items used in outdoor food and drink concessions, was on display here this week at the National Restaurant Association exhibit at Navy Pier. Show operated May 10-15.

Also the 450 firms exhibiting were mainly interested in the restaurant operator, a number had products slanted for use in the outdoor amusement industry. And many of these were showing new items for the first time.

Charles E. Hires Company, Philadelphia, demonstrated the addition of a refrigeration unit to its snack bar, available in the eight and 10-foot bars. The cooler has space for from 1,600 to 1,800 frankfurters according to C. D. Clarke. Also new in the Hires line was the keg root beer dispenser. This unit, with a built-in carbonator, 3/4 horse power compressor and pop-out cup dispenser lists at \$900, Clarke said.

Hot Dog Roaster

A rotary wiener roaster that holds the franks in a wire cradle arrangement instead of using spits, was introduced here by Medalie Manufacturing Company, Minneapolis. The machine is loaded automatically, is reported to have an output of 300 franks per hour and takes up only 12 square inches of space. According to H. A. Medalie, head of the firm, one advantage it has is the fact that the wiener skin is not pierced, therefore juices and flavor are sealed in.

Bill Evon, of Tone Products Company, Chicago, announced his firm added two new soft drink dispensers to its line. The new additions are the 12-gallon Cascader and the 7-gallon Raindrop, both of which are electrically cooled. Evon was also introducing Gus Herman, a new addition to the Tone sales staff.

One of the highlights of the trade show was the 3-D Grill, a complete refreshment stand introduced several months ago by 3-D Grill Sales, Chicago. Interest in this compact unit was large, and Arthur Iversen, president of the concern, was kept busy all week making demonstrations. Iversen said a new type grill has been added to the stand. Three portions of the griddle are devoted to hamburgers and two portions to hot dogs with a capacity of 12 each.

New Anti-Oxidant

California Products of Chicago, which markets a line of drink concentrates, introduced a new antioxidant to keep peeled potatoes fresh and white without water soaking. According to Harry Berger of the firm, the new item, called Spud-Rite, contains no sulfide, an item that has been banned by some State food inspectors. Berger said the product can also be used to keep cut fruit, salad greens and cole slaw from discoloring.

Helmco, Inc., Chicago, displayed a toasted sandwich bar. All stainless steel, it handles from two to four buns, and according to F. W. Lacy Jr., can produce 240 sandwiches per hour.

A new portable counter-type hot dog cooker and bun warmer was the feature of the booth occupied by Mallow Products, Inc., Chicago. Listing at \$270 f.o.b. factory, the unit has two hot dog compartments for boiling, one bun warmer, sliding covers, two stainless steel relish pans, maple cutting board, thermostatically controlled heat, toggle switch with signal light, 1,600 watt heat-

ing element that operates on 115 volts, 60 cycles. Its net weight is 41 pounds.

Bastian-Blessing Company, of Chicago, featured a narrow H-line fountain-luncheonette with superstructure and counter and a display of fountain food service units, including a Fast-Serv creamer, two soda units and a Dish-o-lator. According to Ted Johnson of the firm, they have cut the length of their creamer two inches and the new unit is an even six feet.

A brand-new item, an electric rotary frankfurter cooker, was introduced here by Dalason Products Manufacturing Company, Chicago. Priced at \$285 f.o.b. factory, the item holds 108 regular sized franks or 74 jumbos. It is 20 by 17 by 30 inches high, according to Samuel Abelson, of the firm. Abelson said the company was also planning a new food warmer that will be introduced in the very near future.

Star Mfg. Co. To Introduce New Poppers

CHICAGO, May 15.—Star Manufacturing Company, St. Louis manufacturer of concession equipment, will market two new popcorn machines late this summer, Bill Moran, sales manager, announced here this week. A counter model that will list in the neighborhood of \$550 is being developed and a new full size stainless steel unit that is scheduled to sell at approximately \$400 is being prepared.

Moran said that business thus far this season on all lines has been good, altho the volume is slightly below last year's pace.

Pepsi Chalks New April Sales Mark

WILMINGTON, Del., May 15.—Pepsi-Cola Company chalked up its biggest April sales on record last month, it was announced here by Alfred N. Steele, president.

In reviewing the company's position, Steele said Pepsi-Cola had invested more than \$22 million in new facilities in the last four years, and Pepsi-Cola bottlers spent more than \$7 million in 1953 on expansion.

A total of 32 new Pepsi bottling plants will be opened in the U. S. this year and 17 are planned for foreign countries. The company is in a "stronger position as regards profits, price structure and sales than at any time in its history," he said.

Frozen Prune Juice Experiments Succeed

CORVALLIS, Ore., May 15.—Frozen concentrated prune and cherry juices may be on the market soon as the result of experiments being conducted by Robert Cain, food technologist at Oregon State College here. Both juices have been successfully made, he said, and experiments are also being conducted on raspberry and other berry juice concentrates.

SOFT DRINKS

More Bottlers Jump on Tin Band Wagon

CHICAGO, May 15.—Manufacturers of cans expect to sell over 750 million cans to bottlers of soft drinks this year in a drive to attain a goal of 25 per cent of the bottled pop business, according to a recent survey. They admit this is small in view of the fact that an estimated 28 billion bottles were used last year, but every month a few more bottlers are turning to the use of the tin containers.

This week the Canada Dry Company began marketing canned ginger ale and cola in Philadelphia. The Mason Beverage Company, a top Midwest firm, has franchised two large canning plants that will open soon in Chicago and Detroit. And the Dr. Pepper Company, which headquarters in Dallas, has announced it will soon join the ranks of pop canners.

A total of 40 bottlers are expected to be using cans by mid-summer. Coca-Cola has remained aloof and with few exceptions Pepsi-Cola is remaining away from cans altho H. L. Barnet, executive vice-president admitted the firm is conducting a research. Other big bottlers who have remained on the sidelines are Vernor of Detroit and Seven-Up in St. Louis.

Seek Formula

C. M. Lamason, of the Charles E. Hires Company, Philadelphia, announced recently that while his firm has been testing cans, they have yet to hit a formula that protects the flavor. Cantrell & Cochrane, leader in the trend toward canned soft drinks, is using wax liners in its cans. Cantrell has plants in operation in New York and Los Angeles and plans to open new canneries near Chicago and in Auburndale, Fla.

Can makers as a whole are naturally enthusiastic. William C. Stolk, president of American Can Company, estimates the industry will have to produce upward of 12 billion cans a year to meet this new demand.

Some bottlers believe the trend toward cans may be playing into the hands of the big fruit and vegetable canners. They fear that once the tin container is established, these food canners may step into the field.

Canada Dry Sales Increase Slightly

NEW YORK, May 15.—Canada Dry Ginger Ale, Inc., reported a slight increase in sales for the six-month period ending March 31. Sales totaled \$32,047,904, compared with \$31,546,904 for the same period a year ago. Profits took a dip for the period, however, figuring \$1,856,719 against \$2,459,952 before taxes.

Eskimo Pie King Dies in Florida

MIAMI BEACH, May 15.—Russell Stover, who patented the first ice cream novelty known as the Eskimo Pie, died here Tuesday (11) at the age of 66. Founder and former president of Russell Stover Company, Kansas City candy manufacturer, he originated the Eskimo Pie in the early 1920s.

Bottlers' Confab Signs Exhibitors

WASHINGTON, May 15.—The American Bottlers of Carbonated Beverages have signed a total of 94 exhibitors for the association's November 15-19 convention in Philadelphia's Convention Hall. Exhibitions will include purveyors of flavors, bottle machines and miscellaneous equipment.

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NEW DEVELOPMENTS

Rotary Wiener Grill Holds 60 Frankfurters

KANSAS CITY, May 15.—Hollywood Servemaster Company has introduced a new frankfurter broiler with rotary action that has a capacity of from one to 60 hot dogs per load. Called the "Roto-Grille," the unit is constructed largely of glass for added flash.

Exterior is finished in chrome. All interior parts are stainless steel and metal plated. A bun warmer with capacity of approximately five dozen buns is also provided. Cooking is done by the infra-red process which not only prepares the frankfurter in a few minutes but holds it for hours. Franks can be swabbed with a special sauce as they rotate.

N. Y. Firm Intros Frozen Shrimp Rolls . . .

BRONX, N. Y. — Fla-o-Rite Foods, Inc., is marketing frozen shrimp rolls, a product designed for drive-in theater refreshment stands. The item is a mixture of vegetables and shrimp wrapped in a noodle jacket, and, according to the maker, is priced to sell at 30 cents each. The product requires two minutes of frying time, the manufacturer states, and may be held in a bun warmer prior to serving. The company also has made available glassine bags for serving the shrimp rolls. They can be stored in any ice cream or freezer locker.

Bun Toaster Is Versatile . . .

NEWARK, N. J.—A bun toaster, for either gas or electric operation, has been introduced by Savory Equipment Company here. Gas model XBB has a capacity of six half buns per minute according to the firm. The electric unit is a combination model that toasts both bread and buns and turns out six half buns or six slices of toast in the same time. All are fully automatic with a continuously moving conveyor which unloads the buns into a serving tray.

Bloomfield Intros Plastic Dispensers . . .

CHICAGO—A new type plastic dispensing flask that can be used for catsup, mustard and other

table liquids, is being marketed by Bloomfield Industries, Inc. According to the firm, a scientifically engineered nozzle assures greater dispensing control, preventing spilling and waste, while designed imprints clearly identify the contents of each 8-ounce bottle.

Tea Dispenser Simplifies Making . . .

WHITE PLAINS, N. Y.—The Nestle Company has introduced an iced tea dispenser that can be used with the firm's Nestea, a blend that requires no brewing. The operator empties contents of a 1½ ounce bag into the dispenser, pours in a quart of boiling water, then fills with cold tap water to produce two gallons of the finished product.

Deep Fryer Steps Up Operations . . .

DENVER—A deep fryer that is said to speed up operations has been introduced by Miller & Carrell Manufacturing Company here. Called the EF-15CL Speedster, the unit is designed for economy and features the lift-out unit, thermostat control and comes in single and twin basket model, with triple baskets available on special order.

Drink Dispenser Has Big Capacity . . .

LOS ANGELES—A new juice dispenser, introduced by Dispensers, Inc., here, holds up to two gallons of liquid, yet is only eight inches wide and 10 inches deep. Other features include wide opening for ice compartment, powerful motor and improved motor cooling fan, the company states. Vacuum bottle construction chills and keeps juice at proper drinking temperature, while frosted Plexiglas eliminates sweating of the holder, Dispensers claims.

Coca-Cola Shows Improved Dispenser . . .

ATLANTA — Coca-Cola Company is showing an improved Sel-mix dispenser with a redesigned counter and rail base to which the dispenser cabinet may be attached interchangeably and has increased efficiency, it is claimed. The unit is equipped to deliver a six-ounce drink in four seconds, is factory pre-set to provide a constant 15 drinks to the gallon. It measures 9 inches wide, 19¾ inches long and both the rail and counter models rise 17¾ inches above the counter.

West Plains, Mo., Preps Plans for New Fairgrounds

WEST PLAINS, Mo., May 15.—The new Howell County Fairgrounds went into the blue print stage this week with Gene Clingan, of the Chamber of Commerce agriculture committee, which is assisting the County Fair Board, and Floyd Sayers, of the State Highway Department, studying locations for various installations and facilities.

Plans for the fairgrounds, which will be used for carnivals, circuses, rodeos and racing in addition to the annual fair, call for a double-lane V entrance with the gate set some 100 yards from the highway to relieve traffic congestion.

Included in the project will be a grandstand, a half-mile dirt track, horse show ring, exhibition building and a carnival area near the entrance.

Construction was scheduled to begin within the next few weeks.

Ross W. Christena & Associates, Indianapolis talent office, has signed to produce a series of circus-type shows for industrial firms in that area this summer and fall, and announced that acts signed to date include Hawthorne's Bears, Whitson Brothers, Roy Myers' Sparklettes, Bruce Sillinger, Eddie Burnette and Yvonne, Vocalovics, Billy Romano, Lang Troupe, Irma and Rio, and Mell Hall and Company.

R-B NOTES

Ringling Ups Use of Paper For Boston

BOSTON, May 15.—An estimated one-third more paper was used this year than last for the Boston Garden run, which meant more passes in the house. But they were all used up the first two days and with Boston a last-of-the-week town the passes did not interfere with the goods.

Monitor Coverage Good

Everett Smith, of The Christian Science Monitor, made two trips to New York to get advance stuff and photos, and had a half-page spread with four photos in the May 12 issue.

Delays Overcome

Train trouble caused a four-hour delay in coming into Boston from New York. And construction of the Hub's new aerial highway caused more trouble in getting equipment to the Garden. Despite the handicaps the first matinee was right on the button.

Charlie Bell's Dog Gone

Tragedy fell on Clown Alley the first day of the stand here when Charlie Bell's dog, Peanuts, a performer for 11 years, passed away.

Press Corps Busy

Ed Johnson, of the press corps, came in two weeks ahead, Frank Braden one week ahead, and director Ed Knoblauch came in Monday (10). Allen Lester arrived Thursday (6) and made the papers. Bev Kelley came in 10 days ahead, made radio spots and went on to Washington. Charlie Schuler also came in Thursday (6) to make TV and radio. Roland Butler missed Boston this time to begin magazine plugging in Philadelphia.

Colleano, Unus Hailed

Return of Con Colleano and Unus to the Big One, was hailed by Boston reviewers, who also said the show had better acts and more clowning this year than last. Increased dressage work was also hailed hereabouts.

Two Pittsburgh Funspots Open

PITTSBURGH, May 15.—Pittsburgh's two major parks, 57-year-old Kennywood Park and 49-year-old West View Park, have launched their new seasons.

West View completed a six-week painting schedule and opened Sunday (2). Heavy schedule of school picnics starts May 21. New attractions this season include a Mirror Maze, newly air-conditioned Bavarian Room, the "only tractor ride in Pennsylvania" and new kiddie rides that include Handcars and a live pony layout with both slow and fast tracks. Free act schedule starts May 21. The ballroom again will feature name bands.

Kennywood includes an improved Dipsy Doodle, a new walk-thru and a new front on the Whip. Spot is working thru "Happy's Party," a TV show on WDTV, with a contest in which youngsters suggest names for a "mystery ride," a dark ride. Kennywood also reports a strong picnic schedule.

San Jose, Calif., Skeds Sports Car Races, Paves Road

SAN JOSE, Calif., May 15.—With the first annual sports car road race to be held here July 18 for the benefit of the Santa Clara County Youth Boosters' Club, Inc., a special road is being paved on the grounds of the Santa Clara County Fair. Joe Archer, Los Angeles, is the managing director with the Rev. Walter E. Schmidt, S.J., director of the sponsoring group.

Archer recently signed a five-year contract to stage the local event. He plans to promote similar races at other fairgrounds throught the nation.

CRAIK, Sask., May 15.—O. F. Parks was elected president of the Craik Agricultural Society at its annual meeting. Harold Roe is vice-president and Mrs. Adele Barnett secretary-treasurer.

AUDITORIUMS-ARENAS

Indiana Fair to Act On Leasing Coliseum

INDIANAPOLIS, May 15.—The Indiana State Fair Board is to accept final bids today (15) for a new lease on the Coliseum. New arrangement will replace the lease with Arthur M. Wirtz, which expired April 30. Wirtz and the fair board clashed as the 15-year agreement came to an end, with State police halting removal of equipment which Wirtz claimed at the Coliseum and Wirtz retaliating by declaring he would withdraw his bid for the new lease.

Toronto Round Theater Moves Into Arena . . .

TORONTO—Mutual Arena here will house Melody Fair, Canadian theater-in-the-round, this season. It used a tent during past two years. Arena is being air conditioned. Many arena-auditorium managers have considered in-round theaters for their buildings. Melody Fair now is claiming to be the world's largest in-round because of the new quarters. Season opens June 21.

Do It Yourself Show Planned for L. A. . . .

LOS ANGELES — Pan Pacific Auditorium will have a Do It Yourself Show, opening July 23 for 10 days. Ted Bentley is the producer. Last year the show pulled a reported 180,000 persons. Three hundred exhibits are anticipated.

Calgary's 1st Sport Expo Set for June . . .

CALGARY, Alta. — Alberta's first Sports show will be at the Stampede Corral June 1-5. Show will be produced and directed by Roy Lisogar, Edmonton, who has been presenting a Canadian ice show for the past two seasons.

New Orleans Schedule Lists Icer, Comics . . .

NEW ORLEANS—May events in the Municipal Auditorium here include "Holiday on Ice," which closed its run Tuesday (4); Martin and Lewis, for a two-show stand under Mancuso Brothers promotion on Sunday and Monday (9-10), and the New Orleans Home Show, opening Saturday (22).

Orkin Firm Theorizes On Do-It-Yourself . . .

CLEVELAND—Publicity for the Orkin Exposition Management's "Do-It-Yourself" show, opening at the Arena Saturday (8), says the do-it-yourself concept is the greatest marketing development since self-service, that for every hour of the business day do-it-yourself sales of lumber and building materials alone reach \$1,000,000, while paint and wallpaper sales equal \$200,000 per hour and other items add up to more thousands.

Wartime labor shortage and high price of labor are seen as starting the trend.

Hutchinson, Manager, Curley Miller, Dies . . .

HUTCHINSON, Kan.—Manager of the year-old Hutchinson Arena, Curley Miller, died at Hutchinson last week. He was associated with show business all his life and with the city of Hutchinson for 25 years.

Maxwell Sets "King and I" Recalls Hefty Season . . .

MEMPHIS — Early Maxwell, Memphis and Southern promotion man, has been in Hollywood contracting shows for next season and will open with "The King and I" in October. He recently opened a ticket office at the large Goldsmith department store, in a tie-up which also includes newspaper advertising links, and inserts in 80,000 statements per month. In recent months his office set local records with "John Brown's Body," "Guys and Dolls" (\$42,700 after taxes in one week), "South Pacific" (\$54,500, to top "Dolls") and Liberate \$16,799).

Washington Rodeo Take Sags Despite Names . . .

WASHINGTON—Rodeo at Uline Arena Tuesday (27) drew small crowds altho it featured TV's CBS "Range Rider," Jack Mahoney, and his partner, Dick West, plus ABC's Captain Tootsie, singing cowboy. Six-day event was built around Col. Jim Eskew's J. E. Ranch Rodeo.

Oakland Flower Expo Requires Large Area . . .

OAKLAND, Calif. — Oakland's Arena, Auditorium, Exposition Building and surrounding grounds were turned over last week to the 22d annual California Spring Garden Show, biggest event using the buildings. It runs April 30-May 7. Ned S. Rucker manages the show and Lin Lueddeke manages the buildings and grounds. Plants, trees and flowers are flown from distant points for the show. Some are frozen for shipment.

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- American Midway: Fairfield, Tex. A. M. P.; Bedford, Va.; Rocky Mount 24-29.
- Badger State: Milwaukee.
- Baker United: Franklin, Ind.; Beech Grove 24-29.
- Beam's Attr.: Portage, Pa.; St. Michaels 24-29.
- Becht, Lee: Washington Court House, O.; West Hamilton 24-29.
- Bee's Old Reliable: Winchester, Ky., 20-26.
- Belle City: Milwaukee.
- Bernard & Barry: Orillia, Ont.; Sudbury 24-29.
- B.H. Charlotte, N. C.
- Big Four: Kirkland, Ill.; Rock Falls 25-31.
- Big State: Ellsworth, Kan.
- Blue Grass: Bloomington, Ind.
- Bogle, F. C.: Augusta, Kan.
- Boone Valley: Okaloosa, Ia.; Oelwein 24-30.
- Borderland: Bertram, Tex.; Liano 24-29.
- Brodbeck & Schrader: Great Bend, Kan.
- Buck, O. C.-Model: Wilmington, Del.
- Burdick's Greater: Menard, Tex.; Osona 24-29.
- Burke, Harry: Lafayette, La.
- Burkhart: Havana, Ill.; Joliet 24-31.
- Byers Bros.: Shawnee, Okla.
- Calvacade of the West: Coiville, Wash.; Missoula, Mont., 24-29.
- Capital City: La Follette, Tenn.
- Caravella Am.: Sunbury, Pa., 24-29.
- Carpenter Am.: Van Wert, O.
- Catlett Greater: Kansas City, Mo., 17-20.
- Central States: Russell, Kan.; Emporia 24-29.
- Cetlin & Wilson: Philadelphia.
- Cherokee Am. Co.: Seminole, Okla.; Henryetta 24-29.
- Coleman Bros.: Wallingford, Conn.
- Collins, W. T.: Minneapolis 17-28.
- Continental: Herkimer, N. Y.
- Cote Am. Co.: Pontiac, Mich.; Jackson 25-31.
- County Am. Co.: Springdale, Conn.; Norwalk 24-29.
- Crafts Expo.: Yermo, Calif.
- Cross Roads Am. Co.: Frankfort, Mich.
- Cunningham Expo.: Middleport, O.
- Desbro, Geneva, N. Y.
- Deben's United: Willernie, Minn., 20-23; Antigo, Wis., 24-30.
- Douglas: Roseburg, Ore.
- Down River Am. Co.: Flat Rock, Mich.
- Draco Am., No. 2: Jonesboro, Ind.
- Drew, James H.: Gallipolis, O.
- Dumont: Farmville, Va.
- Dyer's Greater: Mounds, Ill.; Murphyboro 24-29.
- Eastern Am. Co.: Madison, Me.
- Eddie's Expo.: Donora, Pa.; Natrona Heights 24-29.
- Evans United: Brunswick, Mo.
- Ferris, Carl D.: Titusville, Pa.; Warren 24-29.
- Franklin, Don, No. 1: Coffeyville, Kan.; Parsons 24-29.
- Franklin, Don, No. 2: Baxter Springs, Kan.; Nevada, Mo., 24-29.
- Frontier: Williams, Ariz.
- Funland: Versailles, Mo.
- Garden State: Walnutport, Pa., 17-29.
- G. & B.: Kingwood, W. Va.
- Gem City: Harriman, Tenn.
- Gentsch, J. A.: Greenwood, Miss.; Indianola 24-29.
- Georgia Am. Co.: Gainesville, Ga.
- Gladstone Expo.: Princeton, Ky.; Madisonville 21-29.
- Gold Bond: Ogleby, Ill.
- Gold Medal: Harlan, Ky.
- Gooding Am. Co., No. 1: (W. Mound at Wayne) Columbus, O.
- Gooding Am. Co., No. 2: Decatur, Ind.
- Gooding Am. Co., No. 3: Uniontown, Pa.
- Gooding Am. Co., No. 4: (E. 64th & Harvard) Cleveland.
- Gooding Am. Co., No. 5: (Main & 18th) Columbus, O.
- Gooding Am. Co., No. 6: Charleroi, Pa.; Massillon, O., 24-29.
- Gooding Am. Co., No. 7: Cincinnati.
- Gooding Am. Co., No. 8: (N. High at 4th Ave.) Columbus, O.
- Grand American: Creston, Ia.; Clarinda 24-29.
- Great Wallace: Gate City, Va.
- Greater Dixieland Expo.: Pauls Valley, Okla.
- Gulf Coast: Natchitoches, La.
- He's Shows of Tomorrow: Warrensburg, Mo.
- Hannum, Morris: Harrisburg, Pa.; York 24-29.
- Happy Attr.: Alliance, O.; Barborton 24-29.
- Heller's Acme: South River, N. J.
- H&M Am.: Grindstone, Pa.
- Hill's Greater: Walsenburg, Colo.
- Holly Am.: Glennville, Ga.
- Hottle, Buff.: Columbia, Mo.
- Howard Bros.: Dover, O.
- Hugo's Novelty Expo.: Kansas City, Kan., 18-29.
- Ideal Rides: (Kentucky Ave. & White River) Indianapolis 18-31.
- Imperial: Niles, Mich.; Buchanan 24-29.
- Interstate: Livingston, Tenn.
- Johnny's United: Madison, Tenn.
- Klein Am. Co.: South Sioux City, Neb., 24-31.
- Lagasse Am., No. 1: Haverhill, Mass.
- Liberty United: Edina, Mo.
- Manning, Ross: Newburgh, N. Y.
- Marion Greater: Columbia, S. C.; East Spencer, N. C., 24-29.
- Marks, John H.: Philadelphia 17-29.
- McKenna's Rides: Stevens Point, Wis.; Reedsburg 24-31.
- Merriam's Midway: Marshalltown, Ia.; Denison 28-29.
- Metropolitan: Sheffield, Ala.; Evansville, Ind., 24-29.
- Midway of Fun: West, Tex.
- Midway of Mirth: Barry, Ill.
- Mighty Hoosier State: Jeffersonville, Ind.; Connersville 24-29.
- Mighty Page: Martinsville, Va.; Bristol 24-29.
- Milliken Bros.: Statesboro, Ga.
- Missouri Valley: Steelville, Mo.; Bowling Green 24-29.
- Moore's Modern: Cushing, Okla.
- Motor City: Listowel, Ont., 19-26.
- Motor State: Corunna, Mich.
- Nolan Am. Co.: Zanesville, O.
- Northern Expo.: Winner, S. D.
- Norton's Rides: McCook, Neb.
- Okahoma Expo.: Ballisaw, Okla.
- Page Bros.: Waverly, O.
- Pan American Am.: Burbank, Calif., 19-25; (Fair) Azusa, 26-30.
- Pan American: Elizabethtown, Ky.
- Parada: Sapulpa, Okla.; Shawnee 24-29.
- Penn Premier: Washington, N. J.
- Playtime: Natick, Mass.; Stoughton 24-31.
- Povelson Greater: Follansbee, W. Va.; Uhrichsville 24-29.
- Prell's Broadway: Richmond, Va.; Harrisonburg 23-29.
- Quaker City: Clayton, N. J.; Chester, Pa., 24-29.
- Ralner: Granger, Wash.; Raymond 24-29.
- Raley, Harold: Mount Olive, N. C.

Carnival Routes

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Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- Reld, King: Schenectady, N. Y.
- Reithoffer: Springdale, Conn.
- Rockwell Outdoor Am.: Hastings, Neb.; Rapid City, S. D., 26-June 1.
- Rocky Mountain Empire: Englewood, Colo.
- Rogers Bros.: Jamestown, N. D., 24-29.
- Rose City Rides: Cairo, Ill.
- Royal American: St. Louis, Mo.
- Royal Expo.: Marion, Va.
- Royal Midwest: Charlestown, Ind.
- Royal Pine: Randolph, Mo.
- Royal United: Sioux Falls, S. D., 21-23.
- Schaefer's Just for Fun: Cape Girardeau, Mo.; Hannibal 24-29.
- Shan Bros.: Corinth, Miss.
- Siebrand Bros.: Farmington, N. M.
- Silk City: West Easton, Pa.; Quakertown 24-29.
- Smith, George Clyde: Soap Level, Pa., 19-29.
- Snapp Greater: Jefferson City, Mo.; Clinton, Ia., 24-29.
- Southern Valley: Pine Bluff, Ark.
- Sun Am. Co.: Marshall, Ark.
- Stephens, C. A.: Newnan, Ga.; Centerville, Ia., 23-29.
- Starling Crown: Vicksburg, Miss.
- Standard: Greybull, Wyo.
- Strates, James E.: South Plainsfield, N. J.
- Sterling Crown: Vicksburg, Miss.; Greenville 24-29.
- Strong's Am.: Konawa, Okla.; Drumright 24-29.
- Stumbo Tri-State: Bayard, Neb., 17-19; Edgemont, S. D., 21-25; Sundance 26-29.
- Sunset Am. Co.: Fort Dodge, Ia.; Muscatine 24-29.
- Tatham Bros.: Vandalia, Ill.; Newman 24-29.
- Thomas Joyland: New Martinsville, W. Va.
- Tinsley, Johnny T.: Spartanburg, S. C.
- Tivoli Expo.: Marshall, Kan.
- Tri-City Am.: Belleville, Mich., 25-31.
- 20th Century: Owensboro, Ky.
- United Expo.: Sterling, Ill.; Freeport 24-29.
- United States: Richland, Va.
- Van Billiard: Easton, Md.
- Venditto Bros.: Providence, R. I.
- Veteran's United: Litchfield, Minn.; St. James 24-29; Tracy 27-29.
- Victory Expo.: Albuquerque, N. M., 17-30.
- Virginia Greater: Robeling, N. J.; Morristown 24-29.
- Vivona Bros.: Perth Amboy, N. J.
- Volunteer: Hartsville, Tenn.
- Wade, W. G.: Battle Creek, Mich.; Kalamazoo 24-29.
- Wallace Bros.: Carbondale, Ill.
- Wallace Bros. of Canada: Sarnia, Ont.
- West Coast: Chico, Calif.; Vallejo 24-30.
- West Coast Expo.: Angels Camp, Calif.; Elyria 24-30.
- Wilson Famous: Chillicothe, Ill.; Slivia 24-30.
- Wolf Greater: Burlington, Iowa; Ottumwa 24-29.
- Wolfe Am. Co.: Silver City, N. C.
- World of Pleasure: Lima, O.
- World of Today: Topeka, Kan., 21-29.

Circus Routes

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- Bailey Bros. & Christian: Rickfield, Utah.
- 18: Price 19-20; Murray 21; Brigham City 22; Caldwell, Idaho, 24; Burns, Ore., 25; John Day 26; Enterprise 28; Baker 29; Weiser, Idaho 31.
- Beatty, Clyde: Nape, Calif., 18; Oroville 19; Redding 20; Klamath Falls, Ore., 21 (night); 22; Montague, Calif., 23; Medford, Ore., 24; Grants Pass 25; Roseburg 26; Eugene 27; Bend 28 (night); 29 (mat.); Hermiston (mat.) 30.
- Clyde Bros.: St. Catherine, Ont., 18; Niagara Falls 19; Toronto 20-22; Hamilton 24-25; Kitchener 27-29.
- Davenport, Orrin: Regina, Sask., 18-22; Brandon, Man., 24-29.
- Hagen Bros.: Oregon, Ill., 18; Pope 19; Freeport 20; Monroe, Wis., 21; Evansville 22.
- Hamid-Morton: Quebec, Que., 18-20; Montreal 22-29.
- Kelley-Morris: Stroudsburg, Pa., 19; Verona, N. J., 20; Morristown 21; Nantuxatuck, Conn., 22-24; Great Barrington, Mass., 26; Pittsfield 27; Huntington 28; Palmer 29; Pithburg 30-31.
- Kelly, Al G. & Miller Bros.: Russell, Kan., 18; Hays 19; Wakarusa 20; Colby 21; Goodland 22; Benkleman, Neb., 23; Oberlin, Kan., 24; Norton 25; Stockton 26; Smith Center 27; Superior, Neb., 28; Concordia, Kan., 29.
- King Bros.: Chillicothe, O., 18; Lancaster 19; Newa 20; Zanesville 21; Coshocton 22; Dover 23; Steubenville 24; Washington, Pa., 25; Uniontown 26; McKeesport 27; Charleroi 28; Corsopolis 29; Beaver Falls 31.
- Mills Bros.: Benton Harbor, Mich., 18; Buchanan 19; Elkhart, Ind., 20; LaPorte 21; Michigan City 22; Gary 24; Elmhurst, Ill., 25; Arlington Heights 26; Park Ridge 27; Rockford 28; Park Forest 29.
- Polack Bros. Eastern: (Colliseum) Austin, Tex., 19-22; (Bow) San Diego, Calif., 28-31.
- Polack Bros. Western: (Aud.) Oakland, Calif., 18-23; Merced 24-25; (Aud.) Sacramento 27-June 6.
- Ring Bros.: Hardinsburg, Ky., 18; Hawesville 19; Calhoun 20; Central City 21; Russellville 22; Lebanon 24.
- Ringling Bros. and Barnum & Bailey: Baltimore 18-19; Washington 20-23; Philadelphia 24-30.
- Von Bros.: Rousesville, Pa., 20; Mercersburg 21; Chambersburg 22.

Jack Ruback Pacts Battle of Flowers

SAN FRANCISCO, May 15.—Alamo Exposition Shows will again play the San Antonio San Jacinto Celebration and Battle of Flowers here next April, Jack Ruback, org's owner-manager, announced. Show will play the event for the ninth consecutive year. Reynolds Andrick, president of the celebration, closed with Ruback.
A dozen agents have arrived to operate Harry and Evelyn Curries' stores at Rockaways' Playland. Mostly from the Chicago and Detroit areas, they are Jimmy Napoli, Rachel White, Mike Mirabile, Betty Clark, Joanna Strike, Jim O'Neill, Carol Melody, Charley Faffel, 84-year-old John J. Smith, Louis Brown, Jerry Applebaum, and Sidney Schwartz.

ROADSHOW REP

LEON BOYNTON writes that he is at present laying off in Butte, Mont., but will get going before long with a stroller show to open near Winner, Mont. "I am planning to play some celebrations that I have worked before, but am not expecting too much this season," says Boynton. . . . Earnest H. Burbish writes from Keene, N. H., to ask if any of the Three Marvelles, acrobats, are still active. Furbish also asks about George Bishop, tent show operator who used to work out of Gardner, Mass. Furbish is now working as a sheet writer. . . . Roy D. Jenkins writes from Fresno, Calif.: "I noted a recent item in the column about the Beach & Bowers Minstrel Show. I was with that show a part of one season. Louis Miller had the band. One of the features was the Kanno-LaBarre Trio, acrobatic act. Eddie LaBarre also did one of the ends. LaBarre came from the East and later I was with Lucier's Minstrels with him in New England. The Beach & Bowers outfit was a fast show that was not too large but had good talent. I wish someone would send in the resting place of Arthur Deming, of Vogel and Deming,

and Hi Henry." . . . "I have seen little news in the column in recent weeks of colored tent shows," writes F. A. Fornier from Toronto. "As my territory is the New Orleans area in the summer, I will miss catching some of them if they don't move." . . . Herman Wisman has spent recent months in Washington and Oregon doing a solo show in schools and some other dates to light biz. Wisman, who says he plans to move into Montana for the early summer, said he has run into a few small tricks that reported business tough. . . . Thomas Dewese, veteran tent show and circus agent, is now connected with the Shaw Tent & Awning Company, Valdosta, Ga. In the past Dewese trouped with such tenters as the Price & Butler Stock Company, Princess Stock Company, Norma Ginnivan show, Grey Stock Company, Hunter Keyes, Mill Tolbert, Sherman L. Jones, Mason Bros. and Tom Alton shows. . . . Pvt. Paul L. Braggs, formerly of the Smokestack Valley Folks, hillbilly and western variety show, is convalescing in the Army hospital, Fort Leonard Woods, Mo., after a bout with pneumonia. He would like to hear from friends.

Drivin' 'Round the Drive-Ins

NEW PLAYGROUND equipment has been installed at E. M. Loew's Hartford Drive-In, Newington, Conn., and Farmington Drive-In, Farmington, Conn., under supervision of George E. Landers, the circuit's Hartford division manager. . . . Blue Hills Drive-In Theater Corporation, Bloomfield, Conn., has erected an eight-foot aluminum fence around its property at a cost of \$10,000. . . . Louis Bondi has been named food department manager at the Berkshire Drive-In, Pittsfield, Mass. Cafeteria-style food and refreshment service, inaugurated after a \$10,000 remodeling project, is a new feature at the theater. Robert J. Sharby is theater manager. . . . Litigation has tied up construction of two outdoor theater projects in Connecticut. In

Branford, operators of a motel, Mr. and Mrs. Fred Berninger, contending that their efforts and expenditures for the motel would be lost as operation of a drive-in theater would force them out of business, have appealed from State Police Commissioner John C. Kelly's issuance of a permit to Anthony Perri, Branford, for a drive-in. In New London, Attorney Peter J. Boras has filed an appeal on Commissioner Kelly's granting of a permit to a Groton, Conn., venture. . . . Perakos Theater Associates, New Britain, Conn., opened their first outdoor unit, the 1,000-car capacity, \$250,000 Plainville (Conn.) Drive-In, April 23. The theater's screen measures 114 feet wide. Features include a 75-foot glassed concession building front and a completely paved area. Serving as manager is John Perakos, assistant to his brother, Sperie, general manager of Perakos interests in Connecticut.

Exec's Letter Cheers United

CRANSTON, R. I., May 15.—The stock of Cranston's Bi-Centennial Celebration has zoomed with the publication of a letter of congratulations from President Eisenhower, and the letter has also boosted the hopes of Arthur (Slim) April's United Amusement Company. United will play the event May 28 thru June 6. The event will be held May 1 thru June 19. The President's letter, wishing Cranston a happy 200th birthday, was widely publicized and played up the celebration dates.

Dave Weinstein is back as manager of the Atlantic Drive-In, Pleasantville, N. J., which reopened this week and will continue thru December, and possibly the whole year if climatic conditions permit. . . . Jack Harris' Harris Productions, Philadelphia film distributor, is now handling the booking and buying for the Route 45 Drive-In, Berlinsville, Pa.

June 1 Trial Date Set for Wm. Burke In Wagner Slaying

PENSACOLA, Fla., May 15.—William O. Burke, Muncie, Ind., painter on the Cavalcade of Amusements, will go on trial June 1 here for the pistol slaying of Al Wagner, Cavalcade owner. Announcement of the trial date was made by State's Attorney Ed Wickes, who said Burke told him he fired the fatal shot after Wagner fired the first shot. The shooting climaxed an argument over two weeks pay Burke claimed Wagner owed him.

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Young Blows Miss. Spot to Rain, Mud

MCCOMB, Miss., May 15.—Sterling Crown Shows, originally scheduled to open here Monday (10), moved into town Wednesday (5) after bad weather and a muddy lot caused the show to cancel its Hattiesburg stand. Heavy radio and newspaper promotion drew a fair crowd for the end of the unbilled split week. Eddie Young, owner-manager, said the show would have eight back-end units this year. O. J. (Whitey) Weiss heads up the concessions.

PARK OWNERS NOTE!
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FABULOUS YARN IN NEW YORKER ON PALISADES

NEW YORK, May 15.—A fabulous yarn about a fabulous guy, Irving Rosenthal, and his equally fabulous amusement park, Palisades, appears in the May issue of The New Yorker. "Reporter at Large" Robert M. Coates tells the story of Palisades, Irving and Joe McKee interwoven with nostalgic and historical references in 20 columns spread over nine pages.

Since Irving is quoted at length, the yarn naturally turned out fabulously as the writer caught the infectious spirit of the New Jersey fun-spot. Palisades' publicity, great always, this year seems to be heading for a new high in quantity and quality.

Million \$ Pier Reports Initial Takes Top '53

ATLANTIC CITY, May 15.—Pre-season operations at the Million Dollar Pier are averaging out better than a year ago, indicating that a good season is in the offing. Easter Sunday gave the pier a good send-off but the weekend weather since then has been mostly spotty.

The seats have been removed from the theater on the pier to provide a clear show area measuring 100 by 200 feet. Max Tubis said that several attractions are being considered for the show-place.

Full-scale activity does not get underway until late June and lasts thru Labor Day.

CONCORD, N. H., May 15.—Deer Park Enterprises, Inc., has registered at the office of the secretary of state here to conduct outdoor amusements. George H. Parker is president and Paul F. Mullavey is treasurer.

WANT
MAJOR RIDES, KIDDIE RIDES AND LEGITIMATE CONCESSIONS at the **Guernwood Village**
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ROTO-JET OPEN

Weather Woes Cut Turnouts At Palisades

PALISADE, N. J., May 15.—Spotty weather cut into the Palisades Amusement Park turnout the last two weekends. It held the Peerless Camera outing on Sunday (2) to around 6,000 participants, altho the day was encouraging in that the new Roto-Jet ride was unveiled and drew considerable interest despite the rain.

The Peerless outing was one of the area's largest for amateur photographers, who were provided with plenty of shapely models to use as subjects against the background of midway features.

This weekend's promotion is the annual Levy bread outing, which is being boosted by nutritionist Carlton Fredericks on his WGMG radio show. Roy Doty, WABD cartoonist, is appearing to meet youngsters today.

Current free act is the Skytones, wire act, and Henry Peters and his orchestra are playing for free dancing.

Next week the park will host the annual triplets convention and will open the swimming pool.

Dime Matinees At Lakew'd in Bid for Outings

ATLANTA, May 15.—For the first time in the 40-year history of Lakewood Park here a 10-cent policy for both adults and children on rides and games is being inaugurated for Saturday matinee, it was announced this week by E. L. Carteron, general manager of Southeastern Fair Association, operator of the park. The policy, it is believed, will stimulate amusement area business.

In connection with the plan the park has constructed several covered picnic areas with barbecue grills, hoping to book large industrial, school and church outings. Picnic facilities are free. Now being prepared for distribution is a full-color portfolio setting forth the facilities. Wide distribution thruout the State is planned for these mailing pieces as the park management puts extra emphasis behind efforts to obtain this type of business.

Hand-in-hand with the plan is a large-scale park renovation and improvement program to make the spot attractive to picnic groups. The parking area has been improved. Rest rooms are now fully equipped and each will have an attendant on hand.

Lakewood is the only amusement park in the city and, as such, the management is attempting to push it in hopes of getting a greater share of Atlanta's amusement spending. Altho the city operates some 30 parks, none is equipped with rides and shows, putting Lakewood in a solid position to vie for summer trade.

Willow Grove Again Getting Kitchen Show

PHILADELPHIA, May 15.—The "Kitchen Kapers" radio show returns to Willow Grove May 26 and will play its Wednesday programs there until September 9.

Broadcast daily at 9:15 a.m. over WIP, the quiz and giveaway show for women will emanate from the open air pavilion as it did last year, when it is estimated a million visitors thruout the season saw the proceedings, conducted by MacGuire and Johnny Wilcox.

Walter Kaner, tub-thumper for Rockaways' Playland, has been elected president of the New York Publicists' Guild.

FETE TO HONOR PLARR FOR 50 YEARS AT PARK

ALLENTOWN, Pa., May 15.—Civic, political and clergy leaders will gather at Dorney Park's Castle Garden ballroom Thursday (20) to honor Bob Plarr for his 50 years' affiliation with the park. A 60-voice choir will perform and Dorney is setting out the free dinners. Part of the festivities of the day will center on a display of original equipment used when the park was founded about 70 years ago.

Plarr, second vice-president of the NAAPPB, will receive a huge cake from the local bakers' association after it has been on public display in the window of Hess Bros.' department store.

ROTOR ARRIVES

Olympic Uses Upped Prices For Opener

IRVINGTON, N. J., May 15.—Threatening weather had its expected effect on the opening weekend of Olympic Park Saturday and Sunday (1-2), but the turnout was deemed satisfactory and grosses were better than anticipated due to increased ride prices. Also upped was the gate charge, now 15 cents instead of 14 (12 and 2).

The Guenthers, as have many other amusement people, stepped out of the penny business by rounding off ride prices at the nearest nickel due to the revised federal tax policy.

Major rides which went for 12 and 14 cents in previous years were hiked to 15 cents, and Ed Ball's 10-ride kiddieland went from 9 cents per ticket to a dime, with strips of 10 for 75 cents. The Guenthers sell only individual tickets, no combinations.

No Objections
There was no indication that any patrons took note of the price increases, it was reported.

The new Rotor arrived from England on Monday (3) and was in the process of erection thru the week. It is not ready for operation yet and the ride price has not been determined, altho the leaning so far is toward 35 cents.

The ride will be on the lower level where the Moon Rocket stood before being sold off last year. The spot is near the 40th Street entrance.

The park will offer fireworks this year but the dates have not been set, hinging on those chosen by nearby communities for their pyro demonstrations. Conflicts will be avoided if possible.

Free acts will begin today, the first one to run for nine days with a new show coming in on the 24th. Joe Basile's band will again offer two concerts daily thruout the season, as well as supporting the free acts.

Ocean Beach Rides Given New Allure

NEW LONDON, Conn., May 15.—A new face to the ride operation of a group including Richard Coleman's at Ocean Beach Park here is being achieved by rearranging the devices. Several of the units will be moved and relocated so that the illusion of an entirely new layout will be created.

The relocating was decided on only after the park, which is owned and operated by the city, turned down a request of the ride group to add new units to the lineup. It is the obvious intent to keep the shore spot, patterned after New York's Jones Beach, largely recreational in tone.

PROMOTION STEPPED UP

Bruckner Kid Spot Inks Clown and Attractions

NEW YORK, May 15.—The season's kick-off for Funland, kiddie park in the Bronx, will be on Saturday (29) with a Cerebral Palsy benefit. On the previous day the park will be turned over to the Palsy people for the entertainment of afflicted children.

Opened last year, the Bruckner Boulevard spot has since added three major rides to its six kiddie units and has plenty of room for further expansion.

Promotionwise, Don Becker of Funland has lined up a series of kiddie attractions to appear at the park thruout the season. Also as a promotion, the park has begun giving away ticket books on the Merry Mailman TV show, and on Thursday (13) the park's new clown made his first appearance.

Clown and Puppet
The joey, called Lolly, will circulate thru the park carrying a bright red shoulder bag full of lollypops. He will have a hand puppet called Pops, with make-up and costume identical to his, and the puppet will hand out the lollypops. Harry Bergman, a TV actor, has been taken on to play the clown and double as ride operator on slack days, when part-time help is not used.

Life-sized masonite reproductions of Lolly are going up around the park and reproductions of his face will be installed on all rides. Lolly will plug Funland at hospitals, orphanages and other institutions and will be built up as an identifying symbol for the park.

Following the benefit opener, for which the Palsy people are working on appearances of celebrities in the park, Becker said Rootie Kazootie and Deedle Doodle, of the Rootie Kazootie TV program, will make their first park appearance on June 26.

The patrons will see Captain Video put on a show, hand out prizes and greet kids on July 24. The Merry Mailman will put in an August appearance.

July 1 will be Firemen's Day, at which city firemen and their children will be offered free rides. A Policemen's Day is also being worked on.

Ride alterations so far include cutting the hoods off the Tilt-a-

Whirl cars, adding new guns to the Schiff Rocket Ride, installing safety belts as a precaution in the Mangels Roto-Whip cars to supplement the restraining bars and padding the headrests on the Schiff Coaster. A patio with tables and chairs has been erected outside the Dodgem building.

AQUARIUM, TOO

Museum Shows Mementos of Coney Island

NEW YORK, May 15.—A large and thoro display of Coney Island memorabilia is on exhibit thru September in the Museum of the City of New York, and features paintings, photographs, documents, letters and models among its hundreds of items.

The period represented stretches from the 17th Century thru the present, starting with the earliest known printed mention of the location. This reference, to "Conyne Eylant," is on a 1639 Dutch map of the West India Company. Also on display is a facsimile of the original deed of sale to Coney, written in 1654.

The Tilyou family is responsible for much of the material, including a Tunnel of Love gondola and one of the original Steeplechase Horse Race horses. Steeplechase also contributed many paintings including an old one by Leo McKay which shows the Tilyou enterprise and surrounding amusements of other owners.

Paintings, Settings
There are Victor Perard sketches, Paul Cadmus and Reginald Marsh paintings, and several Coney settings containing sand, props and period-costumed mannequins. These include a beach scene, Tunnel of Love entrance, and Horse Race scene.

Among the many contributors are individuals, historical societies, banks and other museums. One of the features is the subdued band-organ music which plays continuously via recordings.

Featured in the lobby of the museum at 103d Street and Fifth Avenue are a table mounted model and cutaway drawing of the new aquarium destined for Coney Island in the next couple of years.

Entitled "Coney Island—Playground of the World," the display will remain up thru September, according to assistant director Ralph Miller who oversaw the assembling of the collection and layout of the galleries.

Firm Elects G. Ramagosa

WILDWOOD, N. J., May 15.—Gilbert Ramagosa was elected a director of the Casino Pier Corporation this year at the annual meeting of the officers and directors held here recently.

The corporation owns the huge Boardwalk Amusement Center made up largely of a midway and kiddie rides. Ramagosa will serve as managing director of the Casino Arcade as did his father, S. B. Ramagosa, whom he succeeds.

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Chambliss Gives Out With Success Formula

ROCKY MOUNT, N. C., May 15.—Norman Y. Chambliss Sr., who is beginning his 39th year as manager of Rocky Mount Fair, opened his fairgrounds office this week and had a few remarks to make on the subject of why the local annual has become one of the largest and best in the South. Chambliss gave the following reasons for success of the local event: Fine co-operation on the part of the people, plenty of publicity, a sound agricultural program in connection with the fair, up-to-date entertainment and a good midway. "Clean concessions are necessary," said the manager in reporting that he permits no blow-offs and no roll-downs. "Illegitimate concessions have done more to hurt fairs than anything I know of," said Chambliss, who is now sole owner of the fair and is also associated with annuals at Greenville, Washington and Elizabeth City, N. C. Chambliss said that the reduction in admission tax will be of great help to fairs, midways and other entertainment this year, and had a special word of praise for George A. Hamid, his former business associate and friend, for the fine job he did in helping to bring about the tax reduction. In mapping plans for the 1954 Rocky Mount Fair, September 27-October 2, Chambliss has adopted the slogan, "100,000 Attendance or More." In 1953 the fair drew the largest crowds in its history. Already signed is a grandstand show to be provided by George A. Hamid & Son for the 39th successive year, Prell's Broadway Shows for the midway and the Irish Horan thrill show. A contract is to be signed soon for night fireworks. The grandstand program will again be free, afternoon and night, a policy which Chambliss

gives credit for producing the record attendance in 1953. He also announced a "handsome" increase in premiums for agricultural exhibits.

Mich. Course Pulls Record Registration

LANSING, Mich., May 15.—A wide variety of timely fair problems were discussed by a record attendance at the two-day short course on fair management held here in the Porter Hotel Friday and Saturday (7-8) under sponsorship of the Michigan Association of Fairs and Exhibitions.

Joy O. Davis, association president, moderated the sessions, which were of the round table type and stemmed from a question box set-up. Typical of the subjects discussed were the exemption of fairs from recent postage increases on third class matter, federal admission tax exemption, methods of financing county fairs and the liability of fair associations to the public.

Other subjects related to ticket sellers, upkeep of fairgrounds, gate and grandstand passes, charges for house trailers and farm machinery, home talent shows, auto races, electricity charges and uniform rules for tractor pulling contests.

Gordon Schulbatis, secretary of the Branch County 4-H Fair, who recently returned from India, described agricultural and educational conditions in that country and A. G. Kettunen, State 4-H Club leader, led an interesting discussion on the advantages of 4-H Club work to county fairs. Edward R. Zemmer, chief of the Bureau of Agricultural Industry of the Michigan Department of Agriculture, explained in detail the act governing State aid.

Bill Preston Appointed to Gov't Post

KANSAS CITY, Mo., May 15.—W. E. (Bill) Preston, former secretary-manager of the Missouri State Fair, Sedalia, has been appointed a civilian property and supply officer and equipment specialist for the Army Engineers and will leave June 1 for an assignment in Eastern Canada.

Preston has been managing Riverside Stadium here and was former manager of the American Royal Livestock Show, this city. He had previously spent nine years in the government service including the WPA, Army Corps of Engineers, the federal surplus set-up, and the Technical Services Section of the Office of Foreign Liquidation Commission, a branch of the State Department.

Fair Dates

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The following changes and additions to the list of Fair Dates were received during the week ending May 14.
The complete list of Fair Dates was published in the issue dated April 10. 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 changes and additions.

- Connecticut**
Southington—Union Grange Fair. Sept. 10-11. J. M. Carley.
- Georgia**
Savannah—Coastal Empire Fair. Nov. 8-15. D. R. Coleman.
- Massachusetts**
Marstons Mills—Barnstable Co. Fair. Aug. 12-14. Charles J. Meyer.
- Mississippi**
Starkville—Oktibbeha Co. Fair Assn. Oct. 4-9. O. F. Parker.
- Nebraska**
Hastings—Adams Co. Fair Assn. July 27-30. John R. Fitzgibbon.
- Oregon**
Hermiston—Umatilla Co. Fair. Aug. 19-21. H. K. Bierman.
- North Carolina**
Edenton—Chowan Co. American Legion Fair. Sept. 13-18. R. E. Leary.
- Tennessee**
Waverly—Humphreys Co. Fair Assn. Sept. 8-11. Henry Genzly.
- Texas**
Brenham—Washington Co. Fair Assn. Sept. 30-Oct. 2. Billy Sohna.
Johnson City—Blanco Co. Fair. July 31-Aug. 1. George Byars.
Seminole—Gaines Co. Fair. Oct. 8-9. H. C. Kyle.
Tomball—Harris Co. Fair Assn. Sept. 2-4. H. Buescher.
- Utah**
Hurricane—Washington Co. Fair. Sept. 2-4. Waldo Hirsch.
Kayville—Davis Co. Fair. Aug. 27-28. LeVar Godfrey.
Manti—Sanpete Co. Fair Assn. Aug. 12-14. Alan Smith.
Ogden—Ogden Livestock Show. Nov. 12-17. E. J. Fjeldsted.
Orderville—Kane Co. Fair. Aug. 27-28. Mary Lee Esplin.
Panguitch—Garfield Co. Fair and Livestock Show. Aug. 20-21. Rea Dodds.
- Virginia**
Dungannon—Scott Co. Fair Assn. Inc. Sept. 15-18. F. W. Collins.
New Castle—Craig Co. Fair Corp. Sept. 1-4. Haden Sublett.
- Washington**
Deer Park—Deer Park Fair Assn. Sept. 9-12. Marlon Mix.
Friday Harbor—San Juan Co. Fair Assn. Sept. 9-11. Cecil L. Carter.
Longview—Columbia Empire Fair. Aug. 18-21. W. E. Rosebraugh.
Lynden—Northwest Wash. Fair Assn. Aug. 18-21. Peter Meenderlinck.
Odessa—Lincoln-Adams-Grant Co. Livestock Fair. Aug. 27-28. T. C. Anderson.
Olympia—Thurston Co. Fair. Aug. 20-21. Herb Legg.
Port Angeles—Clallam Co. Fair. Aug. 26-29. Nellie Parr.
Spokane—Spokane Interstate Fair. Inc. Sept. 3-6. Herbert Welch.
- West Virginia**
Glennville—Gilmer Co. Fair. Inc. Aug. 4-7. G. C. Marsh.
Parkersburg—Wood Co. Fair Assn. Inc. Aug. 31-Sept. 3. Miss Adele Bigelow.
- Wisconsin**
Grantsburg—Burnett Co. Co-op. Agri. Soc. Fair. Aug. 26-28. Alwin Christopherson.

Planned Pepsi Pony Giveaways Total 100

NEW YORK, May 15.—More than 100 pony giveaways, engineered by Pepsi-Cola bottlers, will be staged in conjunction with almost as many outdoor show events this year. According to Roy B. Jones, special outdoor representative for Pepsi, the total may even grow to 150 or more.

The first such giveaway of the season is scheduled to take place May 26-30 at the Ottawa (Kan.) Lions Club Rodeo. Steve Ralph, local bottler, set the deal. The pony is being displayed at supermarkets prior to the staging of the event. A careful check will be kept on attendance and an analysis made of the interest generated in the event by the stunt.

The pony giveaway plan, suggested by Pepsi's home office here, suggests that the bottler supply the pony and distribute tickets free thru all of its retail outlets. No obligation to buy the product, turn in bottle caps, etc., is involved.

It is also suggested that the leading area dealer in children's Western togs be asked to supply the saddle and other trappings in return for which he will have one side of the ticket for his printed advertising message and share in the credit along with Pepsi.

While there is considerable time remaining before serious thought has to be given to most fair ties, several big park participations are already set. State Fair Park, Dallas, will be the giveaway site for 16 ponies. The park will also give away 16 bicycles.

Frank Rush will give away six ponies at Craterville Park, Cache, Okla. The Pepsi bottler at Pueblo, Colo., will give away two ponies at the State Fair. Statewide ticket distribution is planned for that event.

FISH AT FAIR

CNE Contracts Trout Pond For Building

NEW YORK, May 15.—The Canadian National Exhibition has become the second fair to sign up a trout pond for this season, according to booker William Shilling, who represents the attraction.

First to land the attraction was the Eastern States Exposition in West Springfield, Mass. (The Billboard, February 20) with a guarantee-against-percentage deal.

The CNE, Toronto, will pay out a flat \$10,000 to show the portable fishing tank, which will be displayed in one of its numerous buildings. As in the ESE display, the admission will be 50 cents per patron. For this fee the customer will buy 15 minutes' fishing time at the stocked pond.

Each customer will be allowed a maximum of three trout, and will angle for them with flyrods, lines and reels provided by the exhibit's owners. An interesting sidelight is the free checking service which will allow the customers to check their fish in a freezer and pick them up, sealed in a cellophane bag, for the trip home.

The Toronto exhibit, Shilling said, will feature a "lucky trout" gimmick. Several tagged fish will be placed in the pond daily, and whoever removes one will receive a free rod and reel.

The attraction is operated by a New England trout farm which will keep the ponds well-stocked wherever shown, via its tank trucks. Each tank is 60 feet by 30 and 48 inches high, with a water depth of 28 inches and a capacity of 15,000 gallons. Platforms encircle the tanks, which have been used extensively and profitably at sports shows in the past.

Keene, N. H., Ups Premium Money

KEENE, N. H., May 15.—The directors and superintendents of the Cheshire Fair Association voted to increase premiums at the fair this year and to establish a new cattle judging class.

The fair will purchase a pump to draw water for fair activities and a committee has been named to supervise beautification of the fairgrounds. Fireworks were approved for the fair.

Eastern States Names Barone Promotion Dir.

WEST SPRINGFIELD, Mass., May 15.—The appointment of Amico J. Barone Jr., executive director of the Pioneer Valley Association, as promotion director of the Eastern States Exposition effective June 1, was announced this week by Jack Reynolds, general manager.

Barone, a Springfield resident, has been executive director for the tri-county publicity agency for the past 18 months. Prior to joining the Pioneer Valley Association, Barone was a foreign service staff officer with the United States Department of State, serving with the American Embassy in Havana and later at the Voice of America in New York.

Ed E. Bauder Heart Victim

WEST UNION, Ia., May 15.—Edward E. Bauder, 68, retired secretary of the Fayette County Fair, died in Palmer Memorial Hospital here Tuesday (11) following a heart attack.

Bauder, a retired farmer, was born in Elgin, Ia., and was first elected director of the Fayette County Agricultural Society in 1925. In 1932 he was elected secretary of the society, a position he held until his voluntary retirement in August, 1953.

He is survived by his widow, Alma Bakeman Bauder, and two sons, Frank E., Chicago, and Richard W., Cedar Rapids, Ia.

Funeral services were held here Thursday (13) from the Bethel Presbyterian Church, with burial in West Union Cemetery.

1-Day Cattle Shows Set by Troy Hills

TROY HILLS, N. J., May 15.—One-day cattle shows will again be a part of the Morris County Fair program this season, according to Manager Swante Swensen. They will be managed by Dr. James Furguson, fieldman-secretary of the New Jersey Aberdeen-Angus Association.

Open to both Jersey and out-of-State breeders, the shows begin Wednesday, August 18, with a Hereford show at 1 p.m. On Friday will be the steer classes for Herefords and Angus. Saturday will find the Aberdeen-Angus show sponsored by the State and American Aberdeen-Angus Associations.

Charleston, W. Va., Nets 8G in 1953

CHARLESTON, W. Va., May 15.—The Southern West Virginia Agricultural and Industrial Exposition wound up its '53 operations with a profit of close to \$8,000. The net was chalked up despite the requirement of paying off an indebtedness incurred by a former operating fair board, officials pointed out.

This year's annual will be held September 3-11 at the 4-H fairgrounds below Dunbar. Grounds has been cleaned up and buildings repaired under the supervision of Commissioner Hubert Kelly. Annual is now sponsored by the Kanawha County Fair and Industrial Expositions, Inc., with Harry L. Paxton as director.

La. State Aid Payments Grow To \$1,010,900 in 42 Years

BATON ROUGE, La., May 15.—Fairs and festivals have become big business in Louisiana according to a report prepared by the Louisiana Legislative Council. The number has increased from one in 1910 to 68 in 1952 and concurrently, State appropriations from these fairs have increased from nothing to the \$1,010,900 paid out in '52.

A study of 3 of the present fairs showed that 27 had received and spent the total appropriations granted to them by the Legislature and about 18 had received State funds but had not spent the total amount and had not refunded the balance.

Of the 43 annuals surveyed, one received 8 per cent of its total revenue from the State; 11 received from 15 to 25 per cent; 10 received from 26 to 50 per cent; 12 from 51 to 75 per cent, and eight from 76 to 92 per cent.

During 1952, 43 fairs spent \$720,296, the largest amount being \$186,884 for premiums; the next, building construction, \$184,964, and the least, postage, \$4,751. The 43 events reported they own \$2,127,866 in buildings, \$940,003 in land; \$102,613 in fixtures for a total of \$3,170,483.

Profits from shows contributed 22 per cent of fairs revenue and other fair activities 12 per cent.

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Coleman Doing OK, Sees Good Season

Spending Good in Miserable Weather; Tax Cut Tabbed Blessing for Showmen

NEW LONDON, Conn., May 15.—Coleman Bros. Shows have had their share of bad weather at the three stands encompassing four weeks that have been played to date. But, despite the crowd-curtailling action of the weather, Owner Dick Coleman reports that business is good and bound to get better and that quite a good season will naturally result.

Coleman's analysis of any subject is never made on snap judgment and his current optimistic viewpoint is based on such hopeful signs as high interest and per capita spending. Of paramount importance, of course, is the tax advantage now enjoyed, resulting from the recent slicing of the federal admissions tax.

Altho the weather, on occasion, has been nothing short of horrible, Coleman reports that the show has yet to miss opening on any

one night. And, he adds, no matter how cold and dismal the weather, people have shown up and spent well altho, of course, the overall action has naturally been held down as a result.

Business in Rain

On the whole the show earnings are not far behind last year when the show enjoyed much better weather. People seem anxious to spend and have fun when they can waddle from one attraction to the next, he says. On occasion folks have continued to come out in pouring rain.

Last Saturday (8) in adjacent Norwich it rained hard all afternoon and night. Even under those dismal conditions the rides, working for dimes, averaged \$50 grosses. It was the kind of day, Coleman says, when the show-folks hated to be on the lot.

The show has had excellent lots to play in the prevailing weather. All have been gravel—or sand-filled and even the hardest rains are readily absorbed. Next week at Wallingford, Conn., the same kind of lot will be available and at the end of that run, if not before, Coleman figures the worst of the weather will be over.

The show opened in Middletown, Conn., the home of its winter quarters, and played on a show-owned lot there for 10 days to good business. Norwich and New London followed.

Coleman labeled the tax reduction a "blessing" in more ways than one. Besides adding to the show's net holdings it has made it possible to round out admission prices in nickel brackets. Like so many other organizations Coleman has revised prices up and down to meet the nearest round figure. In this way patrons will gain or lose a penny or two. Coleman termed the 15-cent ticket ideal for many units. Ten-cent prices prevail on kid days.

REALIGN RAS JOBS

Thomas Takes Over Advance, Lohmar Stays Back on Show

MEMPHIS, May 15.—J. C. (Tommy) Thomas, in the past assistant concession manager of the Royal American Shows, has been shifted to the post of general representative and as such will move in advance of the show. General agent Robert L. (Bob) Lohmar, who had gone ahead in past seasons, will remain back on the show.

The realignment stemmed from a mild heart attack suffered by Lohmar this winter. Since that attack, Lohmar has reduced his

weight sharply and says he is "feeling fine."

Pete Buckhardt, formerly with the World of Mirth Shows, has joined as assistant to Sam Gordon, concession manager. New as concession secretary-treasurer is L. L. Scarbrough, whose wife, Leona, serves as his assistant.

Ivan Van Curven, long the shows' head carpenter, was stricken with a heart attack here. He will be hospitalized for several weeks, and then return to his home for about three months to

recuperate before rejoining the show. In his absence, John (Slim) Mercer will head up the carpenters.

The shows' roster follows:

Staff
Carl Sedlmayr, owner-manager; C. J. Sedlmayr Jr., assistant manager; Robert L. Lohmar, general agent; Tommy Thomas, general representative; Walter De Veyne, secretary-treasurer; Guy Gardner, Vernon Kohrn, office aids; Frank Morrissey, publicity director; William A. Moneyhan, mailman and The Billboard agent; Tony Williams, office watchman.

Tractor department—Edward (Pop) Dalley, superintendent; James Ellis, Clarence Kelly, trucks; Charles Williams, Daniel Gill, Glenwood Drost, mules; Lloyd Pulver, assistant foreman; Irvin Painter, John Forrest, Harry Klein, cats.

Carpenter shop—Ivan Van Curven, foreman; John (Slim) Mercer, acting foreman. **Blacksmith shop**—Pop Whitman, foreman; Levi Zimmerman, Emmett Holliday, welders.

Electrical department—Tom Adams, foreman; Charlie Hughes, George Kruger, Delais; Marion Curtis, electrician; Bill Cain, neon; Steve Lorey, Paul Piney, Earl Mitchell, Specs Phillips, Blackie Muihay, Harry Wilson, towers.

Pie car—Mrs. Don McGimpsey, manager; Lloyd Daniels, chef; G. C. Cochrane, night chef; Dixie Keller, Ella Buckwitz, waitresses; Jimmy Ball, waiter; Ike Johnson, Willie Wilson, dish washers.

Transportation department—Wallace A. Cobb, superintendent; Robert Garner, assistant trainmaster; Earl Dixon, car inspector; William Ramsey, assistant car inspector; William McCain, train electrician; J. C. Mohr, train plumber; Otis Tyron Runs, John Rogers, Limi Harsh, Harold Humphrey, John Mohr, Troy

(Continued on page 78)

ACA Takes on New Faces, New Look

Equipment Mirrors Intensive Winter Quarters Work; Back-End Is Stronger

EAST ST. LOUIS, Ill., May 15.—There's a new look and many new faces on the Amusement Company of America, the former Hennies Shows, owned jointly by J. C. McCaffery, Paul Olson and Maurice (Lefty) Ohren.

The show now is in its fourth season under the banner of the ACA. In the previous three years winter-quarters work was confined largely to necessary repairs, but during the past winter a substantial amount of money was spent upgrading equipment and giving it a thoro paint job.

As a result the show, which currently is still-dating just outside of East St. Louis city limits, looks better than it has in many recent years.

Adding to the appearance is the superior shows booked on. Chief

among these are James Chevanne's Side Show, which throws out a king-sized front consisting of two lines of well-executed banners, Bob Perry's Monkeydrome, and Bob Edwards' Torture Show and Snow White Show, the last two of which were with the Royal American Shows in '53.

Other shows include a girl show, operated by Harold Weatherbee, with Julianne in the feature spot; Charlie Taylor's Cotton Club Revue, which flashes a front far superior to that which it had last year; Herb Elrod's Motor-drome, which was given a complete going over this winter; Doc Hartwick's Snake Show and Glass House, and William Brownell's Life Show and Animal Show.

Two major attractions, a Dancing Waters unit and a Latin-American Show, and several other shows will be added for fairs.

The appearance of the show, contrasted with last year, is doubly impressive despite damage last week at the season's opener at Hot Springs. Part of the show was caught in the path of a tornado that shredded two show-owned tops, twisted the Snow-white front, ripped up the front of the Monkey Speedway, dropped a light tower on a Ferris Wheel, bent and sprung that ride, and did other damage.

The damaged Ferris Wheel is (Continued on page 78)

Vivona Units Washed Out In Two Spots

DOVER, N. J., May 15.—Vivona Bros. Shows has had more rain to date than during all of last year, with much of the dampness hitting last weekend. A steady downpour washed out the opener here Monday (10) after scattered showers cut into the weekend business. The No. 2 unit opened in the rain in Manville, N. J., Monday (10).

Altho rains also fell in Leiper-ville, Pa., the previous week, the run proved satisfactory, altho not as big as the first week of the season.

Tony Maciello and Monica Baress, with girl shows, turned two of their biggest weeks yet, while rides and concessions also did well. Danny Dell is business manager.

Eveline Howey has left to join the No. 2 unit with Snake and Monkey shows. She will rejoin the No. 1 unit on at fairs. Don Crown is having a good season with glass pitch and French fries, and is keeping the fronts well flashed.

Jim Rapple is doing his usual good job of billposting. Harry E. Wilson is readying for a business trip.

WOM Ready For Opening At Plainfield

RICHMOND, Va., May 15.—The last of the refurbishing program was speeded up this week at the World of Mirth Shows' winter quarters as that organization prepared to take to the road next week headed for Plainfield, N. J., where it will get its season underway Friday (28).

While the crews have been at full strength much of the work accomplished will not show to the patrons since it consists of work on the wagons with some 40 running gears getting a complete overhaul.

The show fronts are in excellent shape, all having been repainted, and the concession units have all been made ready under the direction of Bernard (Bucky) Allen.

WILDCATS

Continental Saves Date By Fast Work

SCHENECTADY, May 15.—An inundated lot in Hudson, N. Y., caused the Continental Shows to jump here in a last-minute move. Heavy rains thru the week swamped the Hudson lot and the date had to be abandoned, despite heavy advance billing. Paul La-Cross, general agent, started to make the switch at 6 o'clock Saturday night (8).

After three hours of telephoning, Roland Champagne moved his shows out of Kingston, N. Y., for Schenectady with the preliminary details set but without the assurance of permits or a committee. Both were accomplished shortly after arrival and the show was ready to go on Monday night (10) but rain and cold and other complications made it impossible for the local utilities company to furnish power.

The show got open Tuesday night (11) and a good crowd turned out despite very cold weather. Indications are that the date will wind up good if the weather turns warm.

Altho the show came in with no advance some 600 posters were out by Tuesday night. Additionally, large newspaper ads were placed and radio and television used extensively. Permission was secured to use the sound truck on city streets and it is working constantly.

All units are operating, including girl shows and a form of the corn game. Fireworks were scheduled for last night.

WEATHER DOES IT

Farrow Off to Good Start at Memphis

MEMPHIS, May 15.—Ernie Farrow, a veteran show owner at the age of 30, launched his 10th season as the No. 1 man on the Wallace Bros. Shows here at the Cotton Carnival in a nine-day stand on Beale Street that winds up Sunday night (16).

Business thru Wednesday (12), fifth day of the engagement in the heart of the city's Negro section, was running way ahead of last year. The upsurge in business was credited to the weather. All of the first five days were clear, tho the nights were cool, whereas last year practically every day was hit by rain.

A perennial repeater on the Beale Street lot, Farrow has more

earning power and the largest number of concessions at work here than in any of his previous years. More than 110 concessions are in operation, no fewer than 14 rides are at work and there are seven shows bidding for their share.

At the end of the fifth day the diminutive Farrow beamed over the good weather and the matching business. He recalled that his show last year had a bad start, hitting "nothing but rain" here and getting a terrific lashing a few weeks later from a tornado at Brazil, Ind.

Has Two Units

During the winter Farrow spent much time, money and effort on developing his winter quarters at Jackson, Miss., and in overhauling and repainting his rides and other show equipment. And the show-owned units in the line-up here reflect the thoro going over they received.

Farrow is trying something new (Continued on page 78)

Manning Takes Okay Despite Bum Weather

POUGHKEEPSIE, N. Y., May 15.—Apart from the weather, which has been pretty bad pretty much of the time, the Ross Manning Shows are doing all right, and an air of optimism prevails when the future is discussed.

The weather has been rough, blanking out too many days in the five weeks played in the current tour. But even with this handicap the results have not been bleak and there is no sign of discouragement.

Last week at Morrisville, N. J., the show put together a pretty fair week altho able to operate effectively on only three days due to the weather. The experiences at other spots were pretty much akin to those at Morrisville, starting at the kick-off spot in High Point, N. C.

While hit by the weather here during the first part of the week,

the shows also had to contend with curtailed operations in its front end. A local situation enmeshed the shows and the sponsoring fire company and virtually no games were allowed to operate from the beginning, including any form of bingo, altho this game reportedly is offered regularly in town.

The spot has always been a good one in the past but, as long as the present situation continues, it is likely to be by-passed by other organizations since the earning potential is cut way down.

Because attendance was hurt earlier in the week by rain and cold, Manning is counting on a good finish today with a kid's matinee heavily promoted.

Manning reported buying a Whip to add to his line-up of major rides, and a new tractor to haul the unit with.

Schafer Hits Two Red Ones

ST. LOUIS, May 15.—Schafer's Just for Fun Shows racked up good business at the first two spots of the season, Longview and Tyler, Tex., according to John Francis, shows' agent, who was here on business this week.

Part of the excellent takes were attributed to the big kiddie matinees at both towns handled by Charlie Ford. Bicycle giveaways helped.

Org is carrying 14 rides, 6 shows and 30 concessions. Schafer is sporting a new office wagon and a new office-owned Funhouse was recently added to the line-up. Lotus Francis, wife of the agent, has her popcorn and candy concessions with the show.



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DELPHI, INDIANA. One of the State's Oldest and BEST ANNUALS will be held on the Public Square, August 11 thru 14. CLEAN MERCHANDISE CONCESSIONS ONLY being booked now—All open. Can place Shows that can set on street. FREE ACT WANTED FOR THIS DATE. All replies to

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2257 MADISON AVENUE, INDIANAPOLIS, Phone Garfield 4584.

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100,000
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**Motor City
Opens Strong
Despite Cold**

**Show Testing Two
New Transformers;
Adds Round-Up Ride**

WINDSOR, Ont., May 15.—Motor City Shows opened their 10th season here Thursday (6) to cold weather, plus some rain. But despite these handicaps, gross takes for the first few days were reported 15 per cent ahead of the same days last year when the show was set up at the other end of town. Present lot is adjacent to the Elmwood Casino.

A major improvement to the shows' line-up this year is the addition of two new type 50-kw. transformers, designed as experimental units by General Electric of Canada. They are designed to fit inside a truck and if successful, GE plans to make them their standard for outdoor shows.

Shows are traveling on 30 trucks, and carries 11 rides, 2 shows and 30 concessions. A Round-Up and two kid rides, Train and Super Sonic Ride, have been added. Both the Monkey and Girl shows are new this year, and Sam Maltin has brought on 10 concessions from the U. S., all new to Canada.

Following the nine-day break-in here, org moves to Listowel, Ont., and then to Toronto where it will spend a month playing suburbs. One of the major stands of the year will be the Emancipation Day celebration here in Windsor July 31-August 3. The event normally draws a heavy Negro population from Detroit.

Personnel includes:

Staff

Arthur J. Gilboe, president; Mrs. Irene Gilboe, secretary-treasurer; Donald Gilboe, general manager; Whitney Morgan, show manager; Howard Jones, concessions manager; Anne Gilboe, office manager; Albert Johnson, electrician; Don Sayers, artist; Wilma Morgan, sketched; Martin Weissmann, repair and maintenance, and Harry Emerson, ride superintendent.

Rides

Tilt-a-Whirl, Joseph Corbett, foreman; Les Walker and Don Russell, Flying Scooter, Leo Derrick, foreman; Samuel Menez, Ferris Wheels (3), Curley Hanna, foreman; Grant Clark, Tommy Beech and Myer Hanson, Caterpillar, Louis Marcox, foreman; Raymond and William Trombley, Merry-Go-Round, Keith Parcher, foreman; Fred Bayer, Round-Up, Jack Houghton, foreman; Jerry Conway, High Ball, Harry Diezel, foreman. Kid rides, Pat Louison, Jimmie Deering, Tommy Jetson and Paul LaLonde.

Shows

Red Laughlin's Monkey Show—Red Laughlin, manager; Gertrude Laughlin, ticket seller, and Don Laughlin, bally. Parisian Revue—Howard Jones, manager; Jenny Jackson, producer; Ruby LaMar, Donna Valentina, Flori Dale and Silou Arksha, principals.

Concessions

Harry Dimitrey's cookhouse, with Tommy Rabies and James DiMaggio; Eddie Sobala, age; Cary Sobala, shooting gallery; James Leakey and Larry Nantais, balloon darts; John Meunier, add-em-up darts; Joseph Neunier, aces high; Sam Dimitrey and Tommy McKeown, floss and apples; James Kozak, potato chips; James Thompson, cork gallery; Don Laughlin, high striker; Leo and Ted Boirrier, glass pitch; William Mackey and Harvey Russell, hoop-la; Jim Latham, scales; Walter Goodfellow, milk spill; Renie Goodfellow, duck pond; James McPherson, walking Charlie; Howard Jones, Charles Linklater, William Montelth, Vince McAloon, Cleve Magee, Leslie Meneer, bingo; Harry Evans, palmistry; Hazel Hardie, novelties; William Hardie, percentage; Hazel Hardie Jr., handwriting analysis; James Rabett, pitch-till-you-win; Larry Sobala, fuzx cat ball game; L. A. Trone, photos; Jerry Bender, six cat, and Sam Maltin, 10.

WANTED

MERRY-GO-ROUND OPERATOR

First and Second Men who can handle Parker's Baby-Q 2-Abroast. Must drive semi and have driver's license. Top wages and good treatment—no drunks or chasers need apply. If married, can place wife in concession. No reverse calls. Phone evenings only.

HAymarket 1-4121

FRED A. POTENZA

741 N. Welcott Ave. Chicago 22, Ill.

CARNIVAL MANAGERS, NOTICE!

CONCESSIONS—Can furnish 12 to 15 up-to-date, all new, well stocked and flashed. All Help sober and reliable. 6 Cat Racks, 2 Wheels and Grind Stores, assorted. We know all branches of carnival business thoroughly, such as Legal Adjuster, Manager, Publicity, Office and Lot if necessary. Working out notice with Metropolitan Shows, Phone or wire.

ART LEWIS or MAX SHARP
Muscle Shoals Hotel, Sheffield, Ala.

**LABEL NUT \$\$
BEST POSSIBLE
BUSINESS TAB**

NEW LONDON, Conn., May 15.—Dick Coleman, operator of the show bearing his name, has a novel way of gauging business and prospects. It has to do with the payment of privilege money and the comments that accompany it. Dick knows that business is good this year, despite bum weather, because operators have taken care of the nut promptly each week. Not one has yet defaulted and the often expected down-in-the-mouth beefs have been lacking.

L. J. ELDRÉD

**Ex M-G-R Op
Is Provo's
Champ Giver**

PROVO, Utah, May 15. — How L. J. Eldred's rise to a career of philanthropy stemmed from the operation of a Merry-Go-Round was related recently by Weston N. Nordgren in a feature yarn in The Salt Lake Tribune.

While still a youngster, Eldred and a friend bought a Merry-Go-Round for \$2,000. He immediately quit his job in a dairy, became a full-time ride operator and shortly after bought his partner out.

With his one ride he boldly moved to San Francisco for the World's Fair. The big rides there, however, took the play away from Eldred's device and he went broke. Undaunted, he went back home, saved his money and three years later was back in the ride business in Ogden, Utah. Later he moved his base of operations to Provo and from here successfully took his rides to fairs and other celebrations in the area.

As profits mounted, Eldred began putting his money into real estate and as he continued to prosper, turned over the ride business to his nephew.

He then went into the real estate business, building homes for young married couples. He sold the homes for \$100 down and whatever the couples could pay per month and so enjoyed doing things for people that it became somewhat of a hobby.

When Eldred learned the Utah Valley Hospital needed an iron lung, he supplied it, and later presented the hospital with a resuscitator. He then bought the town of Provo its first police squad car and last July he turned over the Utahna Ballroom to the city for use as a recreation area.

Eldred, now 84, is planning one final gift but refuses to say what it is or whom it will benefit.

**Early Public Sale
Of Cavalcade Show
Equipment Is Seen**

MOBILE, Ala., May 15.—Judge Dan H. Thomas, of the Federal Court here, is expected to call an early conference of all parties concerned with the disposition of the Cavalcade of Amusements' equipment and show train to satisfy the federal government's claim for more than \$260,000 in back taxes owed by the show and its owner, the late Al Wagner.

Indications are that the court will order the equipment sold at public auction to the highest bidder.

Part of the equipment was brought here by R. L. Butt, temporary receiver. Butt said that a number of claims had been filed against the various units of the show and units leased to the show.

BIRDS-BIRDS

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PARAKEETS
CANARIES
FINCHES
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CONRICK BIRD FARM

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CONCESSION, CIRCUS, CARNIVAL
AMERICAN

TENT & AWNING

CORPORATION

One of America's Largest Builders
of Fine Show Tents.
201 E. Water St. Norfolk 10, Va.

BILL SANDERS

STRUTHERS, OHIO

ST. ANTHONY CELEBRATION
JUNE 8 TO 12

Want attractive Bingo. All kind Hanky Panks and other legitimate Games, Wheels that work for stock. X on Age-Weight, Custard, Photos, Long or Short Range, Novelties and Grab. Can use Shows of any kind for season. Parade, band concerts, fireworks every night. Also want Bingo for Mercer, Pa. Mrs. Cole, get in touch. Write, wire or phone

GEO. LOCKHART

4055 South Ave. Youngstown, Ohio

Phone: LE 6-6407

**CARNIVAL WANTED
LABOR DAY**

Write

S. COAN

Graettinger, Iowa

WANTED

Burdick's Greater Shows

Hanky Pank Concessions, set of Kid Rides, small Cookhouse or Grab, Photo, Agents for office-owned Concessions, Man to take Bingo, Ride Help. Menard, Texas, week of May 17-22; Ozona, Texas, Annual Horse Show, May 24 to 29.

IRA BURDICK

GOLD BOND SHOWS

NOW CONTRACTING FOR 1954

Rides—Shows—Concessions

MICKY STARK, Owner
P. O. Box 229 Mt. Sterling, Ill.
Winter Quarters at Fairgrounds

FOR SALE

Brand-new Novelty Trailer complete with stock, account of illness, now on large Eastern carnival, having good route of fairs. Small investment, good returns. Must have transportation.

BOX 927

The Billboard, 1564 Broadway
New York City 36

**The Most Famous Money-
Raising Exhibit Today**

Hiller's Private Armored Limousine
With or without finest tractor-trailer unit. Must be sold by May 31. Best offer over \$7500.00 for car takes.

PROSPECT ASSOCIATES
130 Main St. Souderton, Pa.

PENNY ARCADE

A-1 Man with A-1 equipment, for A-1 location, until FAIRS or Labor Day, 50-50 basis. Good business. O'BRIEN, 145-147 Ocean Front, Revere Beach (Boston) Mass. Tel. 5-69 p.m. Boston, Re-8-1927. P.S.: Dick Best, Walter Wanous, if time open for Betty, wire. Miniature Railroad for Sale, or lease, for a PARK or Beach. Mechanical Walk-Thru, the best, will book.

THANK YOU

Sam & Mary Neim
Independent portable diner operators for your new Buick Riviera purchase. "Save money with Johnny"

JOHNNY CANOLE

Altoona, Pa.
Phones 9347 and 3-003

MIDWAY CONFAB

Al Kaufman, concessionaire with **J. P. (Jimmy) Sullivan's** Wallace Bros. Shows, was a Chicago visitor last week. He spent about 10 days in the Windy City before rejoining the Sullivan org. . . **Bob Harris**, son of **Roxie Harris**, owner of Royal Midwest Shows, and his wife, **Dottie**, spent several days on the lot at Princeton, Ind.

Steven and Helen Vaughn played the Community Fair in Culver City, Calif., with the **Frank W. Babcock** United Shows. They plan to have concessions on the show also in Pico and at the El Toro Marine Base, Santa Ana. With the Vaughns are **Red Dower**, **at Dower, Alberta Vaughn, Bob Vaughn, Bob Irwin and Louie Augliosc.** . . . **Harry Wallace**, well-known Los Angeles concessionaire, is on the sick list. He is a patient at the Veterans' Hospital in Sawtelle, Calif.

Earl (Buddy) Gilbert, who with his wife, **Margaret**, operates the Western Hatchery in Paramount, Calif., was in Los Angeles for the weekly meeting of the Pacific Coast Showmen's Association. He is sending out ducks on a regular schedule to carnivals to use for prizes. . . **John Lorman Jr.** is soon to check into a Los Angeles hospital for a check-up.

Jack Alpert, novelty man, is reported confined to a Los Angeles hospital following his collapse on the midway of the **Frank W. Babcock** United Shows during its date at the Culver City, Calif., Community Fair. . . **Red Crawford**, motordrome driver, is out and about Los Angeles following a major operation. He is getting himself in shape for the season.

Stewart (Eddie) Tait, who had shows in the Philippines and the Orient before World War II, is reported in Madrid, en route from the Islands to the United States. He will visit Portugal. Tait will spend about 10 days in his native Chicago and then come to Los Angeles, arriving about June 15. While in California, he will visit his brother, **Edwin Tait**.

Thomas H. Crosby, concessionaire, left Los Angeles Saturday 5) with one of his agents, **Eddie Bisson**, to join the County Fair shows in Nebraska. Crosby has concessions on the show. Prior to opening with this unit, Crosby as legal adjuster and concession manager of the Mid-West Shows for six years. Bisson has been with him for three years. At the end of the season this fall, Crosby and Bisson will return to the West coast for the winter.

Frank W. Babcock, owner of the Frank W. Babcock United Shows, due to return soon from his flying trip to the Continent. Currently in Hongkong, Babcock recently visited Tel Aviv, Jerusalem and Cyprus. He left his home in Los Angeles for the extended trip on April 9.

A birthday party on the Vivona Cos. Shows in New Jersey honored little **Barbara Novak** on her second birthday. She is the daughter of **Mr. and Mrs. Mathew Novak** and was the recipient of many gifts. Attending the party were **Mrs. Catherine (Mom) Viana, Mr. and Mrs. Matthew Fontana, and Patti, Steve and Vici Releo; Bobbie Linebarrier, Barbara and Karen Novak, Claudia Lynn Crown, Mr. and Mrs. Donald Houser** and their son, daughter and niece, and many others.

Gerald Snellens, general representative of the World of Mirrors, delayed his departure from New York to join the organization at its Richmond, Va., headquarters because of illness. He vehemently denied the illness was a ruse representing his reluctance to give up sumptuous quarters in the Hotel Astor and return to the road. . . **Harry Wartz** reports that a deal to lease his custard and new sit-down grab has fallen thru and he is currently negotiating a new connection. In view of the weather this past week Harry reports he is very happy that the equipment was idle in his New York quarters.

Concessionaire **A. Hymes** was enthusiastic over business done at the Hamid-Morton Circus week in Altoona, Pa., a town ed with considerable misgiv-

ings this year because of widespread unemployment in the area. Attendance, however, was at capacity, with turnaways, and the sale of novelties was better than a year ago. However, at the Apple Blossom Festival in Winchester, Va., recently, with fair weather and a one-day crowd of some 150,000 reported, business was said to equal only half of that done last year. Hymes will work the New York Mirror Air Show, an annual event, Saturday (15) and then journey to Canada to wind up the indoor season with Hamid-Morton at Quebec and Montreal. The indoor season was okay and he figures the outdoor season to be very good.

Phil Cook, executive secretary of the Miami Showmen's Association, reports that he will shortly take to the road on an extended trip endeavoring to visit most of the shows traveling in the East. The pattern will be the same as in the past with the vibrant secretary putting the bite on delinquent members, signing up new ones and helping to frame and stage fund-raising deals.

Ned Torti is back in Milwaukee after a trip South during which he visited the Royal American Shows and **Ernie Farrow's** Wallace Bros. Shows at Memphis. . . **Art Signor**, of the 20th Century Shows, also was a visitor to the Wallace aggregation at Memphis. . . **George Johnston**, U. S. Tent & Awning Company, Chicago, was a visitor to the Amusement Company of America during its East St. Louis, Ill., stand. . . Personnel of the ACA gifted **Noble Fairly** and his bride, the former **Joanne Ware** of Hot Springs, with several wedding gifts upon the show's arrival at East St. Louis. **Hank Shelby** has returned to Chicago after operating a string of concessions at the Battle of Flowers, San Antonio.

Visitors to the Royal American Shows at Memphis included **Mr. and Mrs. Clyde Byrd** and **Mr. and Mrs. Pat Ford** of the Arkansas Livestock Show, Little Rock; **J. M. Dean**, Mississippi State Fair, Jackson; **Mr. and Mrs. Fred Tennant** of the State Fair of Texas, Dallas; **Mr. and Mrs. Chuck Moss** of Dallas; **Ike Savery** and family of Tupelo, Miss.; **Cecil Vogel**, Memphis theater operator and former outdoor showman; **Joe Simon**, former circus musician, now and for many years manager of a Memphis theater; **Mr. and Mrs. Al Baysinger**, and **Bob Shivers** of the Hope, Ark., fair.

Helen Julius is traveling with her husband, **Julius**, Arcade operator on the Royal American Shows, after recovering from an operation. . . Thinned down as a result of a long convalescence from an operation in Tampa this winter, **Sam Gordon** reports he is almost his old self.

A boy was born to **Mrs. Carl (Dottie) Goss** in Tampa Monday (9) while Carl was in Memphis as boss canvasser for "Moulin Rouge" on the Royal American Shows. Mrs. Goss formerly was a dancer with "Moulin Rouge."

L. R. Moore infos that he joined the Borderland Shows recently and that **Jake and Vi Arnet** were skedded to join. . . Concessionaires joining **Byers Bros.' Shows** recently included **Ollie and May Bryers, Blacky and Jewell Thorp, Mr. and Mrs. Moorhead, Mr. and Mrs. Sullivan, Colman Lee**, diggers; **Davenport, Wilson**, cookhouse; **Sharran Elliot**, slum spindle, and **Lawrence Smith**, electrician. **Mrs. L. Smith** is mail and The Billboard agent. . . **Mr. and Mrs. E. L. Ricciardi** announced the birth of their son, **Vincent Joseph**, May 3 in Atlanta. They will spend the summer in Atlanta and would appreciate hearing from friends.

While en route from their home in Ardmore, Okla., to join the Wilson Shows in Canton, Ill., **Mr. and Mrs. B. V. Briggs** stopped off in Kansas City, Mo., where Briggs worked with Hale's Shows of Tomorrow while Mrs. Briggs (**Bobbie**) underwent a minor throat operation at Memorial Hospital there.

Eddie Young reports from McComb, Miss., that his Sterling Crown Shows were caught in a flash flood at Hattiesburg, Miss., recently and that it was necessary to borrow some equipment from the State Highway Department. (Continued on page 79)

Morris Hannum Shows

One of the Great Eastern Shows

Featuring **LEO SUICIDE SIMON**

YORK, PA., first in, new lot in center of city, May 24-29; followed by **COLUMBIA, PA.**, week of June 1-5; **LANCASTER COUNTY FIREMEN'S CONVENTION**, 72 fire companies expected. Parades, Fireworks and Free Acts. Then two of the biggest Church Celebrations in the East, **LEVITTOWN, PA.**, June 14-19, on the church grounds opposite the new shopping center, and **CAHILL FIELD FAIR**, June 21-26, at 29th and Clearfield Streets in Philadelphia, Pa. Free gate, car giveaways, largest proven attendance of any church date in the East. We are now booking for the **GREAT CAMBRIA COUNTY FAIR** at Ebensburg, Pa. This is the only bona fide Agricultural Fair in Cambria County, and the biggest Labor Day Fair in the State of Pennsylvania. "ALWAYS STARTS ON LABOR DAY."

WANT SHOWS — Side Show Manager with Acts for office - owned Side Show bought new last year. Arcade, Mechanical, Wild Life, or any other Animal Shows, Grind Shows of all kinds with own equipment. Al Camin and Ray Cralar, call me.

CONCESSIONS — One Wheel and one Grind Store, Cat Racks, Ball Games, Photos, Jewelry, Custard, Fish Pond, Duck Pond. No exclusives. Those booking now get preference later.

HELP — Experienced Ride Help that drive.

All replies to

MORRIS HANNUM

Penn Harris Hotel, Harrisburg, Pa., this week; then week of June 1-5 the Yorktown Hotel, York, Pa.

GLADSTONE EXPO SHOWS

WANT WANT WANT

MADISONVILLE, KY., MAY 21-29

CONCESSIONS—Glass Pitch, Hi-Striker, Duck Pond, Penny Pitch, Age & Weight, Coke Bottle, Ball Games, String, etc. Honky Panks of all kinds. No flats—no gypsies—no P.C.
RIDE HELP—On Wheel, Jenny, Tilt, Octopus, Comet. Foreman for 1954 Octopus.
SHOWS—With own equipment—Snake, Side Show, Illusion, Crome, etc., 25%. Our Fairs start June 14, Springfield, Ky., followed by fourteen County Fairs in Kentucky, Tennessee, Mississippi—also Big 4th of July Celebration at Eminence, Ky., oldest Celebration in State. **Chuck Alexander** wants Agents for Six Cats, Buckets, and soup dealer for Chiv Rock. **John Buchanan**, she burns the hot cakes; come on.

F. POOLE, Owner JACK OLIVER, Bus. Mgr. PRINCETON, KY., ALL THIS WEEK

INTERSTATE SHOWS

WANT FOR THE BIG SOMERSET, KENTUCKY, CELEBRATION

MAY 24-29, AND A TOP ROUTE OF FAIRS AND CELEBRATIONS

SHOWS: Will give good proposition to Side Show. Will furnish 20x100 ft. top and 100 ft. banner line for same, or will book one with own equipment. Want organized Minstrel Show, having not less than 12 people including band. Have beautifully framed 80 ft. panel front for same. Want Girl Show with own equipment or will furnish top and front for same. Must have not less than three Girls, P.A. Set and Wardrobe. Will book any Independent Shows not conflicting. Want Operator for office-owned Monkey Show and Snake Show.
RIDES: Octopus, Spitfire, Caterpillar, Roll-a-Coaster, or any Major Ride not conflicting. Will give excellent proposition to set of Kiddie Rides, and Live Pony Ride.
RIDE HELP: Can always use sober, reliable Ride Men who drive semis.
CONCESSIONS: All Honky Panks open. Will sell Ex on Photos, Diggers, Long Range, Short Range, Popcorn, Candy Apples, Hats, Novelties, Jewelry, Hi-Striker, Frozen Custard, Ice Cream. Want Agents for Six Cats, Count Store, Peek Store, Nail Store, Ball Games, Glass Pitches. Want experienced Cook for Cook House to join on wire. Will give good proposition to capable Bingo Caller. Want Bill Poster who knows how and will put up and paste paper. Will furnish transportation. Want Help to up and down concessions. Want capable Man that knows how to promote Kiddies' Matinee. Want Scenic Artist or Painter for balance of season to join on wire. Replies to

H. B. ROSEN, FAIRGROUNDS, LIVINGSTON, TENN.

HAPPYLAND SHOWS

"HAPPYLAND SHOWS" SPORTSMEN'S EXPOSITION & FAIR
MAY 29 THRU JUNE 6, MT. CLEMENS, MICH.

Months of preparation for parades, thrill shows, fireworks, productions and exhibits will produce nine days of good business at this spot. Our season ending in October is now completely booked at celebrations and fairs.

Openings for a few Straight Sale Concessions. Can place several Shows, such as Motor Drome, Monkey Drome, Mechanical, Snake or other attractive Grind Shows. Address **Happyland Shows, 3426 Iroquois, Detroit 14, Michigan. Ph.: WA 1-7924**

VIVONA BROS. Combined SHOWS

NO. 1 UNIT—CAN PLACE FOR—NO. 2 UNIT

The Best Still and Fair Dates in our history. Ladies Nite, Sunset Matinee and Kids' Day every week. Monkey Show with or without equipment. Man to operate Snake Show, we have equipment. Wild Life, Ding Show, high class Grind Shows. Hankys of all kinds. Chairplane, Wheel and Kid Ride Foremen. Ride Help who drive semis.

Address
JOHN VIVONA
 Perth Amboy, N. J.
 or
DANNY DELL
 Douglass Hotel,
 Newark, N. J., this week

COMPLETE SET OF KIDDIE RIDES, EXCLUSIVE. STRICTLY STOCK HANKYS. THIS UNIT PLAYS ONLY BONA FIDE CHURCH BAZAARS AND FIREMEN'S CELEBRATIONS IN HEART OF TOWN. FREE GATE AND PROVEN RIDE AND HANKY SPOTS.

ADDRESS
MORRIS VIVONA
 103 South 21st Street
 Irvington, N. J.

ALAMO EXPOSITION SHOWS

CAN PLACE FOR FIVE GOOD TOWNS IN NEW MEXICO NO HARD TIMES IN THIS STATE

CONCESSIONS: Glass Pitch, Penny Arcade, Diggers, Custard, Photos and all Hanky Panks. SHOWS: Athletic Show with own equipment. Also Illusion, Snake Show, Motordrome. Joe Murphy can place Girls for Hawaiian Show. RIDES: Can place Train, Boat Ride, Rock-o-Plane. ADDRESS:

JACK RUBACK, Mgr.
 Las Vegas, May 17-22; Grants, May 24-27; Gallup, May 29-June 6; Farmington, June 8-12; Santa Fe (Downtown Location), June 14-19; Raton, June 21-26. All New Mexico. Then Longmont, Colo., 4th of July Week.

COUNTY AMUSEMENT CO.

17 weeks of the best in New England, featuring Gangler Bros.' Circus Free Act.

Playing Springdale, Conn., this week; Norwalk, May 24-29; Thompsonville Decoration Day, Mammoth Parade; then West Hartford Centennial Festival.

Want a Flat Ride of any kind. Want Hanky Panks, also Bingo starting May 31.

All answer 207 ATLANTIC ST., STAMFORD, CONN. Phone 3-5379.

IDEAL RIDES WANT

For Indianapolis, Ind. Over 500 miles race days, close in smoke stack location, ten blocks from Monument Circle, right on routes to track. Fourteen days, May 18 to 31st., Kentucky and White River, under auspices of S. S. Optimist Club.

CONCESSIONS—Popcorn, Caramel Corn, Apples, Hoop-La, Photos, Long Range, Hi-Striker, Scales, Fish or Duck Ponds, and other Hanky Panks working for stock. Limit, two of kind, privilege, \$41.50. first week, second week free. No racket, gypsies or gillies. SHOWS—Mechanical. On the lot Monday. Also booking for Centennial at EATON, IND., June 7 to 12.

HELLER'S ACME SHOWS

Want Long and Short Range Gallery, Bingo or Operators, Custard, Coke Bottles. Can use one or two Wheels, Fish Bowls or any other Hanky Panks. Want P.C. Agents. Want Foreman on Spittfire and Second Man. Want Chairplane, Kiddie Ride, Merry-Go-Round and Ferris Wheel Foremen. Also good Help. Top salaries paid. All address:

HARRY HELLER
 South River, N. Jer., May 19 through 29; then Riverdale, N. Jer.
 Phone: South River 6-4488.

RIDES WANTED TORONTO, CANADA, SUBURB

JUNE 17, 18, AND 19

Contact **BUD LOGAN**
 6365 Yonge Street Phone BA 1-8180 Willowdale, Ontario, Can.

QUAKER CITY SHOWS

This Show does not carry a gate admission and plays under strong auspices. Want Rides not conflicting. CONCESSIONS—Have opening for small Glass Pitch, Cigarette Shooting Gallery, Merchandise Wheels, Buckets, Swinger, Spot-the-Spot, Balloon Darts, etc. No racket. Clayton, New Jersey, now; Chester, Pa., to follow on the streets. Contact

SIMON KRAUSE
 c/o PARKER HOTEL, 13TH & SPRUCE STS. PHILADELPHIA, PA.

MOTOR STATE SHOWS

Want for route of Fairs and Celebrations. Hanky Panks, Novelties, Ice Cream, Jewelry. Want for #2 Unit for Church Bazaar near Detroit, all type Hanky Panks. Will book or lease Major Ride for season. Charley Krekeler needs Agents. All wires and replies

CORUNNA, MICH., MAY 17-22; CLAWSON, MICH., FOLLOWS.

J. J. FREDERICKS, Owner-Manager

EDDIE'S EXPOSITION SHOWS

Rocky Grove, May 31-June 5; Latrobe Centennial, June 21-26.

WANT
 Hi-Striker, Bumper, Jingle Board, String Game, Blower, Devil's Bowling Alley. RIDES—Tilt, Octopus, Spittfire. SHOWS—Girl Show, must have 3 girls.
 DONORA, PA., THIS WEEK; NATRANO HEIGHTS, MAY 24-29.

Realign Royal American Jobs

• Continued from page 75

Scruggs, Red Gamble, train poles; Earl Dixon, superintendent back-end chalkers; William Ramsey, Norman Harvey, back-end chalkers; Huey Corsene, Arthur Glover, front-end chalkers; Alex Witchyn, back-end catcher; Charles Use, Parker Taber, George Varratt, Tex Fraiz, Raymond D. Dale, D. Wilson, John Worsley, Charles Kelly, Raymond Burke, George Gamble, Roy Smith, A. Murphy, train hands.

Train porters—Willis Tolliver, head porter; Shirley Perry, pie car maid; Milton Anderson, Isabelle Tolliver, Lawrence Williams, Calvin Pitts, Edward J. Moore, Garfield Chambers, De Wit Roseborough, Carson Moore, Willis Brown, Edward Huntley, Tom Archer, Clarence Bell.

Shows
 "Harlem in Havana," Leon Claxton, producer-manager; Kenny Revling, front manager; Oscar (Skeeter) Adams, talker; George Hersh, George John, ticket sellers; Pou'chee, choreography; Jinx Simon, music; Lighting by City Electric Company, St. Louis; costumes by Lester, Chicago; scenery by Gastroff, Tampa; Jack Johnson, boss canvasman; Michel Seabrook, prop manager; Freddie Duncan, canvasman; Arthur Russell, switchboard operator; Early (Bobby) Johnson, spotlight operator; Gartrell Michies, Leon Clemmons, James Golden, show crew. Principals: Gilbert Nelson, ballad singer; Al Jackson, singing comedian; Chubb Kemp, vocalist (swing stylist); Pou'chee Dancers (Carlo Fou'chee, Peaches Slayden, Le'vant Pryor); Shon McGown, modern dancer; chorus—Norma Tolbert, Verna Mae Smith, Laurita Dejan, Clara (Doll) Ward, Vivian McWilliams, Janet Patterson, Elizabeth Rogers, Yvonne Keller, Melvin Dowdey, Gwendolyn Claxton, Flo Fisher, Anna Gene Aldridge; musicians—Leroy (Jinx) Simon, trombone; John White, tenor sax; Larry Urbani, alto sax; Earl Williams, baritone sax; Jackie Witherspoon, trumpet; Murphy Singer, trumpet; Ernest (Punch) Miller, trumpet; Larry Edwards, piano; Roger Jones, bass; Bobby Edwards, guitar; Norma Tolbert, bongo-congo; George Hughes, drums.

"Moulin Rouge," produced by Leon Miller; music by Buddy Boye and Buddy Roye Jr.; principals—Leon Miller, Five Merry-Go-Rounders (Constance Tredwell, Jacques Fairbanks, Oriynn Bosse, Richard Eskelle, George Bobal); Shangal Twins, hand balancers; Doris and Roberts, apache dancers; Ross Wyse Jr. and June Mann, dancing comics; Lill Catline, dancer; 12-girl line, to be increased to 16 girls for fairs; Carl Goss, boss canvasman, with crew consisting of John Rocco, David McLean, Rufus Pinkard, Buck Pulver, John Forrest, Marion Graves and Will Nickles; Bill Hasson, front manager; Paul Wunder, talker; James Orchard, Dutch Noruschat, Charles Beardon, ticket sellers; Charles Hart, stage manager; Scott Thomas, electricians; Doc King, William Hurd, Glen Williams, props.

Side Show—Bobbie Hasson, manager; Rita Hasson, inside manager; Eugene Jenkins, front talker; Gene Madreau, Ted Milligen, George Martz, Walter Brecht, ticket sellers; James Crumpton, lecturer; Cain family, glass blowers; Johann Peterson, giant; Sensational Eugene, knife throwers; Nabor, Indian clay sculptor; Estelline Pike, sword swallower; Eddie Doyler, comedy juggler; Harriet Robbins, rubber skin girl; Joan Beach, armless wonder; Professor White, Punch and Judy; Major O'Satyrdae, fire worshiper; Court Talbot, magical wizard; John Pierce, human pincushion; Harvey Bruce, one-man band; James Beach, boss canvasman; Junior Corbett, sound technician.

Illusion Show—Noel Lester, manager; Frances Duke, Elizabeth Mahs, tickets; William Coy, Dianne Coy, Jackie Carroll, Ty Carroll.

"Dancing Waters"—Dorothy Choate, manager-operator; Thomas C. Adams, Gunther Prystawik, technicians; Les Autry, Joe Massey, tickets; Blackie Thompson, boss canvasman; Charlie Sauve, Richard Pumberger, canvasmen.

Motordrome—George Murray, manager; Travis Ward, trick rider; Jimmy Reed, George Cook, Gypsy Leonard, riders; Eddie Smith, Columbus, Fowell, Roosevelt, Hart, pit men; Lew Marks, talker; John Swann, Jay Leonard, tickets.

War Show—Nat D. Rodgers, operator; Clifford S. Karns, manager; Kenny Woodman, bookman; Frank Dazzo, doorman. Pat Show—Walter Kann, manager; Princess Lola and Prince Arthur; Charles Delancey, tickets.

Funhouse—Hal Hall, manager; Inky Hall, assistant manager; Louis S. Rudich, Charlie Van Arsdale.

Snake Show—Charles Fogle, manager; Elwood Taylor, Willis Sedgwick, tickets; Cyrus Hobson, John Hill, lecturers.

Glass House—Clover Fogle, manager; Tommy Estus, foreman; Ralph Ratliff.

Monkey Speedway—Glenn Porter, manager; Margie Porter, assistant manager; Buster Littlefinger, talker; Harry Gamble, Melvin Hill, tickets; Joe Mlynarski, Pete Yames, Chris Bruce.

Two-headed Bull—Arnold Raybuck, manager; Eddie Hutchinson.

Arcade—Harry Julius, operator; Cohey Chanton; Johnny Warmus; William Hearon Jr., Henry Williams, James Mihner.

Ferris Wheels—Harold Brocies, foreman; Ollie Defoor, tickets; Charles Bullock, Earl Seny, Albert Seavey, John Marques.

Tilt-a-Whirl—George Grimsell, foreman; Yelda Hercha, tickets; Oris Tryon.

Dodgem—Tom Isles, foreman; Antonio Noriega, tickets; R. J. Chambers, Amanda Cordoso, Charles Mankus, Bob Brown.

Merry-Go-Round—Roy Scruggs, foreman; Pat Richards, tickets; Chuck Kelly, Red Wixon.

Looper—John Glover, foreman; Marie Feather, tickets; Bill De Nise, Roy Western.

Round-Up—Frank Stubblefield, foreman; Floretta McCain, tickets; Herbert Light, Jimmy Thorp.

Caterpillar—Ernie Evans, foreman; Mrs. John Glover, tickets; Frank Donahue, Roy Defoe, James Owen.

Roller Coaster—Warren Klobe, foreman; Dora Overton, tickets; Curley Cornett.

Fly-O-Plane—John E. Payne, foreman; Rub Hall, tickets; Raymond C. Burke, George Venett.

Octopus—Daniel Sowards, foreman; Louise Stanley, tickets; Herman Roy Bomberg, Edwin U. Thomas.

Rollerplane—Eddie Remley, foreman; Thelma Evans, tickets; William Nishoff, Sky Wheel—Bob Heffron, foreman; Florence Rommel, ticket seller; Donald Painter, Ronnie Rommel, Jimmy Haynes.

Rocket—Archie Feathers, foreman; Mary Noriega, ticket seller; E. M. Shook, Robert Buidenkotter.

Pun-in-the-Dark—W. C. Keller, foreman; Roy Rosencrans, tickets; Earl Black.

Kiddie Boats, Ferris Wheel—Darrell Danielson, operator; Oatis Wright, foreman; Mickey Wright, tickets; Dalton G. Heflin, W. D. Parkhill.

Kiddie Train, Jeep, Tanks, Sky-Fighter—Ernest Morgan, foreman; Lois Morgan, Margaret Forrest, tickets; C. Morton, John Drake, Bob Christmas, Ray Cassidy, Frank Rhine.

Kiddie Auto Ride—Charles Cohen, manager; Pete Cheek.

Pony Ride—Don McLennan, operator; Hope McLennan, tickets; Jim Hunt, Artie Thomas.

Concessions
 Department Staff—Sam Gordon, manager; Pete Buckhardt, assistant manager; L. L. Scarborough, secretary; Leo Scarborough, assistant secretary; Fred Burd, aide; L. B. (Hot Shot) De May, stock man; Herman Burke, Eddie Homnar, watchman. Evelyn Clain, Ann Skie, Osie Ball, Baby Grinda, ball game; Ann Tara, Irene Morin, Bertha Zimmerman, Johnny Reed, ball game; Pete Buckhardt, with Ernie Wenzik, Mickie Wenzik, Rosie Hunter, agents, percentage; Blanche Ziemann, Thelma Smith, Jackie Herman, punk rack; Vern Ziemann, Albert Garland, Jesse Wittoit, cigarette gallery; Al Rossman, Guy Woods, Cecil Wilson, Walter Dark, pan; Phillip Waddler, Anthony Burke, Earl Maddox, Morris Blumberg, Robert Lee Robertson, Arthur Lee Robertson, six cat.

George Cunningham, William P. McSparran, Floyd Smith, scales and age; Bill Clain, Emory Ball, Louis Santalona, Paul Summerall, mouse game; Mike Farino, manager, White Reynolds, Ed Hunter, Elmer Winters, Jack Valle, George Marshall, roll down; Hasey Maddox, Charles Karren, Norman Johns, Curtis Hall, balloon store; Sam Aldrich, Ervin Skie, Ronnie Skie, Lyman Dickens, Clyde Green, gift store; Benny Fields, Helen Fields, Chuck Markland, glass pitch.

Beid McDonald, Fred Murray, basket ball; Meyer Cohen, Mike Petrandis, Merle Deemer, Jimmie George, pin store; James Moeller, Milton Culpepper, string game; Harry L. Godfrey, William T. Gough, spindles; Joseph G. Markey, silhouettes; I. Brody, Bill Taylor, toys; Jimmie Cresla, John Ike Demick, George Rich, rollo.

Grab stands — Bill Oren, manager; George Schluter, Harry Porter, griddle; Clites Salyer, Alan Gaines, Tom Harrington, Harold Young, Larry Craig, James Shields, waiters; Margaret Cobb, Lula Oren, cashiers; Joe Reese, J. Blair, wagon; No. 2 stand — J. D. Davidson, Charles Musk, R. Ricker.

Funhouse—Don McGimpsey, manager; Red Kelly, chef; Joe Gansal, night chef; Gypsy Gase, cashier; Tom McKinnery, James Ward, Alex Wislowski, griddle men; Doris Bausmann, Thelma Evans, Alyene Adams, waitresses; Red Spikes, head waiter; Frank Harwell, waiter; C. W. Wheeler, head dishwasher; William Ninni, pantry.

Weather Does It

• Continued from page 75

for him, the operation of a small unit, as well as the large one he heads. The smaller unit, operating as the Spartan Greater Shows, is managed by Leonard Higgs.

The Higgs-headed unit was out four weeks before joining the No. 1 show here. From here the Spartan Greater will go to De Soto, Mo., then into Iowa before moving into Minnesota to play fairs.

Meanwhile, Farrow will move his show rapidly north, playing Carbondale, Ill., and one other Illinois spot before launching a long stay in Wisconsin the first week in June. For fairs, Farrow's Wallace Bros.' Shows will use 10 major and 7 kiddie rides.

Eight Wisconsin fairs are under contract. They are Darlington, Jefferson, Janesville, Manitowoc, Beaver Dam, Elkhorn, Madison and Black River Falls. In addition, Farrow's Wallace Bros. will play fairs at Eldorado, Camden and Monticello in Arkansas, and Yazoo City, Greenwood and Jackson in Mississippi. The Jackson event is a Negro fair.

Jack Downs general agents the Wallace aggregation. Other staffers are Margaret Miller, secretary; Earl Riecken, electrician-mechanic; Homer Wilson, assistant electrician, and Glen Ingle, billposter.

Two of the shows (girl and Funhouse) are office-owned. The other shows are John Wylander's Monkey Show and his Snake Show, Jim Harrington's Monkey Motordrome, Van Jeter's Arcade and Tom Hughes' Dillinger car.

ACA's New Look

• Continued from page 75

being shipped from here to the Eli Bridge Company plant at Jacksonville, Ill., for repairs and the light tower is being fixed here. Fortunately, the show had enough extra canvas to replace the shredded tops. Fortunately, too, the show carried insurance so that it will probably recover the major part of its loss.

In winter quarters this year many of the show wagons were repainted a circus red. Others received their first priming coat and will get the circus red treatment within the next few weeks. At winter quarters four new steel show fronts, mounted on wagons, were built, the Rocket was torn down and completely rebuilt, and the rolling stock and railroad equipment was repaired and in some instances modernized.

Office-owned rides carried are three Ferris Wheels, Merry-Go-Round, Octopus, Rocket, Roll-o-Plane, Skooter, eight kiddie rides and a Funhouse. Independently owned rides are Buck Nelson's Caterpillar and Ghost Train, Faye Ayres' Pony Ride, and Bert Slover's Roller Coaster and Tilt-a-Whirl.

W.G. WADE SHOWS

KALAMAZOO, MICH.
 6 Days—May 24-29

Playing on the regular North Burdick Street show grounds. First in. Known money maker.

CAN PLACE legitimate Merchandise Concessions of all kinds. Also want Photos, Names on Hats and Friend Fries.

CAN PLACE any of the following shows: Monkey, Wild Life, Fun House, Snake and Arcade. Lester Illusion please contact!

Don't play common still dates. Join us for our annual Upper Peninsula a Michigan tour, starting soon. Matinee every afternoon, just like at fairs. Big Fourth of July Celebration at Stambaugh (Iron River), Mich., July 2-5.

Wire Now
W. G. WADE SHOWS
 Battle Creek, Mich., all this week.
 P.S.: Following Kalamazoo is Grandville, Mich., Annual Show in Water Works Park.

Beautiful Healthy PARAKEETS

PRICED FOR CONCESSIONAIRES

WELLS BIRD FARM

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 Monrovia Calif.
 Phone: Elliott 8-6185

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SHIPPED SAME DAY

NOW CONTRACTING FOR SEASON 1954

W. B. J. SHOWS

Exclusive Attractions

Write or wire, no phone. Commitment men come in and see what you will get for your location.

CALL
 Concessionaires—Orvel Groves, A. Ross, Ralph Baughman, Dave McCauley from Florida. We open May 1st at Winterquarters, Chicago Pike at El Road. Can book Hi-Striker, Photo Shooting Gallery, Dish Pitch, Fish Pan. Write or come in.

W. B. J. SHOWS
 Swanton, Ohio

WANTED DANCING GIRLS

Karen Lee, Betty Kroutman, Duke George olds or anyone else who worked for me, write or wire at once.

ANN "THE RAVEN" GROSS
 c/o John H. Marks Shows
 Philadelphia, Pa.

RIDE OPERATORS WANTED

For Merry-Go-Rounds, Ferris Wheel, Tilt, Octopus. Must be able to do semi. Sober and reliable. Good wages and treatment. Contact

SAM MENCHIN
 11 W. Division St. Chicago, Ill.
 Phone: Superior 7-7243

MARK CURLEY GRAHAM WANTS AGENTS

For Raffle and Roll Down. Will head of stores to capable men. No drunks tolerated. Need Pin Store Agent and one Skills Agent. Will book all kinds Hanky Panks at low privilege. All replies to

MARK CURLEY GRAHAM
 Mighty Page Shows
 Martinsville, Va., May 17 to 22; Braxton, Va., May 24 to 29.

WANT CONCESSION FOR STOCKTON, ILLINOIS, ANNUAL STREET CELEBRATION, July 15-16

Sponsored by Lions Club. (Located twenty miles west of Stockton, Ill.)

FRANK C. NIEMEYER, Sec.

FOR SALE

Allan Herschell 10-car Kiddie Auto complete, good condition, ready to operate, \$1200.

IRVIN DEGGELLE
 8062 Lewis Road Oimsted Falls, Ill.

HANK SHELBY Wants Agents

for Grind Stores, Buckets, Cats and Hankies. Open with William T. Collins Shows at Austin, Minn., May 29th. Fairs start first week in July. Ten Fairs with Collins Shows and then five State Fairs to follow. Contact me

CHATEAU HOTEL
3838 Broadway
Lakeview 5-8310
Chicago, Illinois

MIDWAY CONFAB

Continued from page 77

ment to winch the heavy trucks off the lot. The show then made a fast move to its next stand, McComb. . . According to rumors from Mobile, Ala., George (Juice) Hall and several unnamed associates have hopes of arranging with the government to release 20 cars of the Cavalcade of Amusement equipment to them. If successful, they plan to take out a new show. All equipment is now stored in org's old winter quarters at Mobile.

Larry Schaff, secretary of Peppers' Alabama Amusements, scribes from Grove Hill, Ala., that their date at Georgiana, Ala., was a bit off from last season but that their Flomaton, Ala., date finally turned out okay. Show will play the Loxley, Ala., Potato Festival week of May 24. . . Frank J. Lee, currently in advance of Gem City Shows, was a recent visitor at Mobile, Ala., and while in town called on S. F. Ratliff, Johnny Adams and Walter B. Fox. Lee joined Gem City after Cavalcade of Amusements was recently shuttered at Pensacola, Fla.

Roy B. Jones, Pepsi-Cola rep, was moving along in good style visiting some 12 fairs in the Middle West and en route to pay a call on Bill Kettle, of Pueblo, Colo., when a woman driver rammed the rear of his car in Wichita, Kan. Roy crawled back to his Fort Worth home, where he got his car straightened out for \$400.

Mrs. Irene Denton, Mrs. Sis Campiano and Mrs. Essie Harris, all of Johnny Denton's Gold Medal Shows, were recently initiated into the Order of Eastern Star of Dale County Masonic Lodge, Chapter 508, of Midland City, Ala. They drove to Midland City from Knoxville to take their degrees.

Mr. and Mrs. Dutch Schrader and Cheap Charlie, of Rose City Rides, were recent visitors to Burkhart Shows, where they renewed their friendship with Tex and Audrey Felta. Burkhart org recently added another ride and several more concessions.

Margurite Clark will not be on the road this season because of illness. She was with Claude Bentley's Side Show for the past eight years and has been in show business for 63 years. She was 76 May 10. . . Marie and Joseph Rice have closed their gift shop in Lakeland, Fla., and are back in Wilkes-Barre, Pa., getting their concessions in shape for celebrations and fairs. . . Personnel from the Morris Hannum Shows visiting Von Bros.' Circus when the circus played Lebanon, Pa., recently included Barbara LeMay, Louise Daniels, Rosetta Carmelli, Platina Lee, Steve Russell and George V. Ice. . . Ray Rayette, former annex attraction, has joined Lisa Del Mar's Side Show. Lillian Russell is working the annex.

Edgar Neville, for the past five years concessions secretary of the Cavalcade of Amusements, is back at his home in Paris, Tex., after closing his books and the office wagon on the show. Neville, who celebrated his 85th birthday April 20, started in the business close to 50 years ago with C. A. Wortham. He was also with the Beckman & Gerrity Shows for many years.

Lester Hutchinson retired outdoor showman, is confined to his home, Route 2, Box 553-A, Montgomery, Ala. The Hutchinsons have made their home in Montgomery since leaving the road some years ago. . . Bobby Briggs is in St. Louis convalescing from a throat operation. She is staying at the home of her sister, Mrs. Robert Beshears, but will soon join her husband, Burnice, to operate a duck pond and Coke bottles on Wilson Famous Shows.

RIDE HELP WANTED

Merry-Go-Round Foreman and First and Second Men for our second Unit. Top flight Mechanic for Diesel and gasoline engines.

E & B AMUSEMENTS

Now Playing Sterling Oval, Clay Avenue & 165th St., Bronx 56, New York.

John A. Bass, Owner
Tel. Fieldstone 7-0457

W. R. GEREN'S Presents MIGHTY HOOSIER STATE SHOWS

WANT Hanky Panks, strictly merchandise, no flats or semi flats. We want people who know what 10 cents and 15 cents means, the day of big money is over. Privilege here on Hanky Panks, \$26.50 per week or spot.

WANT COOK HOUSE that will cater to show people and ride men, privilege \$60.00; will take you through twelve fairs, starting July 19 for the same price. SHOWS—What have you? 25 per cent straight through.

This show has as good a route as any show in the State of Indiana. I must have made some money in the past, for my equipment will speak for itself. All replies

W. R. GEREN
This week Jeffersonville, Ind.; May 24-29, Connersville, Ind.
P.S.: Wire Western Union. If I can use you will answer within 24 hours.

L.J. HETH Shows

WANT WANT WANT

SHOWS: Snake Show, Monkey, Animal, Motordrome. Want Manager with talent to operate Girl Show, exclusive. Must furnish own P.A. Sets and Wardrobe, we have complete outfit, wagon-type front. Good opening for Side Show with own outfit, low percentage. Will place any Show of merit not conflicting.

CONCESSIONS: Want Penny Arcade, Novelties, Frozen Custard, Hanky Panks of all kinds.

RIDE HELP: Foreman for twin Ferris Wheels, must drive semi trailer.

19 FAIRS STARTING JULY 5
ALL REPLIES: P. O. Box 5515, North Birmingham, Ala.

BAKER UNITED Shows

"A Clean Modern Midway"

Can place for our fine route of Celebrations and Fairs

CONCESSIONS: A few more clean Legitimate Stock Stores. GLASS PITCH—SHORT RANGE, DUCK POND, STRING GAME, BUMPER, SCALES, AGE, AMERICAN READER (positively no gypsies).

SHOWS: Have opening for any clean, entertaining Attraction with own outfit and transportation.

RIDES: WILL BOOK ONE MAJOR RIDE FOR SEASON OR FOR DATES STARTING JULY 4. Have Wheel, Merry-Go-Round, Tilt, Octopus, Roll-a-Plane. Now booking Concessions and Attractions for Indiana's Largest 4th of July Celebration.

LINTON—July 4 thru 10th and FRANKLIN, Indiana, FREE FAIR, July 12-17. Have fence-to-fence contracts for both spots. Can place Demonstrators, Pitches, Exhibits. ALL THOSE PREVIOUSLY BOOKED BY FRANKLIN SECRETARY, CONTACT US. FREE ACT WANTED for Linton week of July 4 and for Delphi, Indiana, week of August 9. All replies to

ERNE ALLEN, BAKER UNITED SHOWS
Franklin, Indiana, this week; Beech Grove next week or to TOM L. BAKER, 2257 Madison Avenue, Indianapolis. Phone GARfield 4584

ALL TYPES OF WHEELS

Mdse. Big Sixes Double Wheels Laydowns Ash for 1951 Catalogue Operated by Joseph Mandel

CARDINAL MFG. CO.
2944 West 28 St., Brooklyn 24, N. Y.
ESplanade 2-7510

NEW ENGLAND AMUSEMENT CO. WANTS

FOR WOBURN AND DEDHAM, MASS., TWO GOOD CONCESSION TOWNS

Custard, French Fries, Photos, Basketball, Stock Wheels, Short Range, Age, Scales and Novelties. Will sell X on above stores. All replies to North Brookfield, Mass., May 17-22; Woburn, May 24-29.

P.S.: Mrs. Kahn can place Agents for French Fries and Milk Cans.

Strange and Weird Attractions Shrunken Heads Ape Boy, Wolf Boy, Devil Child Many others Your ideas made up. Write for Folder Free.

TATE'S CURIOSITY SHOP
355 E. Van Buren St. Phoenix, Ariz.

SEARCHLIGHTS

Searchlights and Generators, never used, have been in storage since purchased from Army, 60", with canvas cover, located in East, some in the South and some in Midwest. We take care of loading and shipping arrangements. \$700.00.

J. PILE
2329 Central St., Evanston, Ill. Phone: UNiversity 4-5866 or MULberry 5-3510.

POP CORN

The World's finest popping corn now only \$8.50 per cwt., Yellow or White Husks. Packed in 50z waterproof bags. Also Peanut Oil, Coconut Oil, Bags, Boxes and Salt. Excel Popcorn, \$89.50.

WRITE—PHONE—WIRE
INDIANA POP CORN CO.
MUNCIE, INDIANA

HUTCHEN'S MODERN MUSEUM

Wants to join at once. One Attraction to Feature. Also Girl for Blade Box, Ticket Seller, Tattoo Artist, Sword Swallower, any Freak. Also Annex Attraction. No drunks. Address: c/o Snapp Greater Shows, Jefferson City, Mo., this week; Clinton, Iowa, next.

AGENTS

Six Cats, Buckets, Pin Store, Blower.

AL BROWN, c/o ROYAL UNITED SHOWS
Sioux Falls, South Dakota, May 21-23; Estherville, Iowa, 24-26; Spirit Lake, Iowa, 27-29; Madelia, Minnesota, 31-June 1.

GIRLS—WANTED—GIRLS

FOR GOOD DANCING GIRL SHOW

Experience unnecessary; finest of treatment; costumes furnished. Top salary with bonus and the finest opportunity in outdoor show business. Also want Girl Dancer-Talker. Write or wire collect.

LESLIE KESTER
Hotel Nuville Rochester, Minn.

WANTED RIDES

for amusement park 12 miles from Philadelphia. Opening May 22 and running to September 18. All Major and Little Rides. We want 25% of gross receipts. Novelties, Cotton Candy, Ice cream, Hot Dogs, Popcorn concessions pen. Wire or phone

DOC IRVING
313 Roosevelt Blvd., Philadelphia, Pa. Phone: CUMberland 8-3321

NEED PEEK AND COUNT STORE AGENTS FOR SALE

4 Concessions—Complete with Velvet Ceilings, Backgrounds, Flash Games, Stringers; 1 van type, ton half Chevrolet Truck, new motor, new tires, built-in bed for driver. Stock will inventory over \$600.00. This is no junk, everything is A-1 shape. Pen Store, Razzie, Roll Down, Skillo, Penny Pitch. If you want a bargain, this is it. These Concessions are booked and operating every week. For information call Hawkshaw Davenport, c/o Byers Bros. Shows, Shawnee, Okla., or 559 Wyandotte St., Shreveport, La.

FOR SALE #5 WHEEL COMPLETE

Loaded on trailer, located in Cincinnati. No tractor. \$3,500.

P. O. BOX 793
Cincinnati, Ohio

BILL CHALKIAS WANTS

Freak to feature, Working Acts, Sword Swallower, Mental Act. Good proposition for Tattooer. Dolly Davis, Blacky Haskins, Carolyn Chane, Bill Sylvan, Tex Allen, wire me Joplin, Mo.

WALKER OSBOURN WANTS AGENTS

For Balloon Dart, Cigarette Gallery, Watch-La, Bear Pitch, Ball Game. Also one Nail Agent, one Swinger; must be reliable. We have 29 Fairs and Celebrations booked. Will book any Grind Show with own equipment. Contact Bayard, Neb., May 17-19; Edgemont, S. D., May 21-25; Sun Dance, Wyo., May 27-29. P.S.: Jimmie Case, come on.

WALTER OSBOURN, General Mgr.
c/o Stumbo's Tri-State Shows
P.S.: I have the only stores on Show.

WANTED

For Pine Grove, W. Va. May 24-29; Woodfield, Ohio, May 31-June 5.

Bingo, Photo, High Striker, Age and Weight, Glass Pitch, Milk Bottles, Hoop-La, Bumper, Cotton Candy, Foot Long Hot Dogs, French Fries. Help on Rides. Russell Smith, contact Earl Charlton

A. R. BRIGGS
Martins Ferry, Ohio, May 17-22.

SILK CITY SHOW

PLAYING WEST EASTON, PA., FROM MAY 17 TO 22; BIG CELEBRATION QUAKERTOWN, PA., MAY 24 TO 29.

Want Ball Games, Hoop-La, Fish Pond, Shooting Gallery, Custard, Grab, any ten-cent Grind Stores. Can place Six Cat, Buckets, a few choice Wheels. Want Merry-Go-Round and Chairplane Foreman, also Diesel Electrician. For sale, seven car Tilt and Baby Octopus. Have plenty good spots and Celebrations, including Hammon, New Jersey. All replies

ROX GATTO
THIS WEEK AT TERMINAL HOTEL, EASTON, PA.

SOL ROSENFELD wants Agents for INDIANAPOLIS 500 MILE SPEEDWAY

Biggest date in country, rate at Race Track, FOR PIN STORE, Buckets, 6 Cats and Hanky Panks. Contact immediately. Call Belmont 4241, Indianapolis or wire Western Union, Indianapolis, Indiana.

I. T. SHOWS

Due to illness have opening for Popcorn, Peanuts and Candy Apples for duration of season. Excellent high income territory. Strong route of Fairs. Contact

PHIL ISSER, Gen. Mgr.
1539 East 29th Street, Brooklyn 29, N. Y. Phone: NAvarre 8-8960

DRAGO AMUSEMENTS Unit #2

Want Long Range, Short Range, Derby, Ball Games, Penny Pitch, Bumper, String, Scales and Age, Pitch-Till-Win, Cork Gallery, Darts, Hoop-La, Stum Blower, Swinger that works for stock. Any worthwhile Shows with own transportation. Committee money only. Jimmy Jones wants Agents for Cigarette Concession, prefer man and wife. Two more Still Dates, then Celebrations, Centennials and Fairs. All replies to

CHET PIERCE, Jonesboro, Ind., this week; Alexandria, Ind., next week.

NOW BOOKING CONCESSIONS & SHOWS FOR BAINBRIDGE STREET FAIR

JUNE 16-19 inclusive

\$15.00 flat—\$1.00 cut in. Free attractions every day. Last year's Bingo write.

GAYLORD KILGORE, Chairman, Bainbridge, Ind.

DESBRO SHOWS

GENEVA, N. Y.—LAKE SIDE PARK—MAY 17 THROUGH 23

WANT CONCESSIONS—Fish Pond, Bowling Alley, String Game, Base Ball, Block Pitch and all Stock Concessions.

Bingo Caller Wanted.

Ride Help on all Rides.

Ralph Rignall wants Side Show People—Louise and Pete Wilson, answer. Whitey Rogers wants useful Show People in all departments.

ANGE DESIDERIO**SCOTIA, N. Y., CENTENNIAL
JUNE 3 TO 12**

Especially want Hanky Panks only, join now. Positively no grift and no Gypsies. Adams, Mass., May 24 to 31; then guaranteed route, plus other Celebrations including General Electric's Atomic Cannon Send-off, July 8, 9, 10 and 11. Also want Ride Help, must be very good for best of wages.

GILLETTE BROS.

60 SHEFFIELD ST.

PITTSFIELD, MASS.

WILLIAM T. COLLINS SHOWS

NOW SHOWING—78TH & CHICAGO, MINNEAPOLIS, MINN.—UNTIL MAY 28

WANT

WANT

RIDE HELP: Foremen for Caterpillar, Octopus, Roll-o-Plane and Fly-o-Plane. Can place Second Men on all Rides, prefer semi drivers that have chauffeurs' licenses. Want Man to handle Front Entrance Arch and Light Towers. CONCESSIONS: Can place a few more Hanky Panks or legitimate Concessions. SHOWS: Want Grind Shows, Wild Life, Monkey Show, Mechanical City, Mickey Mouse or any Show of merit. RIDES: Due to disappointment can place complete set of Kiddie Rides. Will book or buy Dipper or Coaster Ride; will book Spitfire and Looper. All replies to

WILLIAM T. COLLINS, Mgr.

801 E. 78TH STREET

MINNEAPOLIS, MINN.

WANTED**For only Kiddie Land Park in Richmond, Va.**

OVER 300,000 POPULATION. IN HEART OF BUSINESS DISTRICT.

PARK OPEN YEAR 'ROUND, WEATHER PERMITTING.

Kiddie Whip, Kiddie Auto, Kiddie Jeep Ride or any Kiddie Ride we don't already have. Want to buy or lease two or three-obrest Merry-Go-Round, must be in good shape. Park open now, doing good business. Ted Lewis, answer; am interested in buying your Merry-Go-Round.

WILLIE LEWIS

4900 CHAMBERLAYNE AVE.

Phone: 4-7808

RICHMOND, VIRGINIA

GEORGE CLYDE SMITH SHOWS

Want Ball Games, String Game, Penny Pitch, Glass Pitch, Hoop-La, Photos, Fish Pond, Slum Spindle, Basketball, Pitch Till You Win. Want Snake Show, Monkey Show, Wild Life, Colored Girl Show. Agents for office-owned Hanky Panks, general Ride Help, Truck and Tractor Drivers. All replies

GEORGE CLYDE SMITH SHOWS

Scalp Level, Pa., till May 29.

**Concessionaires — Start the Season With a Bang
WANTED FOR HAVRE DE GRACE, MARYLAND**

Civic Assn. Annual Fair—Right in the heart of town, eight (8) nights, Friday, May 28, to Saturday, June 7. This is not an ordinary Still Date.

Will book the following Concessions, one of a kind: Long and Short Range Galleries, Balloon Dart, Photos, Cork Gallery, Candy Floss, French Fries, Frozen Custard, AND any clean Show—no girls—either animal or mechanical. Write or wire

KAY AMUSEMENT COMPANY

2756 N. 46TH ST.

PHILADELPHIA 31, PENNSYLVANIA

NOLAN AMUSEMENT CO.

Nelsonville, Ohio, May 24 to 31—Annual Decoration Week Celebration

Want Concessions and Shows

Photo, Long Range, Jewelry Sales, Age, Coke, Ball Games, Hi Striker, Novelties, Bumper, Arcade, Basketball and Games of all kinds. Shows of all kinds—Fun House, Drome, Grind Shows, etc. Want Ride Help.

ZANESVILLE, OHIO, MAY 17-22.

CAVALCADE OF THE WEST SHOWS

WANT

Will place Shows of merit. Want Kiddie Rides that do not conflict. Have openings for a few more Hanky Panks. Attractive proposition to all. Can place Agent for Bird Wheel (Mickey Goldberg, wire). Contact

DANNY FERGUSON, Colville, Wash., this week**ART B. THOMAS SHOWS
WANT FOR THE 1954 SEASON**

Girl Show Operator with one or two girls. We have the complete outfit, completely framed. Also want Operator for Monkey Drome and Fun House. Can also place a few Hanky Panks. We carry a free outdoor stage show, plenty of promotion and advertising and have the finest route of Fairs, Celebrations and Anniversaries in the territory. Show opens May 18th, contact at once.

ART B. THOMAS SHOWS

Lennox, South Dakota

BEAM'S ATTRACTIONS

Firemen's Jubilee, St. Michaels, Pa.—Parades—Fireworks—Next Week.

Want Operator for Side Show, also Girl Revue. Cookhouse Help, prefer couple. Concession Agents—couples desired. Second Men for Rides who drive semis. Can book Long Range Gallery, Water Games, Ducks, Hoop-La and Age and Scales. Dennis Duffie, come on. Contact

BEAM'S ATTRACTIONS, PORTAGE, PENNA., THIS WEEK.**Good Season
Predicted for
Thomas Units**

LENNOX, S. D., May 15.—Art B. and Bernard Thomas, managers of the two units comprising the Art B. Thomas Shows, are predicting another successful season this year, basing their opinion on the reduction in the federal admissions tax, the fine outlook for farmers in the areas their shows play and the booking of 75 fairs and celebrations for their 1954 routes. Announcement of the bookings was made this week at quarters here where a full crew has been at work in putting equipment in shape for the May 19 debut.

In the fair line-up are annuals at Perham, Baudette, Northone, Littlefork, Bemidji, Hibbing, St. Charles, Marshall, Worthington and Redwood Falls, Minn.; three in Iowa, two in North Dakota and two in Nebraska. In addition to anniversary celebrations booked at Canby and Belle Plaine, Minn.; Lake Andes, Lennox and Gregory, S. D. and Ponca, Neb., the show has an exclusive contract for a centennial celebration at Sioux City, Ia.

Piloting the No. 1 unit will be Bernard Thomas. This organization features a free outdoor stage-show. It will carry six shows, about 30 concessions and a Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Spitfire, Rolloplane, Octopus, Miniature Train and Boat, Auto, Tank and Space rides. Pete Woods has been named ride superintendent, and Robert Platt is secretary. Eddie Drowden is in charge of Diesels and trucks. Dick Tinklepaugh is the mail and Billboard agent. New this year are six light towers, an Army searchlight and four Chevrolet tractors. The stage-show will carry Billy Morton, magician; Four Whirlwinds, roller skaters; John Shirley, puppets; Raible and Day, singers; Gordon Smith, dogs, and Smiley Daly, clown, backed by Hammond organ.

Art Thomas will manage the No. 2 unit, carrying 8 rides, 4 shows and 20 concessions. This line-up will include a Frank Hrubetz Company Round-Up, to be the feature ride on which early delivery is expected. In concession row will be Jack Thomas, Roy and Cora Flynn, Al Peterson, Tom Gaither, Don and Gertrude Miller, Dick Holmberg, Donna Brown, Lew Kroger and Bob Tuttle with eight.

**Miami Club's
Alterations
Begin Soon**

MIAMI, May 15.—A large reception room will be created out of the Miami Showmen's Association's TV room and small lunchroom, according to Fred (Dutch) Holtzman, chairman of the emergency building committee.

Among other changes he discussed for the clubhouse are that a lunch counter and the television facilities will be part of the bar room, and that a storage and stock room will be built, with the possibility that the office will be moved to the rear. Work will start shortly.

About \$130 came into the club recently from three sources. A \$100 donation was received by President William B. Moore from Harry Kaplan to have the latter's name inscribed on the bronze plaque, and the blood bank was enriched by \$20 from Pud Hartman.

City of Miami refunded \$10.88 it had charged the club for having a sewer, because it found the club has its own cesspools. A recent visitor to the clubhouse was Ethel Weinberg, executive secretary of the National Showmen's Association, who is vacationing here with her niece, Shirley Kaplan.

CONCESSION AGENTS

For Balloon Darts, Ball Games, Pitches, Bumper, Coke Bottles, Age and Scales. Good deal for couples, others joining now who will be given winter work in Florida. Contact

EDW. EVERSCHOR

c/o Carnival, Portage, Pa.

**C-W CLASSED
BETTER THAN
RED HEARINGS**

PETERSBURG, Va., May 15.—A gag classified ad by Seaboard Salvage Company here likens the participants in the McCarthy-Army dispute to circus characters, and adds: "hard as they try they'll never be able to put on as good a show as Cetlin & Wilson gives us in Petersburg every year." Then swinging into the sales pitch, the ad continues, "Our open air showroom has the largest show of new and used bargains to be found anywhere in Southside Virginia, and since Cetlin & Wilson Shows spend a lot of money locally we come in for our share." One pitch, for instance, says the firm's screened doors won't keep out Communists but do a good job against flies.

**World of Today
Wins Despite
Rainy Opener**

PONCA CITY, Okla., May 15.—World of Today Shows moved here this week after an opening stand in Bartlesville, Okla., that produced winnings for almost everyone in the line-up. Shows opened to rain and cold but crowds, lured by big newspaper publicity given the Wilno Cannon act, turned out in good numbers.

This year's additions to the ride line-up, a Dark Ride and a Scooter, proved themselves the first week out by raking in good grosses. Walter and Genevieve Williams have taken over operation of the seven kid rides and also did well. Mr. and Mrs. Doc Ward joined with the pinheads and live ponies.

Back-end includes the Leonard and Hall Side Show, David Bloom's giant Holstein steers, Whelpey and Weiss' posing and gal shows and Red Miller's mechanical unit. Mr. and Mrs. Herman Sutrain and Mr. and Mrs. Harley Ward are operating the show-owned Funhouse and Glass House.

John Martin has taken over as secretary and office manager. Also on the staff are H. Wells, owner; L. C. Reynolds, business manager; June Reynolds, general agent; Blackie Schofield, concessions manager; Darby Hicks, mailman and agent for The Billboard; Red Miller and John Bush, electricians, and Jack Irby, shop wagon.

**Denton Tabs
Fair Biz at
Knoxville**

MIDDLESBORO, Ky., May 15.—Johnny Denton's Gold Medal Shows trucked here this week after a fair stand in Knoxville. Show dropped its opening day in the Tennessee city to rain but stayed over thru Sunday (9) to make up for the lost time.

Kids' day on Saturday, promoted by Peasey Hoffman, pulled a good turnout of youngsters who kept the rides busy until 6 p.m. In addition to a free gate and dime rides, a bicycle was given away among other gifts.

Dave Edmonds, of the Looper crew, suffered lacerations of the forehead and a bruised left side when he was struck by a tub that broke loose. He was treated in Knoxville General Hospital and released.

Owner Denton has been doing considerable commuting between the show and his recently acquired amusement park in Panama City, Fla. Shan Wilcox, owner of Shan Bros.' Shows, visited in Knoxville. Dan Fineman, business manager, was visited by his wife and son. Benny Wise left for a quick trip to Miami. Chuck Magid, concessions manager, was initiated into the Knoxville Shrine. J. D. (Don) Boutz joined the glass blower exhibit.

**HI-SPEED WAY
TO MAKE CHANGE!****"SHORTIE"**

New Automatic Pocket Money Changer

The right change every time with a flick of the finger. No matter how big the crowds, "Shortie" gives fast, dependable service! Solid construction, minimum weight. 3 tube changer holds quarters, dimes and nickels. Only 2 1/4" high. \$2.50 Fits inside pocket. Send \$2.50 check or money order.

Write for FREE Catalog R

J. L. GALEF & SON, INC.

85 Chambers Street, Dept. R

New York City 7, N. Y.

RAINES AMUSEMENTS

Opening May 28 at Mena, Arkansas

WANT: Ride Help on Wheel, Octopus, Jenny, Mix-Up, Loop and Kid Rides. Must be sober and able to drive semis. Agents for office-owned Concessions or will book yours. Nothing but legitimate. All Celebrations and Fairs after June 22, in Oklahoma, Kansas, Arkansas and Louisiana.

Phone 274—Mena, Ark.

WANTED

Carnival, Rides and Concessions for the

SPANISH PEAKS FIESTA

July 28, 29, 30 and 31, 1954.

Walsenburg, Colorado.

P. O. Box 192, Walsenburg, Colo.

WANT

Shows, Fun House, Mechanical Show, what have you? Guarantee enough business for gas to move. Hanky Panks, Custard, Striker, preference given operators with large bank rolls. Mounds, Ill., this week; Murphysboro, Ill., next. Contact

DYER'S GREATER SHOWS

P.S.: For Sale, 20x40 ton, \$30.00.

25 KVA Transformer, \$85.00.

WANTED

Used large size Merry-Go-Round

Horses.

G. & S. AMUSEMENTS, INC.

Salisbury Beach, Mass.

WANT CONCESSIONS

Good route in Nebraska. Can use Hit-Miss, Roman Targets, Striker, Glass Pitch, Cork Gallery, Hoop-La, Roll-a-Ball, Coke Pitch, Scales-Age, String and others not conflicting. Opening June 15.

W. A. THOMAS SHOWS

Belgrade, Nebraska

GENERAL AGENT**WANTED**

For small Truck Show. Must have car and know Illinois.

S. FIDLER

Malden Airport Branch, Malden, Missouri

WANTED

Will pay cash for one Eli #5 Ferris Wheel

in good mechanical condition.

Burlington Playland

Burlington N. C.

Telephone 6-8491

FOR SALE

32 ft. Girl Show Front. Four pole, push up, panel style with two 8x19 pictorial banners and one doorway banner ready to set up, \$50.00. Also four new 8x12 pictorial Girl Show Banners with one 8x12 doorway banner. All five for \$50.00.

FRED MILLER

Rt. 6, Box 265

New Orleans, La.

Phone: Fr 9129

WANTED

Foremen for Merry-Go-Round and Ferris Wheel. Can place Concessions of all kinds.

MOUND CITY SHOWS

1417 Grafton St. St. Louis, Mo.

WANT CARNIVAL

With 4 or 5 Rides.

Hardin, Ill.

July 3-4-5. Contact:

ARTHUR F. KAMP

Kampsville, Ill.

PARAKEETS

LIVE DELIVERY
HEALTHY BIRDS
GUARANTEED
Orders by air day
received. Phone or
wire for complete
list.

Priced for
Concessions
\$15.00
per doz.
up

BLUE RIBBON PARAKEET FARM, Dept. 5
2814 Adams St., Hollywood, Fla., Ph.: 2-7412

CONCESSION SPACE AVAILABLE

On account of disappointment. Re-
member, our space is limited at the
liveliest spot on the Gulf of Mexico.
Can place Short Range Gallery, Ball
Game, Photos (Barnett, contact).

All answers to
JOHN B. DAVIS
Long Beach Resort
Panama City, Fla.

CARL D. FERRIS SHOWS

Want for Titusville, Pa., May 17;
Warren, Pa., following

CONCESSIONS: Jewelry, Ball Games,
Six Cats, Hanky Panks, Custard,
Harry Hoffman and Joe Reynolds,
contact me. RIDES: Merry-Go-Round,
any non-conflicting Rides. SHOWS:
Girl Show, Wildlife, Penny Arcade,
Monkey Show, any Grind Show. Wire
all answers Western Union.

CARL D. FERRIS
Titusville, Pa.

United Exposition Shows WANT

A few more Hanky Panks such as
Diggers, Novelties and Photos. Want
Men to take care of well-flashed Set
Joint, Short Range Gallery and High
Striker. Can place Side Show Help and
Ride Help that drive. Address:
Sterling, Ill., this week; Freeport, Ill.,
next.

FUNLAND SHOWS

VERSAILLES, MO.
Concessions wanted. Will book Hanky
Panks only, one of a kind not conflicting
with what we have, \$16.00. Especially
want small Bingo, Duck Pond, Foot
Long and Juice; also American Mitt
Camp and Age and Scales. Want to
book, buy or lease Tilt if price is right.
We need Hanky Agents.
SAM CALDWELL, Concession Mgr.
Funland Shows, Versailles, Mo.

PARADA SHOWS

Sapulpa, Okla., this week.
Want Concessions all kinds. Ride Help,
Ticket Sellers, Shows with own equip-
ment. Celebrations start in three weeks,
contact
H. C. SWISHER
P.S.: Whitey Harris wants Agents for Six
Cats, Buckets, and Swinger.

AGENTS

All types Hanky Panks, Agents needed.
Wire
CHARLEY KREKELER
c/o Motor State Shows
Corunna, Mich., May 17-22; Clawson,
Mich., follows.

FOR SALE OR TRADE

14 Ft. Steel Carnival Concession Trailer,
4 good tires; Pop Corn, Snow Cone,
Candy Floss, Candy Apples Machine,
Cash Register, two Pop Boxes, Grill,
Hot Dog Burner, Warmer, Ice Refrigerator,
two Butane Tanks, 14x14 Side Awning,
1954 License. Would consider good,
modern House Trailer, or what have
you? **HOMER L. POLSTON**, 219 Lake
St., P. O. Box 162, Armona, Calif.

FOR SALE—COOK HOUSE

20x30 strictly modern, with floor. Seats
60. Kitchen in 30 ft. semi. Hot and cold
running water. 14 ft. van body stock
truck. 2 deep freezers, electric plant.
All new canvas. Booked on Michigan's
largest show. Must be seen to be
appreciated. In action at Lima, Ohio, May
17-22; then per route World of Pleasure
Shows. Write **H. VAN HOUSEN**, 903
Pontiac Bank, Pontiac, Mich.

Sunset Amusement Co.

Wants Age and Weight, Long
Range and Fun House. Fort
Dodge, Iowa, this week, Mus-
catine, next.

PHONEMEN

Those who can sell. No lusher, no wood
artists, Banners, P.C. Exhibit space.
Pay daily, town carded, jaycee sponsored.
Phone room opens Monday 17th. No
collects. You pay yours, I pay mine. If
near, come in.
EARL WILLIAMS
Clyde Bros. Circus, Burkley Hotel,
Iowa City, Iowa

ROYAL MIDWEST SHOWS

Want Stock Concessions of all kinds,
High Striker, Long and Short Range.
Privilege \$20.00. Can place Mitt Camp.

ROXIE HARRIS

Charlestown, Ind.

CLUB ACTIVITIES

Miami Showmen's Association

1799 N. W. 28th Street
Miami, Fla.

MIAMI, May 15.—Everyone was
shocked at the death of Tommy
Fox, who was found murdered in
New Orleans. He was well known
among outdoor showmen, having
operated concessions for many
years on the road.

Word also was received of the
death of Walter Mills Halliday in
an automobile accident. He was
a well-known concessionaire who
had operated frozen custard with
Johnny J. Jones, John Marks,
Endy Bros. and many other shows.
Recent visitors to the club in-
cluded Maxie Herman, Willie
Lish, Al Weinberg, Jack Rose,
Meyer Meyerson, Eddie Coachman,
Fred Holtzman, Artie Touhey,
Harry and Millie Meyers, Fred
Barrett, Harry Heisser, Pud Hart-
man, Cliff Wilson, John Barfield,
Red Hicks, Jimmy Finn, Alton
Pierson and Johnny Keeler.

Mr. and Mrs. Pete Norman are
leaving for the road around May
15 to join the Happyland Shows.

Another guest recently was
Ethel Weinberg, executive secre-
tary of the National Showmen's
Association, who complimented us
on our new home. She is leaving
to return to her New York office
Sunday (16).

Mail has been received from
Johnny Appelbaum, Lester Tate,
Mickey Karr, Duke Brownell,
Spotsie Motola, Jim McHugh, Shep
Blumberg, Mac Prell, Bob Mor-
rison, Benjamin Levine and Eddie
Elkins.

On the sick list are Bert Rosen-
berger, Silver Court Trailer Park,
3170 S. W. 8th Street, Miami;
Frank (Popeye) Blatsky, conva-
lescing at Pearl Morrow House,
Ossining, N. Y.; Dutch Ross, Vet-
erans' Hospital, Augusta, Ga.; Max
Kimmerer, at home, 8245 Abbott
Avenue, Miami Beach; Steve Ho-
man, in Lantana, Fla., hospital.

Also Ed (Spot) Cooper, Samp-
son County Memorial Hospital,
Clinton, N. C.; Pete Richardson,
McGuire Hospital, South Rich-
mond, Va.; Robert C. Hazzard,
Veterans' Hospital, West Haven,
Conn.; Henry C. Sylow, Municipal
Hospital, Tampa; Frank Silver-
man, Trailer Village, Tampa; Har-
ry (Murphy) Foreman, University
of Pennsylvania Hospital, Phila-
delphia; Bob Hunter and Joe Ver-
nick, Jackson Memorial Hospital,
Miami; Alfred Deluca, St. Francis
Hospital, Miami Beach; Edward
P. Rahn, Box 566, Schenectady,
N. Y., and Thomas Vitelli, Mercy
Hospital, Miami.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, May 15.—The
club by-passed its regular Mon-
day night (10) meeting. There was
a good crowd in the clubrooms
with the night being turned into
an informal session.

Among those visiting the club-
rooms were Bob Matthews, Harry
Quillen, J. E. Rose, Jack Vinick,
Jimmy Smith, Eddie Tait, Jimmy
Dunn, O. N. Crafts, Harry Le-
Mack, John Lorman Sr., Steve
Vaughn, Thomas Crosby, Red
Crawford and Joe Glacy.

A special board of governors
meeting was held in the mid-
afternoon to discuss the property
in which the club is housed. Two
applications were approved with
Carl Land and Benjamin H.
Mayers becoming members. May-
ers is in the novelty business in
Seattle.

It was announced that the
Ladies' Auxiliary will have a big
feed May 24. The dinner will
get underway at 6 p.m.

Ladies' Auxiliary

First Vice-President Maybelle
Hendrickson was in the chair for
the May 3 meeting. Other officers
on hand included Madison Hopes,
secretary, and Ruth Wolff Woods,
treasurer. Invited to the rostrum
were Past President Opal Manly,
Clara Delbosq and Emily Frieden-
heim. La Vonne Land, guest of
Anna Metcalf, was introduced.

Emily Bailey reported get-well
cards were sent to Donna Day,
Mabel Bennett, Maria Bernardi,
Martha Reilly, Fay Curran and
Ruby Kirkendall. She reported
that Ethel Krug is still in serious
condition. Nellie Baker Ramsey
reported by mail that her husband

was ill and Grace Merkel re-
ported her mother had suffered a
stroke. Ann Doolan was reported
improving.

Al Flint, executive secretary of
the men's club, spoke briefly.
Bank night awards were taken
by Anna Metcalf and Emily Fried-
enheim. Door prizes, donated by
Madison Hopes, Opal Manly and
Gwen Mortensen, were taken by
Mary Taylor, Rose Rosard, Myrtle
Hutt and Emily Friedenheim.
Mary Taylor, Clara Little, Thora
Ricard and Lee Sturm made do-
nations to the bazaar.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, May 15.—Altho
meetings are over until October,
there has been quite a bit of ac-
tivity around the clubrooms.
With Riverview Park set to open,
many concessionaires have come
to Chicago. Among them are Ir-
ving Zolun, Harold Gordon, Bob
Sugar, Whitey Woods, Harry
Spitzer and Jack Jacobson.

Ways and means committee is
planning its all-out campaign on
fund raising thru the Miss Outdoor
Show Business contest to start
June 1. Henry Polk, Max Fried-
man, Hank Shelby and Joe Sha-
piro are back from Texas. Harry
Gibbons stopped in for a visit
after a long absence.

Mel Harris will re-enter the hos-
pital for treatment. Vince Mc-
Cabe is about the same. Charles
Levine suffered a broken leg re-
cently and expects to be brought
to Chicago for treatment.

Clubroom callers included Tom
Sharkey, Henry Polk, Max Fried-
man, Andre Dumont, Silent
O'Brien, Jack Hawthorne, Morris
Brown, Jess Jordan, Hy Neitlich,
Chick Bohdan, Harry Duncan,
George B. Flint, William Meyers,
Max Brantman and Charles Ze-
mater Sr.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, May 15.—
The regular Monday (10) meeting
was called to order by President
Charlotte Porter, who is still con-
valescing after recent surgery.
Also present were Phil Sapiro,
third vice-president; Oscar Matt-
ley, treasurer; Albert Roche, cor-
responding secretary, and Bonnie
Townsend, recording secretary.
Mrs. Gilligan was guest of honor.

Club hosted the personnel of
the Polack Bros.' Circus Monday
evening (3) following the night
performance. A good crowd
turned out and a special circus
motif cake was prepared for the
occasion. Duke Navarro provided
entertainment. A large number of
club members turned out to see
the Sunday (9) performance of
the circus as guests of the manage-
ment.

Frances Knight, a former mem-
ber, passed away and was buried
in Showfolks Rest, Olivet Me-
morial Park. Frances Weidman
and Albert Roche compose a com-
mittee to decorate the graves for
Decoration Day.

Mrs. Elmer Hanscom is at St.
Mary's Hospital here. Fred Ram-
sey is reported seriously ill in
Marine Memorial Hospital.

Meetings will be on a regular
summer schedule until September.

William Archer Passes at 51

MIDDLETOWN, Conn., May 15.
—Willard Archer, 51, concession-
aire with Coleman Bros.' Shows,
died in Middlesex Hospital here
Sunday night (9) following an
operation. Funeral was held
Wednesday morning (12) from the
W. G. Coughlin Funeral Home.
Burial was in Farm Hill Cemetery.

Archer with his wife, Marie, an
only survivor, worked for Bill
(Alabama) Storey on the Coleman
Shows for about six years. He
had been in outdoor show busi-
ness most of his life and had
served with many Eastern organi-
zations.

Pall bearers were Elisha Cooper,
Anthony and Gerald Rizzuto, Ed-
ward Delmont, Anthony Dell and
Howard Grisser.

F. M. SUTTON SR. Presents

GULF COAST SHOWS

Will stay in Louisiana all summer—short jumps, level roads, plenty of
money.

Want Photograph Gallery, Penny Pitch, Custard Ice Cream Sandwiches,
Stock Concessions of all kinds.

Paul Miller wants Agents for Buckets, Six Cats, Count Store, Groceries,
Pitch-Till-You-Win.

Address **F. M. SUTTON SR.**
Natchitoches, La., May 16-22

JIMMIE CHANOS SHOWS

WANT FOR ANDERSON, IND., AMVETS, MAY 24-29

Legitimate Concessions of all kinds. Want Girl Show with own outfit.

RIDE HELP: Caterpillar Man and Second Man on Ferris Wheel and all
kinds of General Help around the show, also Electrician.

CAN USE ANY SHOW with own outfit, Snake Show, Monkey Show or
any other show. Privilege free.

All replies to
JIMMIE CHANOS, Dayton, O., May 17-22

TRI-CITY AMUSEMENTS

WANT—FOR BALANCE OF SEASON—WANT
Opening Belleville, Mich., May 25-31. Show practically booked for season. Sand Lake
for the 4th of July, Farwell for Labor Day; then Fairs to follow.

CONCESSIONS Cookhouse open. Novelties, Jewelry, Arcade, Scales
and all Hanky Panks that work for Merchandise.

SHOWS Small Shows that can play streets. Can use Girl Show
with or without own equipment.

RIDES Will book any Ride not conflicting. No. 2 Unit opens
May 26. Reasonable privilege and good treatment.

All replies to **KEN BOONE**, 2236 Michigan Ave. (c/o House of Stapleton), Detroit, Mich.

A.M.P. SHOWS

Want Fish Pond, Devil's Bowling Alley, String Games, Mug, High Striker and other
non-conflicting Stum Stores. Want Skillo and Count Store Agents. SHOWS: Side
Show, Monkey, Snake, Wildlife and other shows of merit with own equipment. Ride
Help who drive semis. All mail and wires to

A. M. PODSOBINSKI

Bedford, Va., this week; Rocky Mount, Va., next week.

METROPOLITAN SHOWS

EVANSVILLE, INDIANA

10 BIG DAYS—including Big Decoration Day—10 BIG DAYS

LEGITIMATE CONCESSIONS: Want all kinds of Concessions for open midway.
Will book Wheels, Coupon Stores with Hanky Panks. **SAMMY STEIN** and **SLIM
CUNNINGHAM**, get in touch. Want Agents for office-owned Concessions, Blower, Alley
and Buckets. Have complete outfit for Monkey Show; want man to handle. Want
Girls for Girl Show. Can use Foremen for Fly-o-Plane and Wheel. Also Second Men
on all Rides.

All replies **SHIRLEY LEVY**

Muscle Shoals Hotel, Sheffield, Ala., this week (staying over); next week,
Evansville, Ind.

HUGO'S NOVELTY EXPOSITION SHOWS

Can use First Man on #5 Ferris Wheel, one who can get it up and down. Also want
Second Men on Tilt and other Ride Help. Come on, salary top and every week.
Showing best lot in Greater Kansas City May 18-29. Can use Girl Show, Athletic
Show, also other non-conflicting Shows.

Address **CAPT. E. H. HUGO**

P. O. Box 8301, Kansas City, Mo., or Kansas Ave. and Mills St., Kansas City, Kans.,
May 18-29.

FOR SALE

NO. 5 ELI FERRIS WHEEL

Good Condition—\$3,500.00 Cash. Address inquiries to

VIRGINIA FIRE DEPARTMENT—RELIEF ASSOCIATION
VIRGINIA, MINN.

AGENTS

Razzle, Pin, 6-Cats and Balloon Darts. Following please contact: Earl Lee or L. M.
Moore, Joe Thorpe, Ralph Gillie, Roy Paysano, Harry Porter, Mack Moore and
Curley Owens.

DWIGHT J. BAZINET

Care Jimmie Chanos Shows, 500 W. 3d St., Dayton, Ohio.

CARAVELLA AMUSEMENTS

FOR SUNBURY, PENNA., MAY 24-29.

CONCESSIONS: Bingo, Ball Games, Shooting Gallery, Photo, Novelties, High Striker.
SHOWS: Any Show of merit. Phone or wire

F. H. CARAVELLA

23 EAST PINE ST., SELINGROVE, PA. PHONE 3073.

LEE BECHT AMUSEMENTS

Can Use Small BINGO for Two Weeks, May 24-29 and May 31-June 5

Must be well flashed and work straight, no jack pots. All have two weeks later on,
June 29-July 5 and July 13-17. Carl Becht and Tim Ayliffe can use good, clean
Hanky Pank Agents. No flaties, gypsies, drunks or chasers wanted. All replies to
WASHINGTON COURT HOUSE, OHIO, MAY 17-22.

MOTOR STATE SHOWS

Want for Celebrations starting in June and Fairs in Michigan, Ohio and Indiana.
Hanky Panks, Photos, etc. Want Snake Show with or without equipment. Have
20x40 and front. Octopus Foreman, must drive. Second Men on Kid Rides. No
drunks need apply. Jameson can place Concession Agents. Krekeler wants Agents
for Hanky Panks. Duke needs Fish Boy and Ball Boy.

All wires **J. J. FREDERICK**

or come on. Corunna, Mich., this week; Port Clinton, Ohio, June 1-6; then as per route.

GIRLS WANTED

For Posing Show. Experience unnecessary. Youth and looks essential. Join at once. Contact

AL MERCY

20th Century Shows
Owensboro, Kentucky

NOTICE

BILL ANDERSON

who was with Sterling Crown Shows last year, have proposition for you. Wire at once where I can contact you.

BOX 310

Care of Billboard
390 Arcade Building St. Louis 1, Mo.

BOGLE SHOWS

Business is good. Want Hanky Panks, Bingo, Mitt Camp and Shows with own equipment. Wire

F. C. BOGLE

Augusta, Kans.
P.S.: Can use Spitfire Foreman.

TIRED OF PLAYING BLANKS!

WHY DON'T YOU DO SOMETHING ABOUT IT—NOW—TODAY

WIRE **ERNIE SYLVESTER** FOR

10 OF THE BEST WEEKS BEFORE FAIRS AND TOBACCO **10**

May 24 to 29, E. Spencer, N. C. Vol. Firemen's Celebration. Lot is in town. May 31 to June 26. Different locations, downtown Charlotte, N. C. Good lots—only show in—and sponsored by Chamber of Comm.

Have contract for N. C. State-wide Col. Vol. Firemen. This not far from Charlotte—All Week of July 4th.

Stock Concessions of all kinds—only two of a kind. Buckets and 6 Cat that will work buck limit and stock. Anne Lee, contact me at once. All wires and calls care of

MARION GREATER SHOWS

Columbia, S. C., this week; E. Spencer, N. C., next week; then Charlotte.

DON'T BE TOO LATE. GO TO— W. U. NOW

JOHNNY T. TINSLEY SHOWS

"AMERICA'S MOST MODERN MIDWAY"

Want for a Proven Route of Still Dates. Spartanburg, S. C.; Forest City, Gastonia, Kannapolis, Greensboro, Winston-Salem, N. C., and Other Outstanding Dates Followed by the Finest Route of Fairs in the Southeast. Closing Armistice Week

CONCESSIONS: Long Range Gallery, Fish Pond, Huckley Buck, Cotton Candy, Jewelry, Novelties, Balloon Dart or any legitimate Merchandise Concessions.

SHOWS AND RIDES: Will book any non-conflicting Show or Ride in keeping with our standard for clean, high-class Attractions.

HELP WANTED: Foreman for Fly-o-Plane, Second Men on all Rides and useful Help in all departments. All address:

JOHNNY T. TINSLEY SHOWS
SPARTANBURG, S. C., ALL THIS WEEK.

WANT

WANT

WANT

COTE AMUSEMENT COMPANY

For Jackson, Mich., May 25 thru 31, on Michigan Avenue.
Booked solid, including biggest 4th in Michigan.

Can use a few more Concessions that work for stock. French Fries, Novelties, Photos open. Can place for season one or two feature Rides, Grind Shows. Want Ride Help who drive.

Pontiac, Mich., all this week.

WANTED

Ride Help and Ride Superintendents: Foremen for Merry-Go-Round, Ferris Wheel and Rolloplane: Second Men for all Rides, especially good Second Man for Wheel. Must be licensed drivers and sober. Want Mechanic's Helper who has some knowledge of trucks and can drive. Top wages for men who know their business and work. Percentage bonus for all Ride Foremen. Our fairs start last week in June and run through November 18.

E. L. YOUNG, Mgr., STERLING CROWN SHOWS
Care of Vicksburg Hotel, Vicksburg, Mississippi, this week.
P.S.: "Heavy" McClain and Bill Briggs, please contact me at once.

STATE FAIR SHOWS

Want quick for choice Still Dates and 14 Fairs and Celebrations, including Omaha, Nebraska (on the streets), June 19-27, and Red Oak, Iowa, July 3-5.
Want Operators for office-owned Cookhouse and Bingo. All other Concessions open. Especially want Diggers, Ball Games, two Grind Stores. All Stock Concessions open. Good deal to Hanky Panks. Want people for Girl Show and Side Show. Good deal to Special Agent who will work on per cent of ride gross, must have car and be able to promote to get people on lot. Can always place good Ride-Help. FOR SALE—Parker 40 ft. Jenny, \$1500.00. 30x50 ft. Top, \$300.00.
Wire or come on: C. A. GOREE, DUNCAN, OKLA.

PAN AMERICAN SHOWS

Want Girl Show or any Shows that do not conflict. Acts for Sideshow. Fitzie Brown wants Agents. Want Photos, Lead Gallery and Hanky Panks of all kinds. Will book Kiddie Ride, Spitfire and Rolloplane. Ride Help, Merry-Go-Round and Ferris Wheel Foremen who drive. Want Show Painter.

ELIZABETHTOWN, KY., THIS WEEK.

GLADES AMUSEMENT CO.

Want for St. Mary's Catholic Church Festival, West Point, Va., May 28 through June 5—2 Fridays and Saturdays.
Ball Games, Dart Balloons, Fish or Duck Pond, small Glass Pitch and any other Hanky Panks that work for stock. Bernard, Photo Gallery; Buzz, Scales and Age; get in touch. Also want Agents for office-owned stands. Will book or lease 2 Kiddie Rides. Can use Illusion, Fun House or Animal Show. All address:

JERRY SADDLEMIRE, West Point, Va.

MRS. ROSE REFLECTS

Personnel & Wages Cutting Ranks of Midget Show Ops

NEW YORK, May 15.—The Show field is dwindling. Every year there are fewer and fewer mites who are attracted into outdoor show business and there is no alleviation of this condition in sight.

The opinion is that of Mrs. Ike Rose, who has been operating Midget Shows for a goodly number of years, nearly 20 of them by herself since the death of her husband in 1935.

"It's hard for a woman" has been the statement of many who have been encouraged to continue on the road despite the passing of their loved ones. It has been no less difficult for Mrs. Rose, who was faced with a struggle to maintain the reputation built by her husband, and then established one herself in what has become a more and more limited phase of entertainment.

Mrs. Rose's "Parisian Midget Follies" will tour Canada this year, her first time with Jimmy Sullivan's Wallace Bros.' Shows. Under Mrs. Rose's name, the show has performed with Beckmann & Gerety Shows, Royal American Shows, World of Mirth Shows, Cavalcade of Amusements and on Patty Conklin midways.

The Roses had been wed for 26 years when death claimed Ike Rose in 1935 at the International Pacific Exposition, where the couple's performers were in Stanley R. Graham's Midget Village.

The first Rose midgets were first brought over from Europe in 1922. "There were 25 of them, and we played vaudeville as Rose's Royal Midgets. Before that Mr. Rose had put on musical revues and various entertainment productions. He was associated with Gus Hill," Mrs. Rose recalls.

Midget Circus Recalled

Her decision to carry on by herself was almost an ill-fated one. In 1936 she went out with eight performers as "Rose's Midgets" with Graham's Midget Circus. The trek was a dud.

"We were just in the wrong territory at the wrong time," Mrs. Rose says. "Texas in May. It was awful. We were booked into Beaumont for a week and just looked at each other. It was only a one-day circus date even then, and there we were, a whole week."

Until 1941 the show played strictly vaudeville, never again venturing into the outdoor field. Carnivals hadn't even been considered, until Harry Hennies spotted the show at a department store at the time the 1940 outdoor winter meetings were going on in the Windy City. There were 20 midgets in the outfit, fresh from playing the New York World's Fair.

On Road for Gerety

"Mr. Hennies brought Mr. Gerety over and they talked so persuasively that the next year I was on the road with Beckmann & Gerety. We didn't do badly. It's been carnivals ever since."

"We had good years and bad," Mrs. Rose recalls, "but the worst were when I tried twice to operate on percentage. That cured me. It's been straight salary for the show ever since."

The 20 performers in her pre-war Chicago show were nothing unusual in their number, because midgets were easy to get in those days. But the war opened new vistas to the small folks, especially in defense work. Many were the pictures the press ran on midgets doing vital work in the innards of airplanes, something a full-grown adult couldn't do.

Mrs. Rose comments that partly as a result of the wartime employment situation, midgets' living standards rose as they became accustomed to better incomes and jobs. Show business suffered, with the result that fewer and fewer midgets toyed with the idea of exhibiting themselves on a stage for pay.

The figures speak for themselves. Large groups of midgets available before World War II are contrasted with Mrs. Rose's show this season, a troupe of six.

Nucleus of Rose's "Parisian Midget Follies" are Estrellita, who has been doing Hawaiian routines since 1937; Geraldine, who will do her toe dance with the unit for the second year, and 20-year veterans Gussie and Alice Pick, who perform a mechanical doll dance.

Estrellita and Geraldine live in Mrs. Rose's Washington Heights apartment, where the neighbors are perfectly accustomed to their presence. Mrs. Rose has resided in that section of Manhattan since 1917.

Thirty-two years with midgets have brought Mrs. Rose all manner of experiences, but even the most discouraging have not dissuaded her from the business. The Canada trek has the appeal of something new and she is lavish in praise of the Sullivan miniature boudoir and white porcelain bathroom, a blow-off that will go for a dime.

"Business should be good," she says, "and all I'm concerned about is staying near that train. I can bear up under being stranded alone, but can you picture a woman and six midgets knocking on a housewife's door and asking for help? She'd probably faint!"

FROM THE LOTS

Midway of Mirth

BETHALTO, Ill., May 15.—Business thru the first four weeks was not up to par, but personnel is looking forward optimistically to homecomings, street fairs and 13 fairs in Arkansas, Illinois and Missouri.

Frank Lane has the candy floss concession; Charles and Ann Kahle, photos, short range gallery, cigarette pitch and two ball games; Rebecca Garrett, penny pitch and basket ball; Eddie Khrohn, popcorn and peanuts; Swede Buttedahl, Romas targets; Mr. and Mrs. Duncan, Coke bottles, pom pom, huckley buck; Mr. and Mrs. Buck Carland, airplane and duck pond; Bill Pierce, china pitch and buckets; Howard Fullmer, Moss diggers; Mr. and Mrs. Carl Pope, bingo; Larry Yowell, cane rack; Mr. and Mrs. Cavellero, jewelry; Dad Gerrity, nickel roll; Mr. and Mrs. Hullett, lemonade; Mr. and Mrs. Ed Butters, cookhouse; Mr. and Mrs. George Tribble, six cat and darts; Eddie Malbin, cork gallery and bumper.

Show carries two Ferris Wheels, Tilt-a-Whirl, Spitfire, Roll-a-Whirl, Merry-Go-Round and two office-owned kid rides and one kid ride owned and operated by Fred Cooney.

Tom Lavell is lot man, mailman and The Billboard agent. Other personnel includes Charles Kahle, electrician; Willis Yowell, Merry-Go-Round foreman; John Garrett, Spitfire foreman; Buster Holman, Tilt-a-Whirl; Jim Taylor, foreman, Ferris Wheels, assisted by Whitie Weinworth; Cowboy Haines on kiddie rides.

Volunteer Shows

NASHVILLE, May 15.—Show opened in Lebanon, Tenn., April 26 and is off to a good route in Tennessee and Alabama, which will include 12 fairs. Business is improving after a slow start. Show has purchased a new sound car and all rides have been repaired silver and red. A new Ford tractor was purchased for the Jenny trailer.

The staff includes Elmer Reid, manager; Frances Deid, treasurer; Stan Wagner, accountant; Jimmy Fennel, business manager; Fred Almany, special agent and lot man, and Roland Harper, electrician.

The concessions are owned by Mr. and Mrs. Carl Jackson, cookhouse; Mr. and Mrs. Phillips (2), Mr. and Mrs. Frank Jackson (2), Mr. Fennel (5), Fred Almany (2), George Johns (2), Mr. and Mrs. Stein (2), Mr. and Mrs. Gene

WINTER QUARTERS

Rogers Bros.

PELICAN RAPIDS, Minn., May 15.—Work which has been going on in quarters for the seven weeks has been slowed by rain, snow and winds. A week or two of good weather and the show will be ready for the opening date at Jamestown, N. D., May 24. There is a staff of 11 in quarters.

The show will carry 10 rides, 5 shows, and approximately 40 concessions. A new Roller Coaster is due in soon.

Noble Fairly Weds Mrs. Joanne Ware

HOT SPRINGS, May 15.—Noble Fairly, veteran outdoor showman, who is in charge of the back-end of the Amusement Company of America, and Mrs. Joanne Ware, of Hot Springs, were married here Thursday (5) in a quiet ceremony.

Mrs. Ware, a former beauty parlor operator, is now traveling with her husband on the ACA, serving as front-gate ticket seller. Fairly has the mitt camp concession on the show besides serving as superintendent of the back-end.

Hold Last Rites For Mickey Rhodes

SHREVEPORT, La., May 15.—Funeral services were held here Saturday (8) for John B. (Mickey) Rhodes, 80, former outdoor showman, who died Thursday (6) of burns suffered April 1. Before his retirement he had been superintendent of construction on Morris & Castle, C. A. Wortham and Hennies Bros.' shows. He is survived by his widow and a nephew.

Williams (2), Blackie Gonzales (1), Mr. and Mrs. Bob Smallwood (2), Mr. and Mrs. C. D. Hancock (1), Mr. W. C. Brown (1), Blackie Gilman (1), and Mr. and Mrs. Cavanaugh (1). The ride formen are Rodney Ward, J. T. Black, Lloyd Terry, Harvey Cobb and Gene Williams.

Drago No. 2

PERU, Ind., May 15.—The unit moved onto the lot here May 10 from winter quarters for a six-day stand. Opening night was wet and cold, and business was only fair. A recently delivered Spitfire is included in the line-up.

Show's personnel includes Chet Pierce, manager; Lowell Fullhart, secretary; Jimmy Jones, electrician; Harry Ekerson, Merry-Go-Round foreman; Whitey Name, Ferris Wheel foreman; Nat Overman, Octopus foreman and I. T. Mofield, Spitfire foreman.

Concessionaires are Chet Pierce, Jack Kofron, glass pitch; Lfityra, photos; Art Clark, cookhouse and cotton candy; H. Hickman and daughters, bingo; Phil Fullhart, basketball; Leo Evans, mitt camp; D. Graves and Howard Easto, Girl Show. The Billboard agent is D. Graves.

Rain Cramps I. T. Grosses Around N. Y.

NEW YORK, May 15.—Rain and cold weather in the New York area have hurt I. T. Shows' grosses recently. Trebish's No. 1 unit has been out since April 16 and recently played at 21st Avenue and Astoria Boulevard here. This week the unit opened at Linden Boulevard and Essex Street, Brooklyn, carrying a dozen rides and about 10 concessions.

The No. 2 unit, out since April 8, carries 10 rides and 17 concessions. It begins its Long Island season this week at the Lady of Good Counsel Celebration and Festival in Inwood. Shows will begin joining around Decoration Day.

Manager Trebish has Al Howard assisting, with William Star as concession manager; John Leonard, electrician, and Harry Sussman, secretary. Co-Manager Isser is supported by Al Crane as assistant manager and booking agent; Morris Brown, concession manager; Bill Appleton, transportation; Louis Scherer, secretary, and Jay Chaudian, electrician. The units will join in late July and operate as one thruout the fair season.

Maysville, Ky., Okay for Page

PORTSMOUTH, O., May 15.—Page Bros.' Shows moved here this week after racking up good business last week in Maysville, Ky., despite rain on several days. Close to 2,700 paid their way onto the lot Saturday night (8).

Shows' parade is causing quite a bit of comment and is credited with bringing in much business. Procession includes two small circus wagons, each pulled by two ponies, the sound truck, a cage of bears on a semi-trailer and two strolling clowns.

Jim Jorner came on with three concessions. Tommy Humphrey has framed a third joint. Frank Johns joined with concessions. Shortie Baker is sporting a new truck and Colon Lenard has a new car. Charles Griggs, business manager, is back after flying to Chicago. W. E. Page and Frank Bland were in Columbus recently on business. The Flying Scooter purchased from Frank Halcumb, of St. Louis, is expected to arrive on the show soon.

Bill Harris Adds 4 Fairs to Route

AUSTIN, Ind., May 15.—Royal Midwest Shows have been awarded the midway contracts at four additional fairs, Bill Harris, general manager, announced. Annuals signed include those at LaGrange, Newcastle and Litchfield, all in Kentucky, and the street fair in Montezuma, Ind. Use of the streets at the latter event was recently okayed and, in addition to the midway, a free high act, band concerts and merchandise giveaways are planned.

Hunt Holds OK As Rain, Cold Curb Turnouts

NORRISTOWN, Pa., May 15.—Hunt Bros.' Circus swung into Pennsylvania last week after playing its opening two weeks in Virginia, Delaware and Maryland. Business so far has been good considering recent rains and cold weather.

The big top is to be sold soon in order that the new Campfield cable top may be used. Employment of the tent was put off until much of the danger of weather and mud punishment had passed.

Fire company sponsorship on Claymont, Del., Thursday (6), resulted in good attendance despite a cold night. Cold weather also cut into the turnouts in Newark, Del., Wednesday (5), and Elkton, Md., Tuesday (4).

Bainbridge Naval Training Station, near Havre de Grace, Md., provided a full matinee house Monday (3) but the night show was rained out.

Date here is under the local American Businessmen's Association, sponsor for the ninth consecutive year, for a spastic paralysis fund. Other Pennsylvania towns played up to here were Broomall, Springfield, Marcus Hook, Haverford, Spring City, Downingtown and Bala-Cynwyd.

Kelly-Miller Business Up In Kan. Towns

McPHELSON, Kan., May 15.—Business for Al G. Kelly & Miller Bros.' Circus stepped up this week as the show came into Kansas. The general run of Oklahoma and Texas business had not been strong.

At Wellington, Iriday (7), Kansans came out in numbers enough to give the show a three-quarter matinee and a similar night house despite cool weather and a light rain in the evening. The next day (8), Winfield, Kan., had more cool weather and evening showers, with business near capacity at both shows.

Eldorado, Kan., had two straw houses, it was reported.

Hunt Parades Miss America

BAINBRIDGE, Md., May 15.—Hunt Bros.' Circus played the naval training station here as the first show to appear at the base. Show made one of its rare street parades on the base. Guest in the parade and at the matinee was Evelyn Ay, Miss America of 1954.

Approaching wind and rain-storm forced cancellation of the night show and all performers pitched in to help in the tear-down.

An elephant has been purchased in India and is expected to be added to the show's herd of seven soon.

Two Indiana Stands Give King Straws in Storms

MUNCIE, Ind., May 15.—King Bros.' Circus rolled up a surprisingly big business score with a swing thru ripe Indiana territory during a cold weather spell that poured sleet and rain on two straw houses.

Street parade drew large crowds in most places and was generally credited for generating the turnouts. Show reported that the hippodrome races have been added as a finale. More Cole horses and trucks and minor equipment were being added. Whitey Haven has joined as superintendent of the 16-elephant herd.

In cool weather at Crawfords-

JIG UP, SO 7 IN WIRE ACT FLEE TO WEST

BERLIN, May 15.—The Bernoldi Troupe, seven wire-walkers, were quick to read the Communist writing on the wall recently, they said on arrival here recently.

Working with a circus in Dresden, they learned they were listed as "negative political leanings." The Bernoldis didn't waste any time. They abandoned their props and most of their wardrobe, beat it out of East Germany as fast as possible, and are seeking circus work here.

Full Houses Mark H-M Altoona Stand

ALTOONA, Pa., May 15.—Capacity audiences thru the week, with turnaway business Friday and closing Saturday (8), marked the Hamid-Morton Circus stand here. Business was termed remarkable by Col. Robert H. Morton, managing director, in view of the considerable unemployment that has prevailed in this general area for some time.

Morton attributed the good business largely to the reduced prices made possible by the reduction in admissions taxes. The show management was not looking for big business before coming in here.

The show opens a two-day stand today at Chicoutime, Que. Four days at the Coliseum in Quebec City follow. The show then journeys to Montreal, where it closes its season.

The show is bolstered by the addition of Aida, the Lady In the Moon, an aerial thriller which, Morton said, gives the show a needed smash finale.

Morton returned to his house at Miami Beach, Fla., for a few days before heading for his Canadian dates.

Takes Turn Upward As Beatty Quits Bay

Business Off Near San Francisco; Tries Few Non-Sponsored Stands

SCOTIA, Calif., May 15.—Clyde Beatty Circus this week climbed out of the business doldrums as it pulled away from the San Francisco area and prospects were for improved takes in coming days.

San Rafael and Ukiah gave good business after the show dragged bottom in San Mateo Sunday night. The street parade was staged in most towns but in several cases the crowds it drew were not spectacular. Show was playing the territory earlier than usual.

Madera had two half houses on Thursday (6), with crop workers short on cash in this season. Weather was good, schools were

out early and show paraded the date was not sponsored. In Modesto Friday (7) with Jaycee auspices, the Beatty show had two three-quarter houses after a 2 p.m. parade in overcast weather. Redwood City followed on Saturday (8) with two half houses without auspices. Semi-trailer truck carrying bandwagon and other parade equipment and Beatty's Safari vehicle were late in arriving and parade was lost. Local pressure on building inspectors was reflected in a three-hour delay forced on the circus, independent sources said.

Pick-Up in Attendance

A Sunday stand, San Mateo gave a three-quarters matinee but the nighthouse counted 75 in cold, damp weather. Competition was felt here and elsewhere from the Polack promotion out of San Francisco and Oakland. In addition a Frank Howard date was recently made in San Mateo.

San Leandro on Monday (10) gave two half houses. Then San Rafael came along with a three-quarter matinee and near-full night without local auspices. Train arrived at 9 a.m. after a 104-mile jump delayed by necessity of a barge connection. Weather was good. No parade was given.

Ukiah on Wednesday (12) had two three-quarter houses. Show made a 142-mile jump to Scotia for a night-only stand on Thursday (13). This jump-breaker gave a half house prior to the show's two-day weekend (14-15) stand in Eureka.

Tiny Gallagher closed in Mo-

KNOBLAUGH NIXES SUPERLATIVES

R-B Revamp Has Publicists Working Straight, Eyeing Gals (for News)

By GUY LIVINGSTON

BOSTON, May 15.—A new approach to circus publicity was outlined here by Edward Knoblauch, director of public relations for Ringling Bros. and Barnum & Bailey Circus. Straight news, human interest stories and a heavier emphasis on the distaff side to gain the available space of fashion columns and women's pages in daily newspapers is part of the new technique of press.

"Instead of using all the superlatives in the book, 'biggest, best, amazing, breath-taking, mammoth, gargantuan,' etc.," he said, "we are going to put out news stories that will sell to editors on their own merits as news."

Knoblauch, former Associated Press and International News Service foreign correspondent, finds himself at 50 with one of the most unusual press jobs on earth. Bringing the refinements of "public relations per se" to the rough and tough shamble of circus press

shenanigans is quite something, he admits.

Still Learning

"Actually," he said, "I don't know a thing about the circus, but I'm learning. I told John North when he offered me the job that I didn't know anything about circuses, and he said, 'that's just what I want—somebody with a new approach.'"

Knoblauch, with his 30 years of newspapering behind him, is bringing the criterion of the city editor and the copy desk to news stories emanating from the Big Show. He uses the same approach in judging a story that he would if he were sitting in the city editor's chair. "There's going to be less circus copy thrown in the waste basket as long as we measure up to this standard," he explained.

As a veteran newsman, Knoblauch, decries fakery, distortion and exaggeration. "Stunts, publicity tie-ups and promotions are one thing," he pointed out, "but

we don't have to fake. There is an abundance of human-interest stories in the circus."

Home Town Tie-In

One of Knoblauch's gimmicks that will be put into effect all along the route is tying up with the performer's home town. In Boston, clown Frankie Saluto's home town, special stories were issued with the local boy news peg.

"We are going to appeal more to foreign groups, or rather racial groups," he pointed out. "In New York we did a lot with Latin groups, and with Colored groups. Their magazines and newspapers will receive special attention from us, and special news releases will be used for them and also for the foreign language press."

Knoblauch, who is now top man of the press, radio, television, advertising departments, is most enthusiastic for cracking the women's pages and fashion editor's layouts thruout the country, to say nothing of the society editor's sacred page.

Eyes Women's Pages

"Women's sections have been underestimated," he said. "Society editors have more space available for stories with feminine appeal than any other section of the newspaper. This season, we are sending out fashion stories on wardrobe; cleaning and guarding costumes, replacing costumes, washing costumes, replete with photos, too. Two special stories, 'Life in Car 371,' the girl's car, will appeal to the distaff side and should get good play on women's pages."

Knoblauch, who despite his eminence as chief of the new public relations' department, serves as his own reporter, re-write man, city editor and copy desk man, says he is keeping his eye out for "examples of unusual circus stories by newspapermen" in cities Ringling-Barnum will play this season. Any "brilliant" circus pieces will be incorporated into (Continued on page 86)

Ringling Boosts Hub Earnings by 50G, Tabs 300G Record

3 Sat. Shows, Early Sun. Night Performance Garner Sellouts

BOSTON, May 15.—Ringling-Barnum's gross here soared to the \$300,000 mark this year, breaking all records for the six-day Boston Garden stand which ends tomorrow. Previously a standard \$250,000 gross was maintained for the past 10 years.

Assuring the new record were

a 5:15 p.m. Sunday show for tomorrow and a 10 a.m. performance today, giving the circus three shows on Saturday. Both experiments clicked with sellout crowds. The advance for both was excellent.

Price scale was \$1.20, \$1.80, \$2.40, \$3, \$3.60 and \$4, including tax for reserved seats, and 90 cents plus tax for general admission in the upper balcony. Kids under 12 went in for half price at all matinees except today and tomorrow and were half-priced for the special morning performance today.

Early Getaway

The Sunday (16) matinee was advanced an hour to permit the early closing show, previously held at 8:15. A dual purpose was served, as the 5:15 finale attracted more moppets, turning a usual fairly light house into a sellout, and also permitted a quick start for the show toward Baltimore, where it opens Tuesday (18).

More paper than has been seen here in years was held an important factor in hitting a sellout after the second night's business. The Garden seated 13,002 capacity this year, using seats on the promenade.

Opening to a half house Tuesday afternoon (11) and a half house at night, the gross was exactly \$100 off from opening day last year. Wednesday (12) matinee (Continued on page 86)

Suez Planning To Troupe Both Clyde, Hagen

CHICAGO, May 15.—Owner Howard Suez confirmed Friday (14) that he will keep Hagen Bros.' Circus on the road during the time his Clyde Bros.' Circus is playing ball park dates in Canada. At one time he had considered shuttering Hagen for the two and a half weeks, but now the canvassed show is booked for that time.

The Wayne Newman Family, bareback riding and posing horses, has joined Hagen. The Reynosas and Navarros will transfer to Clyde Bros., but otherwise Hagen will be unchanged, he said. Clyde Bros. is to include St. Leon teeterboard act, Widaman's elephants, Pickard's seals, Siegrist flying act, Hodgson's dogs, the Claires and the Gascas.

Clyde Bros. enters Canada May 17 at St. Catharines, Ont. It leaves Canada June 2, via Windsor, Ont. Five of the dates are for Shrine clubs and the sixth, Toronto, is for the Grotto.

Horstman, King Complete Plans

CHICAGO, May 15.—Bill Horstman, of Cole Bros.' Circus, said this week that talks with King Bros.' Circus in Indiana finalized plans for use by King of Cole horses and elephants this summer.

Horstman also announced that Cole Bros. has been awarded the Cincinnati Shrine date for 1955, which will be Cole's third year there.

Cole Bros. bought three Rogers Bros.' elephants from Si Rubens (Continued on page 84)

R-B Season Set to Start Under Canvas

BOSTON, May 15.—Ringling Bros. and Barnum & Bailey will open its under-canvas trek in Baltimore on Tuesday (18) and property boss Bob Reynolds says there will be no innovations this year in the size or handling of the canvas.

Starting from scratch, he said, last year's top time for raising the big top was around three and a half hours. Tearing it down normally runs an hour and a half.

The show is traveling on 70 cars this season, a total that will exist starting with the Baltimore date. A 36-car section pulled out of Sarasota, Fla., on Thursday (13) under supervision of W. E. Lawson, carrying the canvas and other equipment required for the road.

STUDY PRICES

R-B Mulls N. Y. Scale After Attendance Dip

NEW YORK, May 15.—A reported \$90,000 slump in gross earnings had Ringling Bros. and Barnum & Bailey Circus and Madison Square Garden officials giving serious thought to the advisability of revising downwards for next year the record price scale that has prevailed here for the past several years even before the Big One ended its 40-day run Sunday (9).

While the Big Show reportedly topped the \$2 million gross figure as it did a year ago, despite a slump in admissions, the feeling persists on the policy level that a big potential in attendance and gross was lost as a result of the continuance this year of the notable \$6.50 top. While half price was offered children matinees, except on Saturdays and Sundays, the full price was exacted at night. Matinee attendance slumped, an indication that even the half fare was too steep for many. The night attendance was up, starting a most welcome trend if it could be continued without loss to the afternoon business.

Also the gross was off, the Ringling net hit a record figure both because of the timely reduction in federal admissions taxes and because of the increase in night attendance when all ducats went for the full price. However, there was enough room left at most of the 79 performances in the 14,000-seat Garden to accommodate thousands of additional patrons and so build the gross and net earnings.

Room for More With total attendance pegged at somewhere near the 800,000 mark, the circus has the capacity to show to a couple of hundred thousand more people, thus boosting its gross by another half million dollars. In terms of population, there is no greater potential in the nation than the metropolitan New York area, but the thought in some quarters is that the price scale had turned the Big Show into a class rather than a mass attraction.

A parent taking a couple of youngsters to a matinee this year and sitting in the best seats had to up \$13. The same group attending a weekend matinee or a night show paid \$19.50. Not in-

cluded are other almost necessary costs, especially the outlay for novelties and food in the Garden.

Some thought is being given to a possible price advantage for moppets at night and the staging of additional shows on Saturday or Sunday, a device being tried out today in Boston for the first time and reportedly highly successful with big crowds assured for all three showings.

A highly important factor in the good business done here this year was the notable publicity job done by the press and radio crews and increased billing. The press campaign was the best, by far, of recent years while the radio and television hits were almost too numerous to catalog.

The public had to be circumspect as the campaign reached its peak and the attendance probably reflects junior's insistence on attending no matter what the price scale.

Nearly a full year remains before any hard and fast decision must be reached. Meanwhile, it can be assumed, the New York price structure and its effect on potential capacity business will be given plenty of thought.

Beatty Biz Up

desto. Tommy Hanneford, bareback and announcer, sprained an ankle there but continued to work. Johnny Joanides was getting rave notices in most stands as a result of his working his act despite a cast on his leg. Show's menagerie has been enlarged thru addition of three camels, two leopards, a lion cub and a kangaroo.

Horstman, King

and they are on King Bros., making 16 bulls there. Ten, those from Cole Bros., will go to M-G-M a month for moving making, leaving six on King. After those 10 return, the three ex-Rogers bulls will be borrowed from the King show to go with a Barnes-Carruthers fair unit, leaving 13 on King. More Cole horses and ponies have been leased to King. A Lib-

HURTS NO BAR TO BAPTISM BY FR. SULLIVAN

BOSTON, May 15.—Father Edward S. Sullivan, of All Saints Church, Roxbury, married Jeannie Sleeter to Gaspar Ferroni at last year's Ringling stand in Boston. This year he baptized their baby at All Saints, also during the Boston run and with many of the circus people present. Just out of the hospital after 10 weeks with an arm injury suffered while decorating the church, Fr. Sullivan spent the week with the show folk. National chaplain of the CFA, he plans to catch the show in Connecticut for some outdoor and under-canvas movies.

'Super Circus' To Film Auto, Cannon Acts

CHICAGO, May 15.—ABC's "Super Circus" will film two acts at nearby Arlington Airport on June 14 for later use on the television show. Alex Dobritch, counselor of Associated Booking Corporation, said the acts would be John Ivan, human cannonball, and Bob Kelly, thrill show auto driver.

Upcoming programs, he said, will include Jack Gwynn, magic; Lamberts, knockabouts; Hank, comedy mule, and Lola Dobritsch, wire, on May 23; Del Morales, perch; Myriam France, traps; Lin-ares Duo, wire, and Brick Brothers and Mr. Murphy, trampoline-chimp, May 30; Miss Roggera (Zoppe), traps; Frisco Seals; Miquelette, roly boly; the Alberto Zoppe riding act, June 6.

Show will salute the Circus Clown Club's "Circus Week" on its May 30 show. On its May 9 show cast members surprised Sandy Dobritch with an observance of his 10th birthday and first anniversary of joining the "Super Circus" cast as clown.

erty act and a pony drill will go with the fairs unit. Cole Bros. sold four trucks to King Bros. Earlier, King had bought two others. Walter Brown and George Emerson, of M-G-M, accompanied Horstman on the trip to King Bros.

R-B Costs Tackled By Efficiency Expert

By IRWIN KIRBY

NEW YORK, May 15.—The Ringling show has an efficiency expert this year who will be cutting off dollars instead of heads. As William Conant explains it, his function as director of finance is a simple one basically—to retain the greatest possible net from the season's gross income and to unearth new revenue sources if possible.

Conant joined the Big One February 10 and has been operating quietly ever since, without any definite office. A mild-mannered, unassuming man, he floats from one department to another in the process of absorbing knowledge of the operation and seeking ways to make it more profitable. Few on the show realize who he is.

New to circusdom, Conant is a native New Yorker and the type of businessman who loves a financial challenge. He has been president, treasurer, controller and auditor in several businesses. These include candy, hotels, paper, automotive, credit.

"When the operation becomes a routine," he sums it up, "then there are no problems left, and it becomes boring. Time for me to go."

Invited by Director

With the Rose Marie Candy Company he rose to the presidency within six years in the course of salvaging a shaky busi-

ness operation. His work there done, he sold out last year and was approached by his friend, George D. Woods, a Ringling director, with the proposition of visiting winter quarters in Sarasota, Fla.

During the course of nosing around the grounds as an ordinary lay visitor, Conant was offered the job of coming on the show as an economic troubleshooter. He started from scratch.

A conscientious worker, he has maintained a careful record of all savings effected by him, "to justify my existence with the firm."

On a yearly basis, the savings have already reached \$20,000, with the major part of his work yet to come, when the show goes out on its road trek. The figure can be appreciated when it is realized that it will multiply in years to come.

Money Angle His Angle

There are so many facets to Conant's work that he finds it difficult to begin to describe it. He is interested in everything that involves money. It includes purchasing, accounting, billing, costs, etc.

One example of a specific savings, cited by Conant, is that of a construction job done here that involved a sales tax cost of nearly \$500 on a price of more than \$15,000. By going back to the original contract and separating the various material costs, it was possible to eliminate paying the tax on labor, which was the major expense of the job. The result was a tax of \$50 and a savings of \$450.

"There has been a lot of inheritance of procedures around the circus down thru the years," Conant explains, "and some of the old methods are needlessly costly."

BAILEY-CRISTIANI WINS EXPECTED \$\$

Good, Weak Grosses Earned in West; Show Unchanged; Budd to Alaska

COOLIDGE, Ariz., May 15.—Business for Bailey Bros. and Cristiani Circus has been as good as anticipated for this time of year. Agent Bob Stevens said this week, Grosses, he said, have included some weak ones as well as strong ones, with results usually depending upon how strong an auspice is available.

Other sources said El Paso VFW auspices put light crowds into the 6,000-seat Coliseum on Wednesday (5), but that both shows on Tuesday (6) drew better, with the night house pulling a good 3,000.

Almagordo, N. M., had good business with Optimist backing, Stevens said. Las Cruces, N. M., also was big. Both local and show

sources reported that Silver City, N. M., on Monday (10) had near-full attendance in the 2,500-seat grandstand for each show and a big promotion under the Lions club.

Mediocre Biz

Globe, Ariz., was a two-day stand, Tuesday and Wednesday (11-12), with Shrine club auspices, but it turned out only mediocre business. Coolidge's Thursday (13) matinee was reduced because of unusually hot weather and night business was fair.

Stevens said the staff and performance remain unchanged since the opening. Both the Norma Cristiani and June Cristiani elephant acts remain with the show. Stevens said, giving a total of nine. It had been reported earlier that Norma Cristiani had taken her elephants to Gonzales, Tex.

Stevens said that David Budd, whose wife is Corky Cristiani, left Thursday for Anchorage, Alaska, to open the show's promotion office there. Stevens reported that the show will play West Coast dates following its scheduled trip to Alaska.

HALF SHEETS

Si Tries Med; Rice Tag Out; Morris Pulls

CHICAGO, May 15.—Si Rubens' Bill Bailey Minstrel Show has closed and plans are now being carried out for reframing it as a medicine show, according to reliable reports in the business. The equipment is in North Carolina. BRYDON USES RICE TITLE ON KELLY MENAGERIE . . .

CLEVELAND, Tenn., May 15.—Circus animal show owned by Paul Kelly and shown this season on Gem City Shows is being billed as the Dan Rice Circus. Kelly recently joined after opening the season with Kelly-Morris Circus. Title was announced by Ray Marsh Brydon, one-time circus owner, who used the Rice title in various forms and who now is in charge of back-end shows on the carnival.

RING BROS. BUSINESS GOOD IN KENTUCKY . . .

MONTICELLO, Ky., May 15.—Franco Richards' Ring Bros. Circus played to over-all good business in two recent stands. Albany on Monday (11) had a half matinee and three-quarter night with VFW auspices. Monticello, under Lions' auspices, had a three-quarter matinee and full night house on Tuesday (11).

KELLY-MORRIS DRAWS BIG HOUSES IN VA. . . .

BAILEY'S CROSS ROADS, Va., May 15.—Kelly & Morris Circus played to capacity business at night here Tuesday (11) with firemen's auspices. No Side Show is carried this year. Horses are in a menagerie top. Air calliope supplies the music. Performance features two-elephant act since the departure of Paul Kelly's animals for the Gem City Shows.

WICHITA CFA SPONSORS GAINESVILLE STAND . . .

WICHITA, Kan., May 15.—Wichita members of CFA will sponsor a two-day stand here by the Gainesville Community Circus, June 11-12. Bette Leonard, for whom the local CFA tent is named, and Joe and Bebe Siegrist are handling the promotion. Date will represent one of the longest jumps out of its home State that the Community Circus has made in recent years.

King Straws 'Em

Continued from page 83

equipment. This and return of rain sent the crowd for cover in the stores. Swift action on part of parade people, however, put the march downtown in only a few minutes and at the height of the storm, which had turned to sleet. Storm-swept parade brought the crowd out of the stores again and out to the lot. Resulting matinee pulled a capacity house with about 200 on the straw. Night house in Marion was poor, with weather still cold and wet. Police sponsored.

Anderson, Ind., on Monday (10) gave a straw matinee and full night house in cloudy weather. Exchange club was the auspices. Town crowd was large. In Muncie on Tuesday (11), the show again had a big parade draw, attracted a straw house in the rainy afternoon and a full house for the cold night. Optimists sponsored the show.

KELLY-MORRIS CIRCUS WANTS FOR ENLARGING SHOW

One more Contracting Agent capable getting good towns and sponsors. Can use two more capable Promotional Directors. Want Acts for Big Show except Animal, Trampoline and Aerial. Want Boss Canvasman (Red Maynard, wire). Horse Trainer and Grooms (Jimmie Hammit, answer). Also people in all departments. Address:

Stroudsburg, Pa., May 19; Verona, N. J., 20; Morristown, 21; Naugatuck, Conn., 23-24; Great Barrington, Mass., 26; Pittsfield, 27; Huntington, 28; Palmer, 29; Fitchburg, 30-31.

PHONEMEN WANTED

PRODUCERS WANTED FOR ADS AND TICKETS

Best deal in Midwest for those that will work. If you can't come in under your own steam, don't bother us. No collect calls or wires.

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410 S. Sycamore, Wichita, Kan. (Phone: Hobart 4-1251)

Advertisement for Thrillcade featuring a picture of a car and text: "WANTED FOR JUNE OPENING: A-1 Announcer who is willing to work on mobile sound units as well as give running accounts of performances. Also young man not over 140 pounds, not over 5 ft. 8 inches, for Circus Loop-the-Loop. No drunks. Long season. P. O. Box 1553, South Side 9th, Springfield, Missouri."

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WANTED

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Advertisement for American Cancer Society featuring a picture of a person and text: "YOUR NAME ADDRESS CANCER % YOUR LOCAL POST OFFICE Give to the AMERICAN CANCER SOCIETY when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!"

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

FAIR & CELEBRATION COMMITTEES ATTENTION Have some open dates for Miller Bros. Wild Animal Circus, featuring "Jessie," America's foremost trained and performing baby elephant, and presenting for the first time anywhere, under canvas, Rattlesnake Milking (extracting venom from live rattler with bare hand). One of the most thrilling and spectacular acts ever presented. All new and flashy equipment. Write R. A. MILLER PIGEON FORGE, TENN. Phone or wire 3602, Sevierville, Tenn.

PHONEMEN (3) Circus Banners and UPC's. Phones and collectors ready. Need Phonemen. L. C. PRESTON 616 Island Ave. McKees Rocks, Penna. Phone Spaulding 1-2255 (NO COLLECTS)

WANTED Butchers and Concession People for GROTTO CIRCUS Dayton, Ohio, June 2-3-4-5. Write GEORGE HUBLER 223 Superior Dayton 6, Ohio

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WANTED Menagerie, Pony Ride, Concession and Elephant Help. Price Dennis, answer. Talkers and Ticket Sellers for front of Wild Animal Menagerie. Smokey Jones in charge. Contact TONY DIANO CANTON, OHIO

WANTED

UNDER THE MARQUEE

Beverly Allen reports from Hagen Bros. that the Bert Wallace has a new car, that the Navarro Brothers will make the Canadian hop, where the show will play outdoor stadiums. Cal and Torchy Townsend will join soon. Louis Ringol, show's general agent, and Mrs. Ringol are back on the show. Carl Nelson is working on a new table rock. Eddie Aikens and Fancher Pierce have a new trailer. Recent visitors included Sam Price, agent Tex Carson Circus; the Lee Bradleys, Willard the Wizard, Paul Van Pool, H. W. Field, Harry Baltzell and Herb Hoyt.

George W. Allen Jr. advises that King Bros. will make Portland, Me., July 12, and that two carnivals have played there. Roy Arnold, West Springfield, Mass., fan, had his model circus parade on display at Springfield last week and ran newspaper ads for the showing.

Bill Lloyd has purchased dogs, ponies, monkeys, bears and mule acts and will re-enter the circus business after a two-year stay at Carlin's Park, Baltimore. Bob Couls, agent for Hagen Bros., visited Fred Hartman, with whom he tramped on the Barnes show, at Monroe, Wis., recently.

Welby Cooke, Hunt Bros.' menagerie superintendent, suffered rib injuries recently when an elephant slipped against him. He was not hospitalized. Dr. William Mann and Gordon Leech, Washington, caught the Hunt show at Falls Church, Va., and J. J. Sauer Jr. came from Richmond, Va., to see Hunt Bros.

Tony Diano plans to leave his Canton, O., quarters May 30 to join World of Mirth Shows with his animal unit. The Emmett Kelly book, "Clown", is in its fourth printing and has been listed by one New York newspaper as a best seller. Fred A. (Dutch) Loeber, agent, has returned from a hospital to Fort Dodge, Ia.

Prof. George Keller, wild animal trainer with Polack Western, has added two black leopards to his act. Cats were flown from Asia and purchased thru Louis Goebels. Robert Collins, Lillian German, Marjorie German and Elizabeth German, all of Palmyra, N. Y., renewed acquaintances on the Ringling show in New York.

George Huber, advises from Dayton that he had the Hubler-Martin indoor show at various spots this winter, with the Conleys and Silverlakes joining in at some. He has the concessions for the Grotto show at Dayton, June 2-5, and is making dates with his bar acts. Hubler visited on the Mills show recently.

Joseph L. Tracy has announced the following exhibition dates for his miniature circus: Houghton College, Erie, Pa., May 13-14; Riverview Church, Buffalo, June 4; Buffalo Bill Tent, Circus Saints and Sinners, Hotel Statler, Buffalo, June 10-12; Lutheran Church, Lockport, N. Y., June 25, and Erie County Bank, Buffalo, July 1-31.

J. C. Admire is agent for an under-canvas animal show with which John Wixom plans to make two-day stands. Tom Carroll, Chicago fan, now in the army, is moving to White Sands, N. M. In the East he caught Ringling, Polack and Hamid-Morton.

Tub-thumper Bill Green is making Cincinnati's Netherland Plaza his headquarters for the next five weeks while he exploits the virtues of Cimerama to the local press and public. Cimerama opens at the Capitol Theater, Cincy,

June 21. Buddy Geiss, calliope player with King Bros.' Circus since its inception in 1946, is staying with his stepmother, Elma Douglas Geiss, at her home in Kent, Wash., for the summer. He will return to Lexington, Ky., in November.

Arthur Eldridge will have charge of equipment of a new under-canvas theater going up in Fairmount Park, Philadelphia. He visited friends on the Ringling show.

Peter Nelson, biller and stagehand for 56 years, is in Lake Haven Rest Home, 5601 Grand Avenue, Duluth, Minn., and would enjoy hearing from friends.

Glen (Fitz) Fitzgerald, Duluth Herald photographer and circus fan, caught the Ringling show in New York and was the guest of Arky Scott and Emmett Kelly. Fitzgerald headed for Memphis from New York to visit Frank Morrissey, Royal American exec, at the show's opener there. Burns M. Kattenberg was the guest of Bob Devenney and Helen and Jerry Hartley at a performance of Von Bros.' Circus at Williamsport, Pa., April 30. Kattenberg entertained the group at dinner and showed them his collection of data on contortionists.

Harry Dandridge cards that the All-American Indoor Circus, booked by Byron Gosh's Auditorium and Fair Booking Company, Knoxville, played 192 indoor winter dates. The org played its first outdoor date at a ball park in Big Stone Gap, Va., May 1, to a straw house.

Bluch Landorf Tent, P. T. Barnum Top of the CFA, elected Albert Loeffler, of Waterbury, as its president on May 8. Other officers are Gordon Pepion, of West Hartford, vice-president; Armand Brodeur, of Waterbury, historian; William H. Day, of New Britain, secretary; Robert Bertini, of New Britain, and Arthur Gower, of Kensington.

Circus Moreno, under canvas in Copenhagen, features as its second half an elaborate water spec with illuminated fountain, cascade, gondolas, musicians and clowns.

Cecil and Billie Eddington, clowns, are with the 20th Century Shows this season doing radio and TV advertising.

Joy Thomas spoke at a school in Letts, Ia., recently about clown life. He also helped with the production of a circus play at the school May 10. The Thomases, Joy and Roy, are skedded to appear at the Grotto Circus, Dayton, O., June 2-5.

The Bouncing Bodos with Bobby Ashe returned north recently from Florida, where they played several hotels and celebrations. They have signed for their sixth year with the George A. Hamid office. Frank Coleman, "Armless Marvel," left the Beatty Circus April 27 due to illness. Coleman returned to Temple, Tex., where he was hospitalized until May 8 with pneumonia. He is now recuperating at his home.

Mr. and Mrs. Bill Baker, circus fans, caught the Hagen show in Fort Madison, Ia., recently. Bert Chambers, former trouper, and John (Chuckles) Facer, caught the Hagen show in Burlington, Ia. Facer, who was formerly with Rogers Bros.' Circus, visited Lee Virtue and Danny Styron on the show. J. Raymond Morris, formerly with the Ringling-Barnum show as billposter and usher, visited the advertising car while the crew was billing Boston recently. He renewed acquaintances with John J. Brassil, car manager; La Rue Deitz, Ray Long, Clyde Carlton and Sam J. Clauson.

General Manager Frank McClosky of the Ringling show received a visit from two old friends, Felix P. Callahan and Robert Woodmansee, when the show train was delayed a half hour due to mechanical troubles in Norwich, Conn., while en route to its Boston engagement.

William Fields, legit publicist, who annually helps to sell the New York appearance of the Ringling circus, this year will also aid the Long Island and Asbury Park, N. J., showings of the Big One.

Robert Lewis Taylor is said to be preparing a book about the Ringling family.

Leroy Campbell, New York criminal lawyer, visited Baby Thelma, Ringling Fat Girl, at the Madison Square Garden stand. He is a 14-year fan of hers. Singalee, fire eater, and joey Otto Griebeling and Charlie Bell made a recent appearance on the "Kraft TV Theater" as background acts for a show set in the middle ages.

Eddie Freeman, CFA, caught Hagen Bros.' Circus in Moline, Ill., May 9-10. The show played to good matinees, but to only half houses at night, reports Freeman. He visited Ray Brison, Side Show manager, and his brother, Mozi.

The Ceplars, high wire, last week played an industrial show at Victoria, B. C. Tige Hale, former circus band leader, is with John B. Davis at Panama City, Fla. Tom and Tiny Twist are playing a Wichita, Kan., park date for Bette Leonard. Chuck Sateja is back in England after a short leave in the States. He visited Gaudier's Excess Baggage act at Blackpool Tower Circus and also caught Bertram Mills. Jack and Velma Harrison will be with Tom Packs' Circus. Shorty Lind visited in Wichita, Kan., recently, en route to the Gil G. Gray Circus.

Miller's Elephants, worked by Bill Woodcock, will play July 4 at Soldier Field, Chicago, plus a date in Evanston, Ill., several Barnes-Carruthers fair dates, "Super Circus" August 8, and earlier Shrine dates at Madisonville, Ky., and Evansville, Ind.

Charles Underwood joined King Bros. as press agent recently after being delayed in disposing of his Macon, Ga., business. Charles Roarke manages the King Side Show. John W. Tiebor, sealions, is back from an engagement with the Atayde Bros.' Circus in Mexico and now is readying for his park and fair dates out of Tonawanda, N. Y. Ernie and Frieda Wiswell were guests of the Roland Tiebors at Tonawanda following the Buffalo Shrine date, where the Wiswells appeared with their comic car. They recently took delivery on a new truck. Tiebor has trained a new seal.

Milton J. Durham, Danville, Ky., city commissioner, hosted the Arnold Malesys and Mal Fleming, of the King Bros.' Circus, at the Beaumont Inn, Harrodsburg, Ky. Red Davis, Philippi, W. Va., visited Polack Eastern at Clarksburg and chatted with Poodles Hanneford. Larry and Mary Carlton, of the Kelly-Miller show, have a new truck, replacing a bus that required two motors for two jumps. Guy Smuck has the Kelly-Miller connection box. Evelina and Mark Snodgrass are visiting her mother, Mrs. Obert Miller, on the Kelly-Miller circus. Her husband, Bobby Snodgrass, now in the Army, will join in a few days. Syd Stevenson's new automobile was bashed up by a sideswiping truck recently. Tommy Thompson, Kelly-Miller correspondent, also reports that Terrell Jacob's lions had a fight and a young one was lost.

Herm Linden, Aurora, Ill., reports plans for an Illinois CFA meet have been postponed. Hans Dulle, CFA, caught Hagen Bros. in Jefferson City, Mo., and visited with the Harry Allens, Ed Parkinson and Bert Wallace. CFA William R. Boher, Fairfield, Ia., and his family caught Hagen Bros. at Fort Madison, Ia. (6). Jack L. Painter and Phil D. Phillips Jr., Spencer, W. Va., CFAs, caught Polack Eastern at Clarksburg. Otto A. Zange, McKees Rocks, Pa., has caught Hamid-Morton in three stands. Marvin Busch, Moberly, Mo., fan, was the subject of a photo and article in the Moberly newspaper ahead of the Hagen Bros. appearance there.

From Polack Western, Harry Dann reports that Joyce Ward joined for the season. Parley Baer handled San Francisco radio-TV as well as that in Los Angeles and that Justus Edwards garnered many newspaper breaks. The girls' dressing room gave stork showers for Brenda Brysch and Jean Jacobs. Harry Dann's mother is recovering from a serious operation. The San Francisco Show Folks gave a party for Polack people. Bob Nelson is adding a monkey to his pig act. Polack visitors included Count Popo DeBathe, Danny McAvoy, Everett Hart, Homer Goddard, Elaine Millar, Dolye Green,

Trader Horne, the Louis Goebels, George Emerson, Deep Sea Red, Albert Fleet, Chico Dell, Frank Phillips, Melvin Koonitz, Frank Moore, Pete Garey, Red Gates, C. P. Bacon, Tommy Hanneford and Bill Moore.

Polack Eastern's Henry Kyes writes that Gene Randow is off the sick list. Ev Howell has a new car. Sam Wardino is driving for Kyes. Pinky Madison has new wardrobe and June Madison is rehearsing the girls in a new medley. Joe Seitz had a skinned nose after taking a buster in practice. Lee Haskell rides overland on a new motorcycle. Benimo Bogino has beaten the flat tire jinx on his car. Ed and Rose Murphy had the Derby winner. Al Ackerman went to Cincinnati to visit his sister who is ill. Rose Harrison is expected back on the show soon and her daughter, Loni, is doing well after an operation. Tommy Bostock joined the Hannefords' act. Harold and Eileen Voise have a new TV. Roland Natal helps his dad during the act. The Gerald's baby is well again. Landon's Midgets have brought on their trailer for the season, and Mrs. Landon joined from New York. Guy Leslie, seal act, has gone to Atlantic City.

As the New York run ended and Ringling moved to Boston, Mary Jane Miller reported the Belvedere Hotel gave a party for troupers who stayed there, that the final week in the Garden brought rain and that the show arrived in Boston during a rain on Monday (10). Dolly Copeland celebrated a birthday with a party in New York. Charley Bell's dog, Peanuts, died, as did Fanny McCloskey's parrot, Smokey. The Rev. Ed Sullivan met the train in Boston and drove people to their hotels. Ruby Bundy hurried to a suburb to see a newly arrived grandson.

Visitors to Ringling included Natalia Tock Slaff, Dolores Baldwin Ketch and daughter; Dorothy, Willie and Renee Storey; Carl Pratt, Bill Day, Henry Van Loon, Ed Feldbauer, Sue and Frank Tezzano, the Everett Smiths and Joe Menchen. Daisy Doll celebrated a birthday. Pat Warner joined. Johnny Johnson, former trouper, entertained Albert White and friends. Charlotte Bell Kora came up from Sarasota for a few weeks' visit. Toni Scott's mother, Mrs. Martin, visited. Dick Anderson's mother visited in New York. Danny McCarthy has joined after being discharged from the Marines. Visitors included the Yanceys, the Jim Hoyes, Paul Lang, Glenn Cox, Nate and Muriel Eagles, Gordon West, Mary and Helen Jacobson, Kathy Kramer, Helene and Marcel Forgeur, Sally Borge, Lorraine Hammond, Betty and Elmer Santana and Eddie Callahan.

From the Clyde Beatty Circus, Correspondent Laurence Cross writes Priscilla Bejano celebrated a birthday with a party in the Side Show. Baby Estreleta and son, Pete, and Francis O'Conner joined the Side Show. The Clines and the Gallaghers have new trailers. Elizabeth Clarke spent a week visiting her brother, George Hanneford. Johnny Joenides is doing his act from a pedestal because of the cast on his fractured leg. Kay Francis Hanneford and Ida Mae Curley are doing lady principal riding in the big show. Ed and Virginia Vess, perch act, joined. Harry (Beef) Soble rejoined after a week's business trip. Paul Scott is in charge of the aerial ballet. John Staley served chicken in the cookhouse on Mother's Day. Cliff Daniels' sister and mother visited. Visitors included the Parley Baers, Bert Martin, Don Marcks, Don Francis, Bobby Kay, Chico Dell, Huey Kyle, and Jimmy and Alethia Eister.

Lou Nelson advises from Hunt Bros.' Circus that June Badger joined as animal dietitian and manager inside lecturer. Lois Stanley is back after surgery. Don Francisco scouts the countryside for botanical speci-

mens for his new home at Ranway, N. J. Luis and the Oliver Sisters played a Sunday date for a convention at Atlantic City. Show's cookhouse bell rings at 5 a.m. most mornings. Visitors included John J. Sauer, James Keegan, Frank Mulkern, Robert T. Lawrence; Vin Carey, magician who has caught the show annually since 1907; Dr. William Mann, Jack LaPearl, Tony and Clare Conaway, Ada Walleit and daughter, Harry and Charlotte Hunt Levine, Gayle De Riskie, Rudy Rudynoff and the Al F. Wheelers.

Fred Mullen has rejoined Clyde Beatty Circus, replacing Tommy Comstock at the calliope. Roger S. Brown, central vice-president of CFA, has been named head of publicity for the CFA convention at Jackson, Mich., June 24-26, reports Bill Montague, CFA convention chairman. Tom Walters, son of Mr. and Mrs. Neal Walters, Eureake Springs, Ark., and Martha Lynn Stone will be married June 6 at Star City, Ark.

Charles Dryden, veteran circus clown and performer, is in Sedgewick County Hospital, Wichita, Kan., and wants to hear from old-time troupers. He was last with Mills Bros. and began with med shows and mud shows of the 1890's. John Andrews has signed three Cuneo bear acts for Fort Worth and Houston Shrine dates this fall. K. E. Simmons, Fresno, Calif., visited with Harlan DeWitt, Vic Robbins and Clyde Beatty when the Beatty show played there. Paul Forester, with Rogers and Diano circuses in recent seasons, is agent for the Tommy Scott hillbilly show and passed thru Chicago recently. Tim McCoy, former concert feature and show owner, is star of a new series of films being offered to TV sponsors. Promotion includes mention of McCoy's stint with Ringling-Barnum.

Francis Brunn, juggler, was subject of a page spread in the roto section of The Springfield, Mass., Republican, Sunday (9). Same issue carried two pages of pictures of Roy F. Arnold's model circus parade. Tommy Rouse, former clown with Barnes, Floto, Morton and Beatty, is now a mail carrier in Arcata, Calif., and rated a recent picture story in The Sacramento Bee.

Kelly-Miller's correspondent, Tommy Thompson, reports that Gale and Skeel Dunbar have bought a new trailer and he has taken over as superintendent. That Whitey and Helen Haven left KM, where he was boss electrician, to take over the King Bros.' elephant superintendent post. Barbara Jane Miller has been ill. That business has been good, with big houses in Kansas towns. That visitors included Howard Suez and family, Ted LaVelda and Julian West.

Visitors on Hagen Bros.' Circus included Raymond Duke, Del and Babs Graham, Willie Rawls, the Floyd Bridges and Mary Ann Bridges, and the Christys, of Keokuk, Ia. Ringling's performance for New York orphans was given May 3.

Stanley W. Wathon spent several days in Richmond, Va., last week visiting his daughter and son-in-law at their trailer camp. After his return to New York and a quick check at his booking office, he took off for Boston to catch the Ringling circus in its showing there.

When King Bros.' Circus played Terre Haute, Ind., May 4, owner Floyd King visited quarters of John D. Wixom, wild animal dealer and exhibitor, and purchased some lead stock for delivery at Crawfordville. In Terre Haute the show had a straw matinee and a three-quarter night house.

AGENT WANTED

Due to disappointment, account of illness, would like to contact immediately capable Agent for Miller Bros.' Wild Animal Circus, featuring "Jessie," America's foremost trained and performing baby elephant; and presenting for the first time anywhere, under canvas, Rattlesnake Milking. Opening June 1 for a route of Celebrations and Fairs thru the Midwest. All new and flashy equipment. Contact quick. Write

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Nashville, Tenn.

AOW Racing Finals Go To Boulevard, Bayonne

ELIZABETH, N. J., May 15.—Boulevard Arena, Bayonne, N. J., has been chosen as site for grand finals of the America on Wheels chain's racing league, it was announced this week by Jack Edwards, AOW director of speed, who named June 5 as the date.

These finals will bring together the top four teams in AOW's Northern division and four from the Southern loop to vie for the championship trophy and awards for individual racing accomplishments.

Edwards said this week that it looks like the Paterson (N. J.) Arena, Mount Vernon (N. Y.) arena, Reading (Pa.) Rink and Boulevard Arena teams will represent the Northern division, with the Southern representatives to be

comprised of teams from National Arena, Washington; Alexandria (Va.) Arena, Bladensburg (Md.) Arena and Sinking Spring (Pa.) Rink.

A special gimmick in connection with the contests will be the award of goldplated mounted skates as merit trophies to men and women contestants who have never been absent, have no disqualifications and have the most number of win places in all events this season. These skates are being donated by Chicago Roller Skate Company.

Surprise of the May 8 Northern division contest held at Peekskill (N. Y.) Arena was the team representing that rink. Its success elevated it from the cellar into fifth place with a season's total of 54 points. Still leading the pack is Paterson (N. J.) Arena with 212 points, followed by Reading, 184; Boulevard, 144; Mount Vernon, 144; Capitol Arena, Trenton, N. J., 58; Peekskill; Florham Park (N. J.) Rink, 48, and Twin City Arena, Elizabeth, 48. Next contest will be held May 22 at Paterson.

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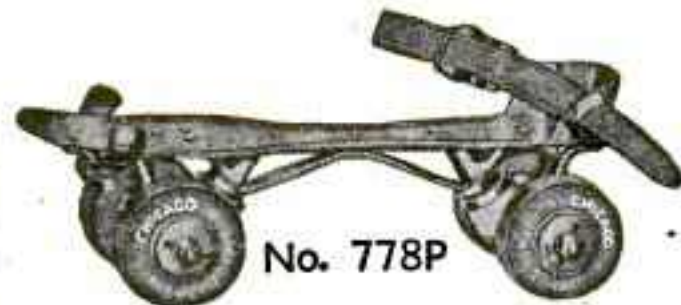
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GET ACQUAINTED

Special Night At Gay Blades To Hypo Biz

NEW YORK, May 15.—Lou Brecker, operator of Gay Blades Roller-drome, came up this week (starting May 17) with another bromide for box-office anemia at his choice midtown location. To hypo Monday night biz, traditionally poor in this area, Brecker is advertising a weekly "Get Acquainted" session with admission for this one night only slashed drastically to 50 cents. An extra bonus for skaters is included in the new "no tax" deal on admissions of 50 cents and under.

Gay Blades continues to feature voodoo play every Thursday night, another sickly one, with 20 prizes for winners in games that are spread over the entire session.

According to Brecker, his Get Acquainted bargain stands extra chance of becoming a click because most rollerries in the area are shuttered on Mondays. The Blades, completely air conditioned for summer operation, continues to operate on a seven-nights-a-week, 365-nights-a-year basis, with matinee skates every Saturday and Sunday and on most major holidays.

AMPUTEE USES ROLLER SKATES BEFORE MEDICS

ATLANTIC CITY, May 15.—An amputee demonstrated that training with roller skates can make a one-legged person as proficient as other with two to highlight the regional Chiropody Science conclave in the Admassador Hotel here last week.

Donald Kerr, executive director of the National Institute for Amputee Rehabilitation, started with a graceful ball-room dance. Dr. Ruth Strouser, Sunbury, Pa., was his partner. Then he put on roller skates and danced with Betty Lytle, one of America's foremost roller skating artists. He topped his performance with a regular badminton contest, playing against Ralph Davidson, the metropolitan champion.

Kerr, who was taught to skate by Mr. and Mrs. Edmund Young, at Ventnor (N. J.) Rink, performed before an audience that included 20 other amputees and several hundred foot doctors.

Richland Back on Job

HARTFORD, Conn., May 15.—Irving Richland, manager of Hartford Skating Palace, has returned to his desk following recovery from a back ailment.

Knoblauch Nixes Superlatives

Continued from page 83

releases by Knoblauch with full credit given the creating newspaperman and his paper.

Another first in circus press activities being put into effect by Ringling's new director of public relations is cracking the sports pages and columns. "This is an important segment of the press that has been overlooked," he said. "We plan to make tie-ups with sports events and figures," he explained.

More work is going to be done with the CFA (Circus Fans of America), numbering around 1,500 scattered around the country.

Build Friendships

"All in all," he said, "we are out to make more friends and increase interest. The public is more critical now than ever before. They don't fall for the old gags. They're interested in good human interest stuff."

Knoblauch is also aiming for circus representation at civic events in cities played and in establishing cordial relations with the clergy and with social workers in the juvenile delinquency, stressing the theme that the circus offers "good, clean entertainment."

News stories on performer's lives under the big top, showing the rigorous training schedules adhered to by the stars, are going out to show the public that circus people are no different than persons engaged in any profession.

Credits Father Sullivan

Knoblauch cited the good work done in this direction by Father Edward S. Sullivan of All Saints Church, Roxbury, Mass., national chaplain of the CFA, who has lectured and shown motion pictures before thousands in New England on the lives of the performers.

More activities of this kind of public relations are planned by Knoblauch in an over-all program designed to "win more friends and influence more people" in behalf of Ringling-Barnum.

There'll be no hiding of facts, unpleasant as they may be in the new public relations program of the big show, Knoblauch declared. "I don't believe in hiding news," he said. "When anything happens, the newspapers will get all the facts just as the event happened, and let the chips fall where they may."

Performers Happy

Since Knoblauch's policy of the winning friends kind of public relations has gone into effect, there is a marked show of enthusiasm among the performers and Side Show attractions. They feel they have been getting more play and more attention. Knoblauch spends most of his time with the performers, getting to know them personally, and digging out human interest stories

A fluent command of Spanish is helpful to him as many of the performers speak that language. As a foreign correspondent in Madrid for the past eight and a half years, he has a speaking acquaintance with many of the great circus acts of Europe.

Knoblauch wears tweed jackets and slacks. Looks like an advertising executive, avoids ostentation, speaks softly, uses no superlatives. His card is simple, white, with small engraved lettering. No pictures—no color. It says simply: "Ringling Bros. and Barnum & Bailey Circus, The Greatest Show on Earth, Edward Knoblauch, director of public relations."

R-B Hub Takes

Continued from page 83

nee picked up to a three-quarter house, and night was a half house again. The Big One hit its stride on Thursday (13) following the same trend as last year, and it was a sellout for the rest of the stand.

Heavy Advance

Heaviest advance sale in many years was noticeable at the ticket windows.

Lines were extended to the street below the Garden's box offices all during the first two matinees on advance sales. The special children's morning show window sale and the final Sunday (16) performance at 5:30 p.m. window-selling was heavier than anything circus ticket sellers had previously experienced in Boston.

The Hub, known to circuses as a "last-of-the-week town," proved true to form, and opening-day audiences gave no indication that a gross-breaking stand was coming in. However, circus officials, pepped up by the record-breaking New York gross, were keeping sharp tabs on the advance and were satisfied after the second day that the gross would be upped. Perfect weather after a 10-day rain greeted the Big One.

Routing has been made away from the industrial hard-hit cities of New England. In Connecticut, Big One is playing around Hartford and going to Bridgeport, Waterbury and Wallingford. Worcester, heart of Massachusetts's biggest county area and farm belt, has full employment and Springfield is in good condition.

Manchester, N. H., has been out for the first time in years, and no Maine dates are inked.

The switch this season on Eastern dates is New York State. Heavy emphasis is being placed on the New York territory, and towns that haven't had a Ringling billing for years are going to be made, it was said.

Mich. RSROA Studies Rink Capacities

DETROIT, May 15.—Additional rink requirements for the holding of State meets was the main topic of discussion at the Monday (3) meeting of the Michigan chapter, Roller Skating Rink Operators' Association, at Imperial Rink, Ypsilanti.

Resulting from the turnout at the recent State meet in Clawson, the discussion was primarily concerned with provision for adequate seating capacity. Agreement was made that hereafter an RSROA operator, in order to have the State meet at his rink, should have seating capacity for at least 700 people. According to the decision, a rink must be able to prepare for that capacity and be able to fulfill the required standards of the RSROA regarding floor space.

Michigan chapter officers, Mr. and Mrs. Newton Clark, were hosts at the meeting which also reviewed plans for the Great Lakes regional meet, to be held June 27-30 at the Rolladium, Pontiac, operated by Anthony Anselmy.

Philly Suburb For Parties

PHILADELPHIA, May 15.—Roller skating is being turned to as an activity for teen-agers in the Olney section of the city. At a meeting of the Olney Youth Council plans were made for a skating party for teen-agers.

Arrangements have been made for the first party to be held tonight at the Concord Roller Rink. Youngsters hope to schedule a series of such parties at the rink.

Hartford Skating Palace Offers 'Roller Follies'

HARTFORD, Conn., May 15.—Hartford Skating Palace's 15th annual roller revue, "Roller Follies of 1954," was presented Tuesday and Wednesday nights (4-5).

U. S. champion Edgar Watrous, Hartford, headlined the cast of 85, with direction by Ann and John Malazzo; costumes, Terri DePasquale, and music, James Morgan. State and regional winners participated in the hour-and-45-minute presentation.

The public skated before and after the show, with the rink open at 7:30. Regular admission scale was charged.

Midtown Names Queen

SAN ANTONIO, May 15.—Martha Nunnally has been selected as the 1954 Midtown Roller-drome queen. She will go to Fort Worth this month to compete in the State queen contest. Together with Jo Ann Sparrow, Sandra Brandt, Ann Scott and Mary Lou Dial, Miss Nunnally rode the Midtown Roller-drome's entry in a recent Fiesta night parade. The rink also had a group of skaters in costume in the entry.

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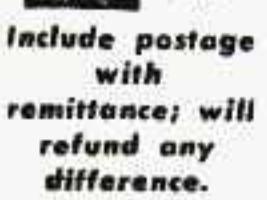
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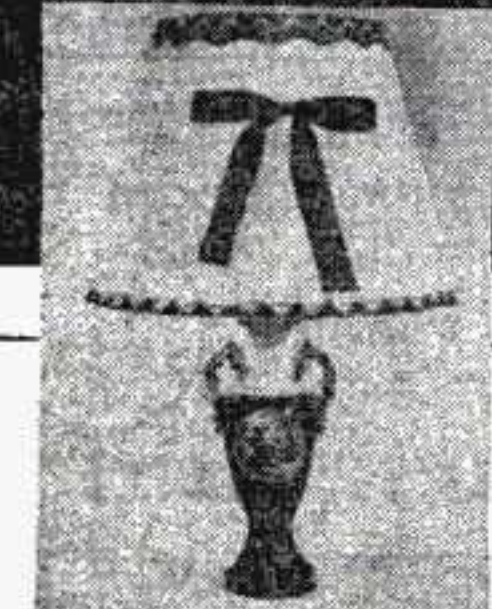
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RILEY'S TRICK & NOVELTY CO.
7909 Rhodes Ave. Chicago 19, Ill.

G & S Manufacturing Company, Nashville, reports that it has opened a branch at 1312 South Los Angeles Street, Los Angeles, to service Western customers. G & S manufactures and distributes the complete line of Little Atom guns and rifles, and all types of costume and souvenir jewelry. The firm also imports a complete line of toys and trick-joke novelties. The firm's new catalog is on the press and may be obtained from either the Nashville or Los Angeles office.

Thrifty Spray Shine is being introduced as the first of a number of Aerosol products by Continental Ventures, Inc., Detroit. The company is bringing out a line of some 15 items, to be introduced at intervals during the next year, especially for the demonstrator and pitchman methods of selling. Thrifty Spray Shine is a leather spray, used for purses, shoes and other leather goods, which provides an easy method of achieving a shine which will last about three weeks. The shine works by pressure controlled by the button-release. A patented flat fan-spray nozzle directs the fluid. It is said to be invisible on fabrics, clothes or rugs, and to be harmless to materials or hands. Items to follow, in spray-type cans, include a suntan oil and a paint remover.

Brian Fabrics, New York, large manufacturer of ladies' and children's scarfs, is featuring a souvenir scarf line of over 1,000 patterns. Patterns are vividly silk-screened in bright colors on water-repellent rayon challis with the soft hand of fine wool. Brian Fabrics also makes to order special patterns, imprints and designs. These scarfs are fringed and measure 36 inches square. In addition to the resort and souvenir line of scarfs, Brian is featuring a 24-carat gold name and initial imprint on a white with colored border scarf which is particularly attractive to the fair and carnival trade. The firm says that its satin damasks and florals, while flashy in appearance, are of high quality and extremely durable. Prices range from \$6 per dozen up.

The "Mad" Mogi Emporium, New York, is offering simulated shrunken heads as an addition to its line of horror items. These heads are sculptured and molded from rubber and are painted by artist Yoshi. Anyone desiring a shrunken head need only send in a photograph of the person whose head is desired and a facsimile will be made. Prices start at \$25 a head.

Pitchmen are urged to contact the Riley Manufacturing Company, Monrovia, Calif., in regard to its two items, a broom holder and a self-locking wheel block. The holder is precision made of quality steel and is mounted on the wall by inserting two screws. Each holder is individually polyethylene packed. Counter display cards with two dozen to the card are available. Also offered is a display demonstrator. The wheel block is described as a sure-fire item for salesmen calling on garages and service stations. It is used for safety in changing tires, making emergency repairs and hillside parking. It is individually packed in attractive printed carton and retails for about \$1.50. Joseph Lee, formerly with Abbott & Company, is now with Harry Selger Jewelers, Los Angeles. The firm handles quality merchandise for prizes and premium use.

Audio Electronics, Inc., Cincinnati, announces the Silver Dollar miniature TV antenna that replaces the unsightly rabbit ear-type aerial and is completely hidden from sight. A tiny disk with eight feet of thin wire, the device is said to give clear reception, reduce ghosts, snow, streaks, etc. It needs no adjustment or maintenance and never wears out. Fair-traded at \$2.49, it is said to offer a big profit potential and comes with money-back guarantee.

Optican Brothers, Kansas City, is offering dart balloons, ladies' aluminum idents, plush poodles,

plush bears and pennant canes to the trade. . . . Gellman Bros., Minneapolis, claim the greatest line of novelties ever assembled is illustrated in its new 1954 catalog. Altho the new catalog will not be ready until about May 15, Gellman urges that requests be made immediately for assurance of a free copy as soon as it is available. . . . Oak Rubber Company, Ravenna, O., is currently featuring Oak-Hytex crystal clear stripe balloons.

The Bava Company, Detroit, has introduced a special vitamin in the form of a capsule which keeps minnows healthy and vigorous. One capsule per gallon of water is said to keep minnows alive for 24 hours. Minno-Friskee is the name of the preparation which reduces minnow loss caused by lack of oxygen. Capsules are packed 36 to the bottle, priced at \$1.25. . . . A combination beach mat, stole and bathing roll has been introduced by Yorkville Craftsmen, Guilford, Conn. Measuring 18 by 68 inches and made of heavy white terry cloth, it contains flap pocket with snap in deep color and tying cords to match. It is enclosed in polyethylene plastic bag which may be used to hold wet bathing suit. It is also available with two diagonal pouch pockets. The firm has them priced at \$24 per dozen.

Any closet can be made into a "cedar closet" with a new aerosol product called Cedar Spray, introduced by Elmor, Inc., Minneapolis. Made from aromatic Tennessee cedar, the spray will cedarize closets, drawers, etc., thru the simple process of spraying the preparation by pressing the spray head. It will not harm fabrics of any kind but is death to moths, says the firm, which offers the product to demonstrators at \$1.39 a can.

Art Ross, New York, has introduced several new packages that are reportedly being well received. One, a 29-cent seller, is Bag Full of A-B-C Fun and includes a deck of funny animal coloring cards, box of crayons and zoo coloring book. Another, Fuzzy Fun, also selling at 29 cents, contains multi-colored chenille buds which twist into thousands of fascinating shapes. With it anyone can quickly create colorful animals, figures, etc. Ross also markets a series of five Hobby Shop sets (\$1 retailers) which contain 64-page books of hobbies and most of the needed materials.

The Bottoms-Up measuring caddy for kitchen, camping, picnic or bar is the latest product offered the trade by Dart Craftsman Corporation, New York. The product combines bottle cap opener, cork-screw, beer can opener and 1 1/2-ounce measuring unit. Retail price is 59 cents. Another firm product selling for 69 cents retail is the pocket or purse flashlight weighing only 1 3/4 ounces complete with two pen-light batteries and bulb. Styled in an ivory-tone styron case with top cap of bright translucent red, a flip of the light switch turns it on or off. The firm says it is ideal for home, office, auto, theater, etc.

Irving Richter, of Organization Services, Inc., Detroit, is featuring expensive-looking cast metal brooches in the golden days theme. One has a couple on an old-fashioned tandem bicycle. The other is an authentic reproduction of a 1903 automobile, complete with fringe on the top. Hand-polished in gold color, they retail at \$1 and sell to the trade at 25 cents, complete with locking pin and each handsomely carded.

Murray Sales Company, Los Angeles, announces publication of its 1954 catalog featuring costume jewelry, rebuilt watches, rings and other items.

Barney Joseph, of Joseph Bros., Chicago, has announced the purchase of many name brand watches. You will find such brands as Gruen, Elgin, Bulova, Waltham and others. These watches, according to Joseph, will be sold to dealers only at 75 percent below retail price on a first-come, first-serve basis.

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PIPES FOR PITCHMEN

By BILL BAKER

AS WAS INDICATED . . . in the Pipes column recently, Happy Heller, the Romeo, Mich., merchant, can wax pretty enthusiastic about the pecuniary possibilities of the pitch business. As a matter of fact, he exudes so much of it that some of it has brushed off on his wife. According to the Happy one's latest report, one day recently the little woman took over the perfume pitch while the old man dished out the coupons. Happy says she sold rings around him and, what's more, she loves it.

SIDNEY REINWASSER . . . recently visited the William Penn Auction Barn, Pittsburgh, which closed down when the Pennsylvania Turnpike was put thru, and reports that the Barn has opened again with a big addition to the parking lot. Joseph Taylor is the sole owner. The Allegheny Indians from the North Side of Pittsburgh are much in evidence, selling old-time medicine. Reinwasser, a veteran pitchman of the days when four pairs of hosiery were tossed out for a buck, is from the Philadelphia area. Other members of the tripe tribe seen traipsing around the terrain were Homer Ziegler, Mars, Pa., and Robert Rings.

GUS MILLER SR. . . . boss man of Miller's Wonder Store at 3801 Forbes Street, Pittsburgh, rated a front-page picture and story recently in a suburban paper, The Oakland News. All this came at a time when Gus, at 73, is celebrating the 44th anniversary of his store and is just about ready to retire.

A REPORT . . . has it that Mr. and Mrs. Bob Noell, of Noell's Ark Gorilla Show and more recently operators of a zoo in Tarpon Springs, Fla., in-

tend opening their outdoor season in the very near future. Incidentally, we haven't heard from Mrs. Bob recently on what gives with the zoo business.

JACK AND MARY ROACH . . . impresarios of novelty and standard acts, letter the following "We have closed our school dates after playing some 60 or 70 schools in North Carolina. Most of these are repeats from year to year, during February and March. We have just opened our outdoor season with a wrestling baboon show and business has been on the fair side. We would not advise any long jumps to make this territory however, because a lot of grief will be found with the readers and the hostile spots are increasing for the small showman and pitchman. Lots and corners are getting fewer and fewer for the boys however, when you can work there is no serious shortage of money. We run platform free acts, vent, magic, juggling and 16mm. pics. In addition to our magic book, oil and admission pitches, we also run a concession stand. Would like to read pipes from some old-timers in the business.

BETWEEN BURPS . . . in the beer that he was tossing off with his old friend, Blackie Shifflet, in a Harrisburg, Va. gin mill, Jack (Bottles) Stover postals that the time has come for him to shake the dust off his brogans and take to the road again. Bottles also reports that Little Ashby and Smokey Stover are making Johnstown, Pa.

THE DEATH . . . of old Doc Marshall has set many people to wondering as to what has ever become of Jack Pulaski Saunders. Jack and the Doc split time for an entire winter some 30 years ago in Virginia "court day" spots.



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SPOT SELLERS! VOLUME REPEATERS!

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PROMPT DELIVERY

Priced for BIG MARK-UP \$6 per doz., f.o.b. New York City. Minimum Order 1/2 Gross Ass'd. or Selected. SAMPLE ASST. 2 Doz. — \$13.50 Postpaid.

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VACATION VALUE!!!



* Sky Tripper "Sound Edge" series luggage set including 12" Train Case, 21" Weekend Bag and 26" Pullman Bag. Full rayon pocket in both Weekend and Pullman Cases. A startling value, styled & priced right. \$12.50 SET

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In 25', 50' and 100' lengths with new snap-off metal guard. Also 14 gauge 100-foot portable cables with armor reinforcement under neoprene jacket with female and male plugs. Also new economy flood lights with oil-proof cord and 9-inch reflector. Catalog available for all types of premium merchandise. Special prices for quantity buyers. We ship C.O.D., F.O.B. our plant. **KELLER PRODUCTS** 1209 S. Karlov Ave. Chicago 23, Ill.

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*** PLASTIC TOWELS KITCHEN GADGETS MOLIE GRATERS ***

For Fairs Including

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BRONZE WESTERN SADDLE HORSES

Height and Dozen Price:

10 1/2" 8 1/2" 5 1/2" 4 1/2" \$16.80 \$13.80 \$6.00 \$3.60

25% Deposit Required With Order, F.O.B. Chicago. Wholesale Only.

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AGENTS

"Sure-Fire" PROFITS CO₂ Rechargeable FIRE EXTINGUISHER

Cash in on this 5-Alarm item. Every family a potential sale . . . and 1/3 profit on each sale is yours! Brand new, complete with mounting bracket, the CO₂ extinguisher sells for a low \$6.95. We will back you with our tested selling methods, sales aids and protected territories. Write for information to Dept. B. **NEPTUNE TRADING CO.** 1413 Neptune Ave., Brooklyn 24, N. Y.

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\$7 BRINGS BACK \$55 New fast-selling signs for every retail store. 50¢ seller. Make easy money. 2000 slogans. No C.O.D.'s. 100 Ultra-Blue Signs . . . \$7.00 15 Shore Signs, 7x11 . . . 1.00 15 Religious Signs, 7x11 1.00 15 Comedy Signs, 7x11 1.00 **LOWY**, 812 B'way, Dept. 795, N. Y. 3, N. Y.

COMING EVENTS

Continued from page 69

Pennsylvania

Arnold—Old Home Week, July 11-17. Arthur F. Fleeger. Ebsensburg—Cambria Co. Am. Legion Celebration, July 5-10. F. H. Caravella, Box 294, Sunbury. Irvona—Old Home Week, June 28-July 3. W. E. LaSalle, Tipton. Mapleton Depot—Firemen Convention and Celebration, July 2-5. W. E. LaSalle, Saxton. Punxsutawney—Old Home Week & Firemen Celebration, July 5-10. Saxton—Saxton-Liberty Centennial, July 18-24. W. E. LaSalle. Sunbury—Fire-Police Celebration, May 24-29. W. E. LaSalle, P. O. Box 294, Sunbury. Tarentum—Pawntown Firemen's Fair, June 13-19. Frank L. Christy. Winburne—Clearfield Co. Firemen's Convention & Jamboree, June 7-12. W. E. LaSalle, Saxton.

Rhode Island

Cranston—Bicentennial & Industrial Expo. May 28-June 5. Arthur J. April, 19 Woodland, Pawtucket.

South Dakota

Bresford—Annual Horse & Buggy Days, July 2-3. Custer—Gold Discovery Days, July 26-27. Elkton—75th Anniversary Celebration, July 27-28.

Lake Andes—50th Anniversary Celebration, June 11-12. Lennox—Diamond Jubilee, June 22-24. Madison—Yankee Doodle Days, July 20-31. Marion—75th Anniversary Celebration, July 28-29. Menno—75th Anniversary Celebration, June 7-8. Moberg—Celebration, June 30-July 5. Paderborn—Diamond Jubilee, June 9-10. Pierre—Days of '81, June 14-20. Plainview—Shrine Circus, July 9-11. Watertown—Diamond Jubilee, June 20-26.

Tennessee

Union City—Centennial, June 20-July 3.

Texas

Brady—Jubilee, July 1-4. Joe Ogden. Fredericksburg—Race Meet, July 3-5. Wm. Petmecky. Navasota—Centennial & Watermelon Festival, July 3-5. L. O. Wallace. Ozona—Stock Show, May 14-22. Plainview—Pioneer Roundup, May 22. Ellen Ash. Phoenixville—Firemen's Fair, June 16-26. Ben Stevens. Stockdale—Watermelon Jubilee June 25-26. Winston Lorenz.

Virginia

Culpeper—Firemen's Festival, May 28-29. H. L. Hinton. Haymarket—Ruitans Club Rodeo, May 29. Sam Jones.

Washington

Spokane—Shrine Sports Show, May 15-24. Tacoma—Home Show, May 19-23. George Colours, 1103 1/2 Division St.

West Virginia

Sutton—Lions Club Celebration, July 5-10. M. V. Crislip.

Wisconsin

Oconto Falls—Jaycee Celebration, May 29. Radisson—Fire Dept. Celebration, July 3-5.

Wyoming

Casper—N. Platte River Races, June 4-8. Cheyenne—Cheyenne Frontier Days, July 27-31. Laramie—Jubilee Days, July 9-10. Lovell—Annual Regatta, May 23. Sheridan—Cowtown Hoedown, May 28-29.

CANADA

Calgary—Western Canadian Sportsmen's Show, June 1-5. Roy Lisogar.

New Brunswick

Woodstock—Old Home Week, July 26-31.

Ontario

Kitchener—Centennial, June 28-July 3. Toronto—Canadian Int. Trade Fair, May 31-June 11. C. C. Hoffman.

Saskatchewan

Saskatoon—Pat Stock Show, May 28-29.

30" GIANT PLUSH BEAR

Terrific value, asst. colors. 1 doz. . . . \$20.00 to ctn. still. . . . \$20.00

30" SUPER PLUSH BEAR New Vinyl Rubber painted nose. Asst. colors. 1 doz. . . . \$21.75 to ctn. . . . \$21.75

21" FLAPPER PLUSH BEAR New Vinyl Rubber painted nose. \$12.50 doz. in 4 doz. \$12.00 lots. . . . \$12.00

24" STANDING ALL PLUSH FRENCH POOLIE Long chain and collar. . . . \$24.00

Prices, Net F.O.B. N.Y.C. 25% deposit with order, bal. C.O.D.

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ALL ABOVE PRICES F.O.B., AMARILLO, TEXAS. WRITE OR WIRE

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. . . that has nothing to hide

A Man's Watch of Unmatched Quality! The transparent back allows a fascinating view into the Precision Movement of this 17 Jewel Masterpiece of Swiss Craftsmanship. Luminous Dial. Sweep Second Hand. Wide, modern Bezel. Suede Leather Band. Boxed.

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TOP BANANA HAT Specials

The best made hat on the market. With elastic bands for adjustable sizes. Large variety of colors and designs.

\$5.00 Doz. \$54.00 Gro.

SPECIALS

- Little OscarsGross \$ 6.00
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- 7" High Hat Feather Dolls Dozen \$1.50 Gross 14.40
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- #16 Paddled Mottled Balloons Gross 7.00
- #15 Mickey Mouse Balloons (Pioneer) Gross 8.00
- Tri-Motor Bombers, long sticks..... Gross 17.50
- New Plastic Whistling Birds, American made Gross 9.00
- Lancaster Batons with Bell and Tinsel Top Gross 14.00
- Swagger SticksGross 8.50
- Long Silk Lash WhipsGross 14.00
- 12" Fur Monkeys with Fex and Pipe Dozen 2.50
- 7" Fur Monkeys with Fex and Pipe Gross 9.00
- 4" Celluloid Badge Board Dolls.... Gross 8.50
- Necklace Beads, SlumGross 2.50
- 24" Spread Rayon Parasols..... Dozen 3.00
- 12" Celluloid Hula or Feather Dolls..... \$3.25 Dozen Gross 36.00
- American-made Flying Birds with Whistle Gross 9.00
- Pennant Canes, good grade..... Per 100 1.50
- Bamboo CanesGross 12.00
- Confederate or Pirate Flags, muslin, 12x18 Dozen 2.00
- Medium size Rubber Horses..... Dozen 3.25
- Rubber Squawking Animals..... Dozen 3.50
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- Darts, made in U.S.A.....Gross 15.00
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- Trading Cards, Baseball Players, Airplanes, etc.Gross 8.50
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- 4 Pont Pinwheels, beautiful colors...Gross 8.75
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THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET

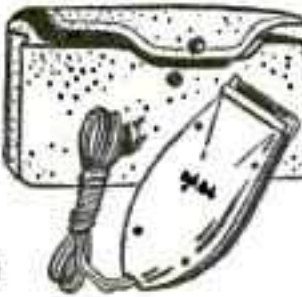


Consists of 4 card holders, secret pocket and Billfold all in one.

\$3.75 doz. \$42.00 gr.

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Ideal for Men & Women.
\$21.00 dozen
Sample \$2.00
With guarantee ticket and price tag.

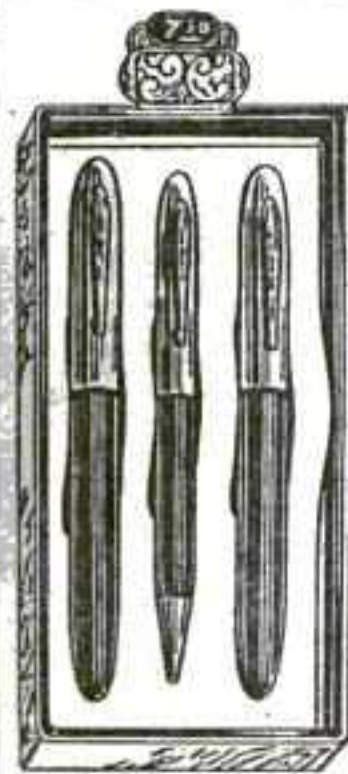


3-PIECE PEN SET

WITH METAL CAPS AND CLIPS

Consisting of ball point pen, fountain pen and pencil in beautiful box. Beautiful gold embossed \$7.50 tag comes with set.

\$4.50 per doz. \$45 per gr.



YACHT CAPS



Assorted sizes with any print.

Special Price

\$36.00 Gross Two Gross Minimum



CREW HAT OPERATORS

We have the best Crew Hats in the market. We guarantee them first quality. All these hats are made of the finest gabardine. They simply are beautiful and sell on sight.

Immediate Delivery

\$52.00 Gr.

WITH POMPONS, \$55.00 Gr.

The hats all have taped seams



Men's Full Size BLACK FELT DERBYS

With binding. This hat is now sweeping the country.

\$5.00 Doz. \$54.00 Gross

The New Sensational FUZZY WUZZY

CRAZY SHAGGY STRAW HAT



Made of woven straw in natural color. Sells on sight. 18" from brim to brim.

\$3.00 Doz. \$33.00 Gr.
Small Size, \$21.00 Gr.



NOW! NEW LOW PRICE FOR ALL HAT OPERATORS

LATEST CREATION

Checked be-bop hat with Pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.

\$4.00 Per Doz. \$42.00 Per Gross



LADIES' FELT PEAK HATS

With Pompons. Bright colors.

\$5.00 Doz. \$54.00 Gross

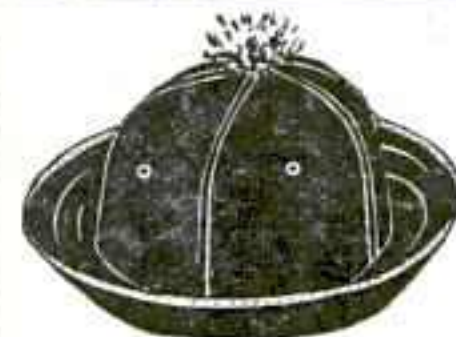
The Latest Craze



\$4.50 Doz. \$51.00 Gr.

AND ASSORTED COLORS

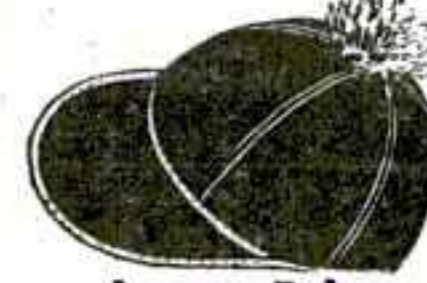
WHITE STRAW COWBOY HATS



FELT CREW HATS

BRIGHT COLORS. With trimmings and Pompons.

Gr. \$36.00



Large Felt JOCKEY CAPS

With Pompons. Assorted beautiful colors and sizes.

Gr. \$35.00



LADIES' GABARDINE PEAK HAT

With eyelets and cord, with button on top. Flashy number. Sells like wildfire!

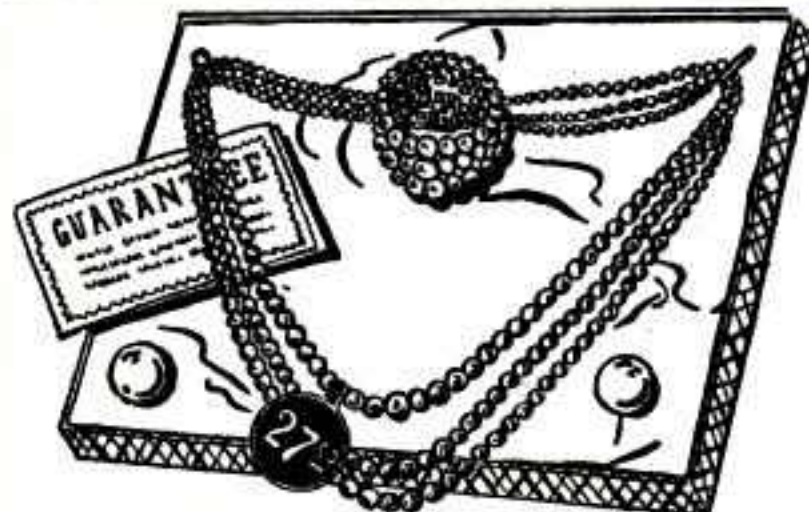
PRICE
\$5.75 Per Doz. \$65 Per Gross



KIDDIE FELT CAPS

With Pompons. Assorted sizes and colors.

Gross \$26.00



HARRIS TOPS THE FIELD PEARL SET

Sample \$1.50. Four sets minimum order.



BALL POINT PEN

These pens are first quality. Metal Clips. No seconds.
\$8.00 Gross



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In luxurious gift box consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.

\$7.50 ea. set—\$1 additional for samples



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\$1.25 Doz. \$12 Gr.



Mechanical Jumping Fur Dog

Very beautiful colors. Individually boxed.

\$2.00 Dozen \$18.00 Gross



Army Air Force SUN GLASSES

In beautiful leatherette case, gold finish frame and adjustable and flexible ear piece.

\$5.50 Doz. complete with case.

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Selling Like Wildfire!

Smallest lighter in the world. For Ladies and Men. Beautiful chrome finish. Limited amount.

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16MM "HIT" MINIATURE CAMERA

Complete with pigskin carrying case and strap

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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 2160 Patterson St.
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 Allen, Richard, License Plates, 5¢

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- Adams, Wm. P.
- Albanis, Joe
- Albani, Maurice
- Allegretti, Frank
- Allen, Ben H.
- Allen, Mrs. Dorothy
- Allen, Fred F.
- Allen, Ray
- Allen's Co. (Maureen)
- Ames, Edw. L.
- Ames, Geo.
- Anderson, Buster
- Andreano, Frank
- Andrea, Russell B.
- Annin, Ralph J.
- Are, Bill
- Ashley, Mrs. Helen
- Aston, Mrs. Marie L.
- Austin, Wm. Ray
- Bailey, Robt. J. & Ida
- Baldwin, Andrew
- Baldwin Chas. & Ruth
- Banger, Fred Eugene
- Barden Jr., LeRoy
- Barfield, Emmett & Mrs.
- Barlow, Chas. F.
- Barnes, Harold (Wire Act)
- Barnhill, K. & Ena
- Barnum, Theodore
- Barry, Martin E.
- Barth & Makor
- Barthelemy, Geo.
- Barthelemy, Maurice
- Barzee, John Henry
- Bay, Dick
- Beall, Mrs. Hiram
- Beck, Don
- Beck, R. E.
- Beckus, Walter
- Bellaw, Jim
- Bennett, Virginia
- Bergman, Lee E.
- Berman, Joe (Sen)
- Bernard, Wm. (Bill)
- Berry, Raymond Joe
- Berryhill, Leo
- Betka, Walter
- Bickford, Percy
- Bicknell, Thos. T.
- Billroy's Comedians (Mgr.)
- Bishop, Mrs. Sweetie
- Blair, Joe
- Blaker, Benton H.
- Blakely, Mrs. B. H.
- Blakely, Bob
- Bombino, Frank
- Booth, Betty
- Boudreau, A. A.
- Boyd, Roger E.
- Boynston, C. F.
- Brannon, Mrs. Eleanor
- Brantley, Joe
- Broadway, Ada
- Brooks, Mrs. Robt.
- Brown, Carl L.
- Brown, Danny
- Brown, Mrs. Toots
- Brownfield, C. E.
- Brumblow, Marvin
- Brubelov, Mrs. Vilcie
- Bryant, Tex
- Bryant, Tex (Thrill Show)
- Budd, Charlie
- Bundy, Mrs. Ann
- Burton, Howard B.
- Burton, Howard (Red)
- Butts, Bobby
- Byers, Mrs. Nettie
- Calver, Andrew
- Camerota, Frank
- Campbell, Levi
- Cantwell, Chas.
- Carey, R. J. (Cook House)
- Carras, Mrs. Rose
- Carson, Tex (Wild Animal Circus)
- Carton, Eddie
- Carver, Mrs. Frank
- Castle, Ada Christine
- Chilton, Robt. "Chief"
- Churchill, Clair
- Claburri, John P.
- Clark, Geo. Morton
- Clawson, Ralph
- Clay, Chas.
- Cody, Geo.
- Coleman, Robt. C.
- Colleen Jerry
- Comfort, Wm. Conway
- Conover, L. C.
- Conti, Fred
- Converse, Art
- Cooley, Joanne Marie
- Cooper, Noah
- Cook, J. M.
- Cowna, Wm.
- Crabtree, Harry E.
- Crew, Mrs. Theresa
- Cross, Frank
- Curtis, Dale & F.
- Danielson, Darrell C.
- Davis, Clarence & Mrs.
- Davis, Geo. F.
- Davis "Red" Dilly
- Day, Eidon
- DeBoid, Eddie
- DeLege, Tony
- DeLeon, W. A.
- DeLong, Geo. E.
- DeMitchell, Otto
- Dean, Marvin E.
- Dearo, Corinne
- Deason, Ione (Big Bend Show)
- Decker, Jos.
- Delano, Buddie J.
- Demetro, John Dutch
- Dernogo, Ann
- Dicker, Joe & M.
- Dickson, Harvey (Whale Man)
- Dietrich, Francis
- Dioune, Ed
- Dodds, Pvt. Thos. H.
- Donithen, Robt. J.
- Duchene, Lewis F.
- Dundee, Rickey
- Dye, Wm. (Hindo)
- Eagle, Nate
- Edwards, Mrs. Winnie
- Eisenberg, Abe
- Elman, Mrs. Mark
- Engerer, Capt. Ernest (Lion Trainer)
- Enneser, Roxie
- Ephriam, Peter J.
- Evans, Mrs. Annie
- Evans, Lee Barton
- Evans Mrs. Bill
- Evans, Les & Eunice
- Everling, Bob
- Farmer, Andrew L.
- Feldman, Hyman
- Fick, Cecil H. & M. J.
- Finegan, Thos. J.
- Flannigan, Mildred
- Flower, Mildred
- Firm, Vincent M.
- Fowler, Mrs. Loretta
- Fowler, Wm. H.
- Fox, Bennie
- Frank, Tamara
- Fraser, Mrs. Opal
- Fraser, James L.
- Friedenheim, Morris
- Friedrich, Eugene
- Gallagher, Chas. E.
- Gallagher, Mrs.
- Galpin, Earl & Mrs.
- Garratt, Mrs. John M.
- Garrison Wayne & Hattie
- Garvey, Bill
- Gates, Raymond (Red)
- Gawle, W. P.
- Gerstner, Edw. J.
- Gill, Frank Wm.
- Gilly, Ralph E.
- Girouard, Anthony
- Goldman, Mrs. Ray
- Golf, John
- Gorner, Cora
- Gray, Don
- Greeb, Walter
- Green, Mrs. Johnny
- Gregg, Dolores B.
- Griggs, Charlie
- Gross, Mrs. J. P.
- Hackett, Broffell & Taylor
- Halley, Edwin Newton
- Hale, D. D.
- Halla, Helnie
- Hall, Kennis Preston
- Halle, Robt.
- Hass, Chas.
- Hamilton, Linda
- Hannafus, Robt. E.
- Harkin, Howard
- Hardy, Luke
- Harris, Russell C.
- Harris, James & Margaret
- Harris, Manley S.
- Harrison, James E.
- Harrison, Geo. & Mas
- Hartwick, H. D. (Doc)
- Hatcher, Ward V.
- Hatfield, Joe & Mrs. Gene
- Haven, Whitey
- Hays, John A.
- Heath, Raymond
- Herman, Al H.
- Hermann, Mrs.
- Heron, Al (Whitey)
- Hick, Frank Henry
- Higley, H. G.
- Hildebrandt, Frank B.
- Hildebrandt, Ricky
- Hill, Mrs. Ralph C.
- Hillhouse, Griffin
- Hixie, Bill
- Hilliard, D. E.
- Himes, Vera L.
- Holder, Richard
- Holland, E.
- Hoover, Billy Gene
- Hoover, David C.
- Hornor, Marie
- Hout, Leon T.
- Hoxie, Bill
- Hoy, Mrs. Ophelia
- Humphrey, Jimmy
- Hunt, Leo
- Hunter, Harry (Tex)
- Jackson, Bobby
- Jackson, Richard M.
- Jacobsen, Jacob
- James, Jimmy D.
- James, Ray
- Jensen, Edmund Jos.
- Jewell, Chas.
- Jewell, Mrs. Chas.
- Jie, Wm.
- Johnson, Barney R.
- Johnson, Ronnie
- Jones, Curtis
- Jones, Curtis T.
- Jones, Miss Terry
- Joseph, Pete
- Kalder, Hazel
- Kalbaugh, O.
- Katzy, Sailor
- Keeler, Elsie & John
- Kellman, Bennie
- Kelleca (Kielca)
- Keller, Margaret E.
- King, Bill
- King, R. C.
- Kipp, Stuart W.
- Kirkwood, Eugene
- Kleban, Harry
- Knapp, Jim
- Knirk, John B.
- Kofron, Jack G.
- La Zeila, Aerial
- Lally, Ben
- Lally, Raymond B.
- Lambert, Barbara A.
- Lamb, L. B. (Shows)
- Lamb, Sam
- Lang, Mrs. Tom
- Lauther, C. J.
- Leahy, Buck
- Leake Jr., Raymond E.
- Leavy, Stanley
- Lee, Mary
- Leedy, Bob
- Leonard, Ruth
- Leroy, Mrs. Anna
- Levy, Joe (George)
- Levine, Max
- Levitt, Maurice & Mrs.
- Levy, Stanley
- Lewis, Frank J.
- Lewis, Jessie E.
- Lewis, Malcolm
- Lewis, Marvin
- Lewis, W. (Red Spot)
- Liedtke, Paris Martin
- Logan, Mrs. Fred
- Long, Paul C.
- Lovell, Jack
- Lybber, J. B.
- Leon, Leo
- McAlister, Tate
- McClain, Steve & Mrs.
- McClister, Bill
- McColeman, Clifford
- McCormick, Blackie
- McDermott, Bill
- McGuire, Jerry
- McHugh, Mrs. Jerry
- McLain, Mrs. Jerry
- Mabry, O. H.
- Mace, Herbert
- Mainus, Willard
- Maiman, M.
- Maitland, Mona
- Marks, Frank W.
- Martin, Charlie
- Martin, Kurt
- Mason, Harry W.
- Mattie, Floy R.
- Mauck, Joseph Barton
- Metcalfe, F. W.
- Metz, Mrs. Dorothy
- Meyers, Minnie
- Miles, R. O.
- Miller, J. C. (Cole)
- Miller, Ruth L.
- Mitchell, E. W.
- Mitchell, (Lawrence)
- Mitchell, Steve
- Moore, Al
- Moore, Harvey (Freckly) & Mrs.
- Moore, James T.
- Morro, Henry
- Moye, Mauric
- Moyer, Edward
- Murphy, Gloria Anne
- Murray, R. G. (Bob)
- Nelson, Jack
- Nichols, Tom M.
- O'Brien, Leroy (Whitie)
- Oechelle, Cliff
- Oechelle, Mrs.
- Olsewski, Chas. J.
- Osborne, John
- Pannebaker, G. D.
- Parao, Joe
- Parker, Bob
- Parker, Tamie
- Parker, John L.
- Parry, Mrs. Elizabeth
- Patrick, Judy
- Patton, Lloyd
- Patt, Thomas
- Paul, Baron
- Pearman, Mike & Mrs.
- Pease, Lucius D.
- Peck, Curt
- Pelton, Vera
- Peter, Frank E.
- Peterson, Mrs. Hazel
- Phillips, Goody
- Philmore, Eddie
- Pierce, Charles & Mrs.
- Pitchford, Walter
- Plas, Leona
- Porter, Florence
- Prosson, Sidney
- Price, Conrad
- Price, Faye
- Price, Mrs. Martha
- Queenberry, Cecil
- Raney, George
- Raymond, Charles
- Reddick, Johnnie
- Reed, James A.
- Richey, Jack
- Rieder, Lawrence
- Riffe, Lewis, Mrs.
- Roark, Chas.
- Roberts, W. L.
- Robinson, Jewel
- Robson, Robt
- Rooks, Mrs. Violetta
- Rumbles Rides
- Rubio, Sr., James
- Ryan, Mrs. Juanita
- Saunders, Mrs. O. B.
- Schenck, Jack
- Scott, Bobby
- Scott, Charley
- Scott, Frances
- Seavers, Roy
- Selzer, H. L.
- Seldman, Chas.
- Sellers, Jackie
- Shelly, Mrs. Robert
- Sierman, Joe & Claudia
- Simmons, Darline
- Silcox, Joe
- Simmons, Margaret
- Simmons, Thomas
- Sims, Orston
- Sirra, Mrs. Charles
- Smith, Dick & Doty
- Smith, (Unicyclist)
- Smith, Joe Floyd
- Smith, Mrs. Lonnie (Curly)
- Sneed, Sam
- Sonensen, Bill & Jean
- Spain, Buddy
- Spill Cloud, Chief
- Stack, Mack
- Stahler, Col. H. W.
- Stanfill, A. R.
- Stanley, Bud
- Stanley, Edward
- Star, Jeanette
- Stevens, E. A.
- Stevenson, John
- Stokes, Miller
- Stone, Jack
- Storm, Robert Allen
- Strub, Donald
- Striegel, Mrs. R. P.
- Sullivan, Bill
- Sullivan, Joe
- Sunbrock, Larry
- Sustanio, Anthony (Porky)
- Swanson, Lefty
- Swart, Ernest Benair
- Sylvester, Peggy
- Tate, Esale
- Taylor, Charles (Gig Show)
- Taylor, Orvel B.
- Terrill, Harry Ardell
- Terry, Glenn I.
- Thomas, Don
- Thomas, Mrs. Pauline
- Thundercloud, Chief
- Townsend, Cal & Mrs.
- Townsend, Lester
- Travis, Jimmie
- Vaday, John & Mrs.
- Vannmoerten, Richard
- Vannerson, Frank
- (W. E. Vannerson)
- Vaughan, Mr. Jean
- Vigus, C.
- Wagner, George
- Wandol, Johnny
- Ward, Carl
- Waters, Rufus J.
- Wayman, W. M.
- Weber, Chaita E.
- Western, Steve
- Westbrooks, C. A.
- Westmoreland, Melvin D.
- Wheeler, George
- White, Mrs. Pat
- White, Robt. S.
- Wilder, Paul E.
- Wilcox, Wm. F.
- Willander, John
- Williams, Brady W.
- Williams, Hen
- Williams, Lou
- Williams, Thomas H.
- Wilson, Willie
- Winters, Ruth
- Wolfe, Herman (Slim)
- Wojasiek, Bronislaw
- Wood, Frankie Lou
- Woods, Roy C.
- Wright, Ernie O.
- Yates, Elmer
- Yazvac, Mrs. Minnie
- Zimm, George
- Zinnl, Ralph
- Zorn, Martin

- Dillon, Mrs. Anna Lee
- Dixon, Earl (Oemie)
- Edgington, Cecil
- Edison, Brad John
- Elam, R. M.
- Faulkner, Mr. & Mrs.
- Finley, Evelyn Eddie
- Finley, Mr. & Mrs.
- Foley, J. E.
- Foucheaux, Douglas
- Fritol, Evelyn F.
- Fullwood, Eugene P.
- Garner, Lewis & G.
- Gee Gee's Club
- Gifford, G. F.
- Gilneas, Morris
- Goodale, Thomas
- Gregory, Dorothy
- Gregory, Robt. & D.
- Grubb, Mrs. M. E.
- Hall, Louis J.
- Hamilton, Whitey
- Hampton, Dudley
- Harris, Albert Julian
- Harris, Manual
- Harvey, John Pleasant
- Haywood, Lee
- Hennessee, John A.
- Hings, Mr. & Mrs.
- Hockett, Glenn
- Hunter, Roy
- Hyanes, Jim
- Hyland, Richard C.
- James, Dennis
- Jamison, J. C.
- Jennings, Harold F.
- Johnson, Mrs. Mary
- Joseph, William M.
- Kandel, Benjamin
- Kelly, Eugene
- Kenosian, Robert M.
- Kingsley, R.
- Klassen, Fred W.
- Klienck, Ray
- Knowles, Carl
- Kortes, Peter
- Lamb, Mr. & Mrs.
- LaRue, Mrs. J. C.
- Latimer, Leslie
- Lay, Waldo K.
- Leslie, Pete
- Lightner, Henry S.
- Little, Carl T.
- Llewellyn, John G.
- Lorenzo, Capt. Jack
- Lorenz, Slim
- Louden, Samuel
- Low, Mrs. Katherine
- Low, Albert
- McCarthy, Frank
- McDaniel, Norman L.
- Madison, Harry
- Martin, Sammy
- Martin, Tiers
- Melvin, H. D.
- Middleton, Betty
- Miller, Mrs. Adella
- Miller, Lloyd A.
- Miller, Paul Herman
- Milroy, Sid
- Mitro, Steve
- Moffield, James Dean
- Moore, Dinty
- Moore, Juanita
- Moore, Melvin
- Morano, Louis V.
- Morgan, Mrs. Mary
- Mayes, Margaret
- Murry, Tom
- Napier, Tex Allen
- Fullwood, Eugene P.
- Garner, Lewis & G.
- Nelson, Harold E.
- Nelson, James
- Nix, Chester
- Ogle, Douglas J.
- Parkhouse, John
- Perry, Marion
- Pierce, James S.
- Poole, Mrs. Forrest
- Qualls, Veotta Allen
- Rawlings, Lore
- Raymond, Mr. & Mrs.
- Ream, Mrs. E. L. L.
- Rector, Kenneth A.
- Reynolds, Peggy
- Ritchie, Kenneth Lee
- Roberts, Mrs. H. A.
- Rocky, Pretty Boy
- Robinson, Mrs. Frank
- Rollins, Jimmy
- Rosenfelt, Anita
- Rowe, Anne
- Rudd, Jack B.
- Ruddy, George
- Russett, Emil B.
- Sandusky, Durb
- Saunders, Orville
- Scott, John C.
- Shopley, Leonard L.
- Sokolowski, Peter V.
- Smith, William F.
- Spain, Jack
- Spencer, Ray
- Stanley, Mrs. Rose
- Stone, Babe
- Swan, Walter L.
- Tavelner, Forrest
- Thomas, Jack B.
- Thompson, Frank
- Thornson, Ronald
- Tipps, G. E.
- Turner, A. R. & Marie
- Wagner, Frank J.
- Wallace, Mrs. Sue B.
- Wallace, Johnny
- Ward, Mrs. Nellie
- Warren, Mrs. Robert
- Weather, Harry
- Webb, Mr. & Mrs.
- Webster, Mr. & Mrs.
- West, Ralph
- White, Worth
- Williams, Orval
- Williams, Ray
- Woods, Jack
- Woodward, Ted

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DELUXE QUALITY MIRACLE CROSS
 \$9.00 per dozen

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Set with finest quality rhinestones and baquettes. Rhodium and Gold finish. BOXED IN LUCITE DISPLAY.

We have Rhinestone miracle crosses in solid gold @ \$4.50 per doz. (boxed). Also these fine values at NEW LOW PRICES:

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- PIN AND EARRINGS SETS — \$4.50 per doz.
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- MEN'S, LADIES', BOYS' IDENTIFICATION BRACELETS WITH EXPANSION BANDS — \$5.25 doz.
- Rhodium, \$4.50 doz. Gold Plate.
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- Made of Tinted or Printed Material
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Crush proof, jumbo size, asst. colors—something different in leis one gross, \$7.25; five gross, \$35.00. 100 gross samples. Send for price list.

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 127 E. Main Alliance, Ohio

The Best Sales Boards and Jar Games
 Write for information and prices.

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NEW—NOT RECONDITIONED—17!

Full lever movement, shockproof, waterproof, anti-magnetic, dustproof, luminous dial, sweep second hand, genuine cowhide band. Beautiful gift box. Usualy \$39.95.

Ladies' Dress Watch by Benrus. R.G.P. case, yellow expansion bracelet, modern square dial. Beautiful gift box. Usualy \$39.95.

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 in six lots
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 in six lots
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SAVE \$36.00 ON EACH 12
IT'S NEW "SPILL-STOP" IT'S HOT
"MOONSHINE"—"FIREFWATER"—"WHISTLE-WETTER"

Triple plated, mirror chrome, dome liquor pourers. Stops pouring when finger is full . . . no more wasted liquor. Also available with "Scotch—Bourbon—Gin" imprinted. Beautifully gift boxed.

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 IN DOZEN LOTS

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Expertly rebuilt vacuum cleaners with all attachments. UNIVERSAL ELECTROLUX, G.E. and all others. These vacuum look like new, work like new, guaranteed like new.

Terrific Deal on New Sewing Machines.

DE SILVA VACUUM CLEANER CO., INC.
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Your Cost \$17.00
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Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag.

Height, 15 inches.

\$4.50 DOZ.
 Minimum Order.

Dart Balloons—1st quality . . . \$.75 gr.
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Airship Balloons—#1242 . . . \$4.50 gr.
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Lg. Stuffed Dolls, cellophane bag, 24" . . . \$ 7.20 dz.
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 Glamour Dolls, ass'd. colors 35.00 dz.

OPEN SUNDAYS TILL 3 P.M.
 25% dep., bal. C.O.D., F.O.B. Chicago

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ATTENTION! SENSATIONAL VALUE

Beautiful 3-piece set. Includes fountain pen, automatic pencil and precision ball pen. Metal cap. Assorted colors. Attractive box. Sample Set, \$1.00.

GROSS \$45.00
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 Orders filled the same day as received, \$ and 25% deposit with the order.

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 28 East 22nd St., New York 10, N. Y.
 Spring 7-7180

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ONLY \$6.75
 ASSORTED TOYS
 GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

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Dart Balloons . . . Gro. \$.75
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 Hawaiian Lei . . . Gro. 1.50
 Fur Monkey—5 in. . . Gro. 4.00
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 25% deposit with order, bal. C.O.D. Send for FREE C-54 Carnival Catalog.

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 SINCE 1909
 300 W. NINTH ST., KANSAS CITY 6, MO.

SPECIAL INVENTORY REDUCTION

Rubber Swimming Frogs and Snake Flowers, individually boxed, 12 to a carton, 75¢ per box while they last.

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- Alberta, Albert
- Andrews, Jack
- Authausen, William
- Beaman, Tex
- Bushette, Louise
- Clark, Eugene
- Fullwood, Eugene
- Haley, Rosalind
- Huston, Roland L.
- Jenkins, R. A. (Doc)
- Kraussner, Daniel
- Mitchell, John
- Mitchell, Steve
- Parks, Richard
- Russell, Bessie
- Simbol, Arthur
- Thompson, Robert
- Tobin, Hyman
- Wolf, William
- Wolfe, Herman (Slim)
- Young, Billy
- Zlotkovitch, Frank & Sallie

MAIL ON HAND AT CHICAGO OFFICE
 188 W. Randolph St.
 Chicago 1, Ill.

- Bailou, Charles
- Bainin, Robert K.
- Carson, Rex
- Colin, Henry
- Dancer, Tisa
- Fine, Mitzie & Murray
- Franklin, Phyllis
- Fullwood, Eugene
- Gulliford, Lloyd
- Huston, Donald
- Leung, Joe (Pee-wee)
- Model, Edward
- Myrick Jr., R. C.
- Neil, Edward Paul
- Obrien, Mr. & Mrs. Harry
- Orelup, Mark
- Page, E. (Shotgun)
- Potter, Henry
- Raynard, Mathew
- Reap, Joseph or Mary
- Rosenfield, Sol
- Simmons, Warren F.
- Sutherland, Eugene
- Trainer, Lon J.
- Willenman, AJ
- Wildinson, Esther
- Whyte, Carl

MAIL ON HAND AT ST. LOUIS OFFICE
 390 Arcade Bldg.
 St. Louis 1, Mo.

- Bazin, Dwight, 7¢
- Elder, Charlie, 7¢
- Kalser, Carroll, 7¢
- Forth, Stephen W., 7¢
- Weatherly, Harry S., 12¢

- Parcel Post**
- Ackison, James W.
 - Arlison, J. E.
 - Alman, A. J.
 - Ammons, Harold
 - Elmo
 - Asher, Wanda
 - Lybber, J. B. (Bubbles)
 - Baer, John (Dutch)
 - Baker, Mrs. D.
 - Barfield, Sally
 - Barker, Jim
 - Barnes, Lowell
 - Bateaux, L. C.
 - Bennett Jr., Mr. & Mrs. Joseph G.
 - Bennett, James
 - Bennett, Mrs. Thomas
 - Bentley, Claud
 - Bible, O. Roy
 - Bowbright, Bruce E.
 - Boone, Virgil W.
 - Boone, Sam
 - Bordeau, Mr. & Mrs. Pete
 - Borden, Ray
 - Boravold, Arthur E.
 - Boudreau, A. A.
 - Boudreau, Mrs. Gil
 - Boudreau, Mr. & Mrs. Pete
 - Bowlin, John F. & H. M.
 - Brook, H. R.
 - Brooks, E. L. (Red)
 - Brown, Royal T.
 - Buechling, William
 - Bumpers, William
 - Burke, Lloyd
 - Burleson, Gene
 - Burnette, Sally D.
 - Burnto, L. H.
 - Burton, Mr. & Mrs. C. C.
 - Caldwell, George
 - Caler, Gaylord C.
 - Calvert, Thomas
 - Campbell, William
 - Carey, Mrs. Ester
 - Carl, Robert
 - Carpenter, Clifford R.
 - Carson, Rex W.
 - Caswell, Fred
 - Chaffee, Mary H.
 - Chamberlain, Thomas D.
 - Chapman, Mrs. Alice
 - Chaisett, Ray
 - Childs, Mr. & Mrs. Donald
 - Chisholm, Dave
 - Christina, Sam
 - Clark, Buddy
 - Coghlan, Dick
 - Collela, Lou Joe
 - Colyer, Lorene L.
 - Conley, Mr. & Mrs. W. T.
 - Conlon, Pat
 - Conaway, Martin
 - Conlon, Pat J.
 - Cozart, John
 - Critzer, Walter
 - Curtis, Robert
 - Eugene
 - Cutler, Louis & Rose
 - Dallman, Walter
 - Dawn, Miss Goldie
 - Delph, Dewey
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(unless credit has been established)

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FREE CATALOG! PROFESSIONAL COMEDY MATERIAL! Every phase of showbiz introductory collection, including seven parodies, \$1. Sebastian, 10934-B Hamlin, North Hollywood, Calif.

LAUGH OUT LOUD—OR MONEY BACK! Ten "Laugh-Tested" Professional Comedy Scripts, only \$1 postpaid. The Comedians, 4632 Eighth, Philadelphia. je5

NEED COMEDY MATERIAL? Sock Comedians \$ 2.00
Emergency Lines 1.00
Niteclub Star Lines (1-6) 10.00
SHOW-BIZ COMEDY SERVICE
1613 E. 29 Street Brooklyn 29, N. Y.

AGENTS & DISTRIBUTORS

AAA WORLD FAMOUS PERFUMES

Reproductions of 5 costly French-type fragrances, individually gold boxed; \$1 sellers, cost you \$3 dozen, your profit \$9 every dozen. Mammoth Pressure Presentation Kit containing 3 thrilling fragrances in one fabulous gold box; \$3 sellers, cost you \$6 dozen, your profit \$30 dozen. See them yourself. Send \$1 for samples both prepaid to you, your \$1 credited first order.

"HUSK" O'HARE
5732 North Kenmore Ave., Chicago 40, Ill.

AGENTS—SELL RICH LOOKING 34x66 Imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs hooked carpet and Oriental patterns, sample \$1.25 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. my29

BEAUTIFUL "WESTERN PONY" STICK Horses; red, brown, yellow plastic heads, beautifully screened, reins, mane and jingle bells. "Kids love 'em"; send for jobbers prices. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. my22

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Tailored Earrings, asst. gr. \$18
Tailored Pins, asst. gr. \$18
Stone Earrings, asst. gr. \$18
Stone Pins, asst. gr. \$18
Stone Pin & Earring Sets, boxed dz. \$ 9
Bracelets, Round & Link, asst. gr. \$30
Sample prices. Send \$1 for samples both prepaid to you. No catalog. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.

ASSORTED EARRINGS DIRECT FROM manufacturer; gross, \$18; 3 dozen different samples, numbered and priced for resellers, \$6 postpaid; cash with order. Jacob Ind., 1715 E. Mercer, Seattle 2, Wash.

ATTENTION

WAGON JOBBERS, AUCTION SALE MEN

For merchandise at the right price when in Dayton visit our store and showroom.

W & J WHOLESALE CORP.

222 E. Third Street
Dayton 2, Ohio

BINGO BLOWERS—RETAILING \$150. SELLING out, \$45. A.C. Electric Balls, Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. je5

COMICAL AND PEPPY CARTOON GREETING Cards; fast sellers; send \$2 for two dozen, complete with envelopes, shipped prepaid. Eastern Novelty Co., 17 Durso Ave., Malden 48, Mass.

DECALOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line, salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

FAMOUS MFRS.' CLOSEOUTS

A beautiful assortment of stoned and tailored jewelry will amaze you. This is not slum jewelry. Send for Descriptive Literature. Tailored and Stoned Earrings, \$24 per gross; Cufflinks, boxed, asst. doz., \$3, \$4 and \$5; Neck and Earrings, boxed, \$9 per doz. 25c deposit with order, balance c.o.d. Order sample dozens at regular prices.

SAMUEL SILVERMAN & CO.
1820 Westminster St. Prov., R. I.

FAST SALES AND PROFITS WITH DECALS, Comic, Girlie, Souvenir Decals; also very witty plaques. Enclose 25c for generous samples. Rand, 187-04 Ludlum Ave., Hollis 12, N. Y. C. my29

INDIAN BEADWORK, COSTUMES, BEADS, Feathers, Moccasins, Wigs, supplies, buying direct from Indians; prices reasonable. Free list. Pawnee Bill's Indian Trading Post, Box 35-B, Pawnee, Okla. je12

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. my29

LADIES' FULL FASHIONED NYLONS, thirds, \$1.25 doz.; Pillow Cases, \$9.25 doz.; Chenille Bedspreads, \$36 doz.; 20c deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn. my29

LATEST RETRACTABLE PENS—\$19.50 gross; \$2.50 dozen, postpaid. Fully guaranteed; writes dry, won't smear; bankers approved. Stork Press, 1327 Southern Boulevard, New York 59, N. Y.

LIGHT REFLECTING SIGNS—RED HOT and sensible; 7x11"; illustrated, color blends; 2000 varieties; \$6 per 100, \$5 for \$1, or 10c for sample. Koehler, 335 Goetz St. Louis 23, Mo. my29

MAKE \$100 DAY SELLING NEW COLOR Filter Screens. Put your television in colors. Jobbers wanted. Contact Moody Supply, 3026 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017. my22

MAKE 80% PROFIT ON \$1 SALES—AMAZING automobile cleaner; your name on label; also polishes chrome. Free sample. Write Glazette Mfr., Box 572, Dayton, Ohio. my29

MIRACULOUS MEDALS, STERLING SILVER, small to jumbo sizes; sample with illustrations, 25c stamps. Unique Chain Co., 472-B Hendrix, Brooklyn 7, New York.

PEACOCK OR BASKET CHENILLE Spreads Double bed size; colors: rose, blue, aqua. gold or white, \$2.85 ea.; minimum order one dozen; 25c deposit, bal. c.o.d. or rated concerns shipped open. Textile Products Co., Box 3183, Charlotte 3, N. C. my29

A SALESMAN'S DREAM!

\$23,000 yearly, selling a home work program to "recession-minded" housewives eager to earn extra money in their spare time. Work by qualified appointments on day calls only. Big daily advance. A "Natural" for book, intangible and one-call Closer. L.W.L., Inc., 45 Clinton St., Newark 2, New Jersey.

PERFUMES—"LIQUID SACHET FLOWERS Hairstay" for grooming hair, 3 oz. bottles. Costs you \$6 dozen; sells for \$18 dozen. Patented. Perfumes: Oriental Bouquet and Iris Blue Flags. Costs you \$2.40 dozen; your profit \$9.60 dozen. Send \$1 for samples. Crowned Queen-a-Waters, Manufacturers, 22 Charlotte, Room 101, Detroit, Mich.

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QUALITY TIES—YOUR PROFIT, 189%. Catalog free. Loren Specialties, 4351-H Flournoy, Chicago 24, Ill. my29

REAL DIAMOND RINGS—SELL DIRECT. make big middleman's profit; no investment; experience unnecessary; free catalog, details. Gleanlight, 111P N. Columbus, Mount Vernon, N. Y. my29

RETRACTABLE BALL POINT PENS, BANK approved, \$3.50 dozen, 3 for \$1; retail \$1.50 each; 3 refills by Send cash, check, M.O.; no c.o.d.'s. Davis Co., Dept. B, 483 Clinton Ave., Brooklyn 38, N. Y.

SAVE DURING OUR GREATEST STOCK Reduction Sale on famous Watches, Diamonds, Pens, Jewelry, Shavers; wholesale only, terms. International, 611 Roberts, Portland, Maine. np

SELL \$10 OIL COLORED OR SILK FINISH enlargements, attractively framed from any photo, for only \$2.50. Big commission. Write White, Box 57, Levy Sta., No. Little Rock, Ark. my22

SLUM JEWELRY—EARRINGS, PINS, DIS- continued line. Below manufacturer's reproduction costs; \$8.60 gross, postage extra, cash with order. Debonair Manufacturing Company, 188 Whitmarsh St., Providence, R. I. np

\$29 STARTS FROZEN CUSTARD BUSI- ness, machine, etc.; find locations. \$100 daily; repeats; mix by mail, you retire. Tala & Co., 102 Franklin St., Worcester 8, Mass.

ANIMALS, BIRDS, PETS

AAA SNAKE DENS WITH PLENTY OF color and variety, \$25. Giant Anacondas, Young Spiders, Constrictors, Chinese Dragons, Tegu Lizards, Ocelots, Agouti, Coati Mundi, Paca, Capybara, Prehensile Porcupine, Jaguarundi, Grison, Tayra, Azaras Wild Dogs, Monkeys and Birds of all kinds for immediate shipment. This week's special: "Young Spider or Ringtail Monkeys, very active, 4 for \$100." Tarpon Zoo, Tarpon Springs, Fla.

ALLEN CAN SUPPLY ANACONDAS AT bargain prices; Indian Rock Pythons and Boa Constrictors, all perfect specimens; once-milked Rattlesnakes, \$3 ea.; Dens of Ross Allen's Reptile Institute, Silver Springs, Fla.

BABY PIGTAILS, \$55; RHESUS, \$30; Squirrel Monkey, \$22; Owl, \$25; White face, \$35; Cinnamon, \$32; Spiders, \$30; Marmosettes, \$25; Agoutis, \$25; Red Squirrels, \$15; Coati Mundi, \$30; Talking Mynah Bird, \$30; Bronson Tropical Birds, 169 Geringe Ave., N. Y. 33, N. Y. Phone Lorraine 9-0940. my29

BABY DUCKLINGS FOR CARNIVALS— Available now. Inquiries this season. Immediate delivery; \$25 per 100 postpaid. DeVries Poultry Farm, Zeeland, Mich. Phone 3054. if

BABY CHIMPANZEE—17 POUNDS, VERY gentle, friendly, wears clothes, ready for training. Harmon, 635 West Florence Ave., Los Angeles, Phone: Pleasant 30551.

BRAD BRADFORD

Box 475, International Airport
Miami 48, Florida (82-0414)

Complete \$50 "Star Den", harmless or Poisonous, only \$10 to everybody. New to Showmen and Marks. 12 pound "Earth Moving" POWERFUL Land Tortoise, \$6.50 ea. this week only. Thank you for the many SNAKE orders.

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoo, circuses throughout world. Marine Enterprises, Inc. Hermosa Beach, Calif. ly10

FEMALE POLAR BEAR, 16 MONTHS; male Grizzly 16 months; both guaranteed A-1 condition. William E. Green, Fairlee, Vt. my29

FOR SALE—LIVE ARMADILLOS, \$5 EACH; \$9 pair. Apelt Armadillo Farm, Salado, Tex. np

FRESH CAUGHT SNAKES, \$25 LARGE den; giant fresh water Turtles, \$35; Parrots, \$50; Chamelons, \$12 hundred; Alligators. C. C. McClung, LaPlace, La.

HEALTHY TAME BABY CHIMPANZES, wear clothes, drink from glass, \$600; two-year-old male, tame, healthy, intelligent, affectionate, \$800. Alita Wescott, 1008 Congress St., Portland, Maine.

MEXICAN SADDLES—COMPLETE FOR ponies, \$25. Laredo. Stamp for circulars. General Mercantile Co., Laredo, Tex.

NURSERY RHYME KIDDIE ZOO WITH animals; occupies 60x85 foot area; losing our lease, must be moved; very cute set-up; priced to sell. Box C-37, c/o The Billboard, Cincinnati 22, Ohio.

PEKIN DUCKLINGS—LATEST CONCESSION premium; just send route list, dates and number wanted; order direct from this ad, a card or letter will do; we'll ship anywhere, \$25 per 100, c.o.d. DeWitt's Zealand Hatchery, Zeeland, Mich. if

PEKIN DUCKLINGS MAKE BIG PROFITS for carnival men. Everybody from 6 to 60 will pitch for these cute yellow baby ducklings. Can supply immediate weekly shipments, \$25 per hundred. Write or phone us today. (Phone Vanue, Ohio 32A.) Free catalog. Hill Duck Hatchery, Box 115, Carey, Ohio. my29

SEVEN MONTHS MALE JAGUAR CUB, \$500, and other South American animals and birds. Write Importer, 6811 S. W. 81st St., Miami, Fla.

PLENTY HEALTHY SNAKES, ALL KINDS, also Armadillos, Alligators, Horned Toads, Guinea Pig, Parakeets, Coati Mundi, Monkeys, Wild Cats, Badgers, Red Fox Cub, Deodorized Skunks, Rabbits, Peafowl, black and white Rats, adult pair Pumas, white Fantail Pigeons. Shipping highest quality stock to shows for over forty years. Otto Martin Locke, phone 141, New Braunfels, Texas. my22

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WANT TO BUY ONE WHITETAIL DEER fawn. Fairyland Zoo, Box 4, Custer, South Dakota.

WE NOW HAVE AVAILABLE, FRESH OUT of the jungles, baby and young Chimpanzees priced from \$498 up. Tropical Hobbyland, 1525 N. W. 27 Ave., Miami, Fla.

YOUR EVERY REPTILE NEED FILLED— Dens, singles, tame snakes for dancers; exhibitors' specials; satisfaction guaranteed. Rattlesnake bonanza this month. Soco Reptile Garden, Waynesville, N. C.

BUSINESS OPPORTUNITIES

ALL SNOWBALL FLAVORS AND SUP- plies, \$8.50 buys Ice Shaver that shaves into paper cup with cups and flavors for \$1.00. Free catalog; cuffs \$2.50 to \$7.50. Free Illustrated catalog. Snowball Company, 9634-B Lemturner, Jacksonville 8, Fla. my29

DOLLAR-MAKER TIPS—GOLD MINE OF information; over 1,000 dollar saving tips; sources of supply, wholesale, free; \$2 refunded if unsatisfied within 5 days. Tom Keegan, Box 4383, San Francisco, Calif. my29

FINANCIAL SECURITY AND SUCCESS IN business. Is that what you want? Read this! It's true! Chances for wealth can pass you by unless you know a proven formula for success in business. It may take years or you may discover this vital information. Do you want the facts now? Do you want a key to financial success? It's up to you! Invest in success. Send today for complete principles of business success as we found them. Satisfaction guaranteed. Send \$5 cash or M.O. to Success Unlimited, Box 1045-B, Solvang, Calif. my29

FOR SALE—COSTUME RENTAL SHOP, San Diego, Calif. Large stock costumes, accessories, wigs; equipped sewing and laundry rooms; 5,000 sq. ft. floor space. Value \$35,000; make offer. Address inquiries to New York Costume Co., 1041 Seventh Ave., San Diego. je5

FOR LEASE—LARGE SWIMMING POOL, Concession Stands, Playground, Health Water, etc. Place well known. Tourist court optional; season just starting; big money maker! Contact Ben Rich, Frances Hotel, Atlanta, Ga. my29

MAKE MONEY AT HOME—SPARETIME, big profits, moneymaking opportunities galore; literature \$10 (refundable). Midwest Sales Co., Box 106-B, Nevada, Mo. my22

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

PAINT YOUR OWN SIGNS—SAVE \$\$\$. Anyone can do professional work using our new patented "All-in-One" Master Letter Patterns; letter windows, buildings, trucks, banners; make and sell plywood letters and numerals, any size; complete set with instructions, \$1 postpaid. Evely Co., Box 583, Newton, Iowa. my29

PUT YOURSELF IN BUSINESS SELLING silk, pure silk; women have always liked it, and buy the year around; comes in 50 yd. pieces at \$2.80 per yard; postpaid; you can order one yard for \$3.50 (only once) to show prospects. Send cash, check or money order to William Haskins, 1003-A Buchanan St., San Francisco, Calif.

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START VENETIAN BLIND LAUNDRY— Profitable, lifetime business; new machine free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. my29

TRY THE RICH SOUTHWEST—ADVER- tise 24 words in five big Southwest Sunday newspapers, \$8.76. Circulation 694,000. Penebaker Advertising, Kerrville, Tex.

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Manufacturer and distributor of toys, games and novelties wants new items for exclusive production or national distribution. Items may be new and different, preferably patented.

Box C-46, c/o Billboard,
Cincinnati 22, Ohio.

FOOD AND DRINK CONCESSION SUPPLIES

PRE-POPT POPCORN "READY TO EAT," shipped everywhere. New popcorn machines, warmers, supplies, caramel corn wheels. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. my29

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AMAZING PATENTED CARBURETOR OB- tains 150 miles per gallon (Ford V-8, steady fifty m.p.h.); diagrams, proof, \$1. Carburetor Research, Asbury Park, N. J.

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Service you can depend upon. All items stocked for immediate pick-up. All orders shipped same day as received. Appliances, Housewares, Radios, Cookware Sets, Toilets, Vacuum Cleaners, Lamps, Electric Fans, Clocks, Watches, Jewelry, and many, many more—over 1,000 items!

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100 Feet of 48 - 12" x 18" Pennants
All-Weather Durafilm Only \$6.00
Money refunded if not satisfied.

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EXTRA SPECIAL DEAL

Bulova, Waltham, Elgin, \$9.95
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For agents and women, new model cases and dials. Reconditioned and guaranteed like new.
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Save \$15.40 on This Deal
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Watches and 6 5/8" Bands to match. All for **\$50**

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Wholesale only, 25% with order, balance C.O.D.—5-day money-back guaranteed if not satisfied.

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2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
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<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Automobiles, Buses, Trucks	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Formulas	<input type="checkbox"/> Personal
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Printing
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MIRACLE CROSS

When you place the center to your eye you can see the **LORD'S PRAYER** clearly and distinctly.

A REAL MONEYMAKER

2999-N. Set with 12 brilliant cut stones. Chain and Cross in beautiful nickel silver finish, soldered links.

\$4.25 Doz. **\$48.00** Gross

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You Can't Beat BRODY for Merchandise

We Carry a Complete Line of
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Deposit with order, balance C.O.D.

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MUST SACRIFICE 60" SEARCHLIGHT, need room. Tunnel Machinery Exchange, 333 Canal St., New York City. Canal 6-9451.

PORTABLE SKATING RINK, COMPLETE, 40x92, maple floor, 100 pair skates, etc., \$3,000. Paul McGannon, Rt. 1, Tyler, Tex. my22

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BUILD KIDDIE RIDES FROM TESTED plans: Airplane, Auto, \$100 Chairplane, \$5 each; Ferris Wheel, \$8; Free 43 Plan Circular, Brill, Box 875, Peoria, Ill.

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HAMMOND ORGANIST AND PIANIST— Have entertained on radio, in leading hotels, cocktail lounges, and resort areas in Indiana and Wisconsin. Contact Rosemary Dunaway, 546 W. Dr. Woodruff Pl., Indianapolis 1, Ind., for wonderful entertainment; can travel after June 1st. Desire steady employment the year round; son, age 11, accompanies me summers.

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PIANO MAN—AVAILABLE IMMEDIATELY for small commercial unit; South only; unions; give details. Jimmy Moore, 459 So. McDonough, Montgomery, Ala.

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TRUMPET—CIRCUS OR LOCATE. ALSO play bass or snare drum; union. William F. Brooks, 322 West Magnolia St., Lakeland, Fla.

YOUNG LADY, TALENTED ORGANIST— Desires position only in Class A lounges and hotels, especially interested in summer resort hotels and lounges; can sing also. Box #C-39, c/o Billboard, Cincinnati 22, Ohio.

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German Coin Trade Booms; 3,000 Jukes on Location; Triple '53 Total

Hamburg Expert Here to Study Industry; Healthy W. Germany Economy Aids Exports

NEW YORK, May 15.—The German coin machine industry, particularly the juke box segment, is experiencing the greatest boom in its history, according to Dr. Werner Hillert, of the Hamburger Automatengesellschaft, Hamburg, Germany. Dr. Hillert is making a two-week inspection tour of the American coin machine industry on behalf of the German organization which represents leading manufacturers, operators, distributors and importers in that country.

He pointed out that there are now nearly 3,000 juke boxes on location in West Germany, three times as many as there were a year ago at this time. Moreover, he predicted that the figure at the end of the year would crowd 7,000.

Economy Healthy

The coin machine boom reflects general economic conditions in West Germany, Dr. Hillert said. He pointed out that while dollar shortages have stymied U. S. coin machine imports to most European nations, the German economy is healthy, with sufficient dollars available for the purchase of American games and music machines.

While most juke boxes are

U. S. Seeburgs, Wurlitzers, AMI's and Rock-Olas, two German manufacturers have entered the automatic music field. They are Bergmann in Hamburg and Wiegand in Berlin. The former firm plans to make boxes with capacities of from 20 to 60 records, while the latter will make a 20 player. Neither firm, tho, has started production.

Dr. Hillert feels the juke box industry has a healthy base in Germany. For example, the operators, distributors and manufacturers are bound together in a closely knit national organization, all factions co-operating for their common good.

The degree of co-operation (Continued on page 100)

United Bows Ace, Rainbow, New Shuffle Games

CHICAGO, May 15.—United Manufacturing Company shipped its distributors two new six-player shuffle games, the Ace and Rainbow Shuffle Alleys.

Both games have a novel master frame and high scoring in all frames, with the Ace model including a triple match feature.

Billy De Selm, sales manager, said the new games have single, double, triple, quadruple and quintuple scoring from the first frame thru the fifth frame with the sequence repeated from the fourth thru the tenth frames. Scoring in these frames is 30 for a strike, 20 for a spare, 1-9 for a blow, with scores doubled, tripled, etc., according to the particular frame.

The new master frame comes into play after the tenth frame and scores 500 for a strike and 300 for a spare. The games have four scoring reels for each player. The triple match Ace model features a match number and a star with a lighted clover, and is available with a free play arrangement.

Both the Ace and the Rainbow are available with regular or three-for-a-quarter play, and in eight or nine-foot lengths.

Riteway Ships 3-D Theaters To Germany

NEW YORK, May 15.—Nat Cohn, head of Riteway Sales here, said his firm is now shipping 3-D Theaters to Germany thru Nova, a European coin machine importing firm.

Cohn said that a substantial South American and Mexican market in the 3-D units is being built up, with Mexico City hotel lobbies proving excellent locations for shots which would be considered somewhat daring in many U. S. locations.

He added that two 3-D Theaters have been placed in Philadelphia's 30th Street station and that Army camps are proving good locations.

Chi Decision Near In Pinball Hearing

Plaintiffs File Amended Complaint, City and Police Dept. Reply Due May 17

CHICAGO, May 15.—The movement to legalize pinball games proceeded this week when counsel for local coin machine operators filed an amended complaint in Superior Court Wednesday (12).

An answer to the amended complaint, due May 17, was being prepared by William Kafka, assistant corporation counsel.

The first hearing in the case, Nelson vs. the City of Chicago, was held May 7, when Judge George M. Fisher heard a suit for a temporary injunction against the city and the police department acting under Chicago's bagatelle ordinance. At that time both parties were told to submit briefs and return in 10 days for further hearing (The Billboard, May 15).

While the pinball industry awaits developments in the suit, manufacturers pondered the long-range effects of a possible lifting of the ban on pinball games, and distributors have been holding on to and building up their stock of games.

The plaintiffs in the case, Nels A. Nelson, Elmer Larson, James P. Garrity and Ray Nicolet, submitted the amended complaint, excerpts from which, including quotations from the statutes and bagatelle ordinance, follow:

That the Legislature enacted an amendatory provision to Section 341 of Chapter 38 of the Illinois Revised Statutes which amendment was approved July 7, 1953, and reads as follows:

"Whoever, in any room, saloon, inn, tavern, shed, booth or building or enclosure or in any part thereof operates, keeps, owns, rents or uses any clock, joker, tape or slot machine or any other device upon which money is staked or hazarded or into which money is paid or played upon chance, or upon the result of the action of which money or other valuable thing is staked, bet, hazarded, won or lost, shall upon conviction for

the first offense be fined not less than one hundred (\$100) dollars, and for a second offense be fined not less than five hundred (\$500) dollars and be confined in the county jail for not less than six (6) months, and for the third offense shall be fined not less than five hundred (\$500) dollars and be imprisoned in the penitentiary not less than two (2) years nor more than four (4) years.

"A coin-in-the-slot-operated mechanical device played for amusement which rewards the player with the right to replay such mechanical device, which de-

(Continued on page 111)

S. A. Coin Interest Up Despite Op Problems

Games, Jukes Gain Altho High Tariffs, Credit Restrictions Slow Progress

LOS ANGELES, May 15.—Coin-operated amusement games, vending machines and juke boxes are gaining in popularity in Peru, Colombia and Ecuador, but the operators also have their problems of sales to locations, high tariffs and credit restrictions, Joseph Duarte, export manager for the Badger Sales Company, said upon his return from an extensive tour of those South American countries.

Duarte declared that Peru is an attractive market for American products because the country is now enjoying political stability under the liberal regime of General Odria. The new government, he added, has abolished import licenses and exchange controls so importers can buy from the outside without too much red tape.

Coin machines, however, are assessed a stiff import duty which comes to about \$1 per kilo. This means that the average juke box would be taxed almost \$200 and pinball games \$100 each.

The tax often amounts to more than the cost of the used equipment imported.

CHI COIN WINS FOUR STRAIGHT

CHICAGO, May 15.—Chicago Coin Machine Company's softball team went on a rampage at Horner Park last week, trouncing the United Manufacturing crew 18-6 and 15-6 in games played May 6 and May 12.

This ran the Coin club's victory string to a full four games, with the two victories garnered recently from Gaetner Manufacturing Company. The squad is challenging all comers in the industry.

INT. MUTOSCOPE SIGNS ANIMATOR FOR 3-D SERIES

NEW YORK, May 15.—The International Mutoscope Corporation here has commissioned Paul Satterfield, prominent cartoon animator, to do a series of cartoons for use in Mutoscope's 3-D machines. Satterfield's works may be seen in motion pictures and on television.

The agreement calls for Satterfield making several series of fairy tales, cowboy stories and comics in color for Mutoscope's exclusive use.

Mutoscope has also made arrangements with puppeteers for fairy tale, space travel, cowboy and Indian and religious series.

Gottlieb Ships Haw'ian Beauty, New Five-Ball

CHICAGO, May 15.—D. Gottlieb & Company this week shipped to distributors a new double award five-ball game, Hawaiian Beauty.

Dave Gottlieb, owner, said the new award feature in the fast action game allows the player to reap double replay awards when two coins are inserted at the start of the game.

Hawaiian Beauty has three bumpers, two kickers along the side of the playfield, and two button-operated flippers. Replay and high scoring is featured, with special skill holes lighting roll-overs for replays. A bottom roll-over lights point bumpers for super scores. Hitting numbers 1 to 5 additional times lights roll-over buttons for super scores, and holes and contacts for specials.

Gottlieb is still in production on another five-ball game, Jockey Club.

N. Y. Coin Assn. Listings Now at 2,800 Mark

NEW YORK, May 15.—George Ponsler, head of the Associated Amusement Machine Operators of New York, said this week that the organization currently has 2,800 amusement games listed, an increase of about 600 over the total of a year ago.

Ponsler said that game collections are trailing what they were a year ago, but he added that they have gone up here during the last month.

Despite decreased takes, Ponsler pointed out that there are many potential buyers, but few willing sellers of routes. It has been suggested that this situation prevails because, with lower takes, it requires more locations to do the same amount of business than it did previously.

Hence, with virtually all locations already established as stops, the only way an operator can get back to where he was, or improve his lot, is to buy a route from his competitor. The only catch is that the competitor has the same idea.

Exhibit Ships New Vacuumatic Card Vender

CHICAGO, May 15.—Exhibit Supply started shipping a new Vacuumatic card vender which, according to Art Weinand, vice-president, insures card delivery regardless of variations in card stock.

Two steel compartments hold 1,500 cards which are vended from the top by a suction cup device with an "Honest John" switch. This repeats its operating cycle until a card is delivered.

In addition to the new delivery principle, greater card capacity and the positive delivery, the vender features a 26-card display panel, a visible operating mechanism, visible stock control system, slide-out units for front-door servicing and a drop-slot coin chute which is convertible for 1-cent or 2-cent operation.

Exhibit announced the first official showing of the new vender at the National Industrial Recreation Association meeting at the Morrison Hotel here, May 24-26.

Detroit Shuffle Group Holds City, State Tourneys

DETROIT, May 15.—Shuffleboard activity reached the peak of interest for the year this week, with the Detroit City Championship playoff series starting on Tuesday (1), and the State Championship Tournament opening Friday (14).

The State Tournament was scheduled for the entertainment (Continued on page 111)

ELECTRIC BRAINSTORM

Ride Outside Variety Store Ups Take 50%

JENNINGS, Mo., May 15.—Here's an idea which the amusement machine operator and location owner can put to mutual benefit.

When W. & B. Distributing Company, kiddie-ride operators of St. Louis, placed an electric horse ride in the Ben Franklin Variety Store on West Florissant Avenue here, location owner Frank Murphy wasn't altogether pleased. The ride took up a large amount of space and was responsible for a constant crowd of youngsters underfoot during the busiest part of the day.

Seeking to solve the problem and loath to give up the revenue, which the kiddie ride was producing, Murphy was seized with a "brainstorm." Why not, he asked himself, take advantage of the broad sidewalk in front during good weather and allow youngsters to enjoy themselves on the mechanical horse without interfering with business.

Consequently, Murphy moved the horse outside, checking, of course, with W. & B. Distributing Company first to gain permission. The results have been little (Continued on page 95)

WITH ACCENT ON VARIETY

Arcade Op Stresses New Machs., Upkeep

LONG LEACH, Fla., May 15.—Complete replacement of all but the sturdiest of games each season, plus an exhaustive maintenance program, has spelled success for Guy Churchwell, operator of the Long Beach Arcade here.

Churchwell, who started out as a phonograph mechanic and gradually became an operator in his own right, has the concession for the Beach House at Long Beach, some 12 miles west of Panama City, Fla. The Beach, advertised as having "the whitest sand in the world," is several miles long and has become a "summer Miami,"

attracting better than 200,000 visitors during the summer months.

In addition to the attraction of the glittering blue Gulf of Mexico, Long Beach has built up a casino, restaurants, motels and beach cottages, which are convenient to such large cities as Atlanta, Birmingham, Montgomery, Ala., and Memphis.

Churchwell went into extensive Arcade operation more than five years ago, after a similar length of time as a mechanic for a vending and amusement machine organization. From the outset, he (Continued on page 95)

RIDE BATTERY IN DEPT. STORE SPELLS SUCCESS

ST. LOUIS, May 15.—Here's an unusual application for kiddie rides which has been parlayed into a steady stream of dimes at the Famous-Barr Company's St. Louis department store.

In a cleared center aisle space near the toy department, Famous-Barr has installed a battery of kiddie rides (supplied by various coin machine operators in the area) which include a Flying Saucer, Bucking Bronco, Space Ranger and Merry-Go-Rounds.

These are located immediately at the head of the store's busy escalator, where they are bound to catch immediate attention.

The important service which this arcade-like battery of kiddie rides provides for the St. Louis department store is "giving mothers a chance to park the youngsters" while shopping for toys, according to a Famous-Barr spokesman.

"A lot of parents enjoy buying toys as surprise gifts for their youngsters, and are invariably non-plussed as to what to do with them during the actual toy purchase," it was pointed out.

"Our solution, of course, is to encourage mothers to turn their youngsters loose in the collection of kiddie rides, which will keep them avidly occupied during the entire time."

The rides are serviced regularly twice a week, and, inasmuch as Famous-Barr is one of the busiest department stores in the Middle West, they are changed consistently as new types of machines are introduced. The store's toy business has been substantially benefited, according to the Famous-Barr executives.

SA Coin Interest

Continued from page 94

tion, but once the practice starts it will be almost impossible to stop. Firms with ample capital who can carry paper for 18 to 24 months dominate the coin machine import field. Bank financing is not available. Importers are naturally anxious to obtain credit from their suppliers in the States to lighten their own credit burden. Credit terms will play an increasingly important part in the development of export sales to South America."

In Ecuador, Duarte found only a few pinball games and Arcade pieces. They were on location in the American Park in Guayaquil. None was found elsewhere, and this export manager sizes the country up as a small market.

Commenting on this market, he declared, "A few phonographs are imported. The duty is prohibitive. One of the most progressive importers is bringing in a few games to try them out in Guayaquil. Because of the high duty the market can only take used games at less than \$100 each."

Competition Keen

In the juke box operating business in Colombia, the competition is keen, Duarte revealed. Importers here are selling on long terms with as little as 5 per cent down with the balance in 24 monthly payments. He explained that previous restrictions on imports have been lifted so the market is wide open but profits on sales much lower. This, he continued, has prompted a few of the larger firms to withdraw from the business, but juke remains extremely popular and the demand continues high for both new and used models.

Games have not yet been imported here to any extent, Duarte disclosed, because of high duties and other problems. Several firms, he found, are studying the possibilities of game operation, and pinballs may soon be introduced. Duties and taxes on imports of juke into Colombia are reported high, being based upon both weight and value, worked out generally on 70 per cent of value plus 40 cents per pound.

YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!

Stresses New Machs., Upkeep

Continued from page 94

taught himself to maintain most of the machines, few of which are to be found anywhere else in the Northwestern Florida area.

Climatic Problems

Also, he has had to combat unusually severe climatic problems, due to the fact that the Arcade location is open at both ends, with salt spray, high humidity and rough handling from beach visitors all tending to shorten machine life.

The best answer to this problem, according to Churchwell, has been continuous replacement. Except for heavy Arcade equipment with few electronic parts to get out of order, Churchwell replaces every machine prior to May 1, which touches off the summer season. In this way beach visitors are always sure of something "new and different" and there are no costly breakdowns during the busy season, when a machine out of service means money out of pocket.

As an example of the difficulties with which Churchwell must contend, he operates four phonographs, under a canopied roof, directly on the beach. These are spaced some 50 feet apart down the length of the protective canopy, and provide four separate dancing areas for "beach jitters."

However, since salt air blows directly on the machines, Churchwell has found it necessary to build heavy tar-paper-lined wooden shelters around each which can be locked to guard against vandalism during the late night hours.

Arcade Layout

The year-to-year Arcade layout includes around 27 machines, with at least five or six of them always "brand-new" developments. Included are around 15 pinballs, two to five cigarette venders, half a dozen Merry-Go-Rounds, horses, rocket ships and other children's rides, plus those which Churchwell calls his "athletic group."

The latter include basketball games, boxing games, grip testers and as one of the 1954 features, one of Mike Munve's "Prize Fighters," complete with a rubber-covered figure of a pugilist which bobs and weaves, until the player connects with the jaw. There are also flight trainers, walking bear target machines, ski ball, shuffleboard and movie reel machines. All of these are kept in shape during the late evening or early morning hours by Churchwell himself.

"I found that 30 machines are about all that one man can maintain and that we must start with new machines to do even that," he said.

Lack of New Units

Churchwell bemoans the lack of new nickel-pullers which has cropped up since the end of World War II. For example, he points out, the electronic rifle bear game has continued to maintain top popularity for many years, with nothing like it new on the market. The Florida operator treasures his two games and it is a certainty that he isn't likely to part with either of them.

Churchwell is an enterprising merchandiser, as well as a busy repairman. There are prizes for the top scores on various games each week and he spends plenty of time keeping each clean, bright-

Electric

Continued from page 94

short of sensational, according to the variety store operator. Play on the horse ride jumped by more than 50 per cent during the first week, as shopping mothers, who might not have seen the amusement device otherwise, stopped to put junior astride the saddle. This volume has not gone down since, and the increased flow of dimes was deemed sufficient to put a set of four casters on the platform of the ride, which makes it easy for one person to roll it in and out of the store. A heavy 25-foot extension cord is used to provide the power.

And that's not all. Because the ride automatically means that mothers must pause for at least 5 to 10 minutes in front of the variety store, many of them began dropping in to pick up an item or two. At least half of the parents who give their youngsters a ride on the horse are reminded of some needed item and drop in to pick it up—once they have seen that junior is safely astride and not likely to fall off.

ly polished. Patrons are kept cool with large exhaust fans, sweeping a current of air across the Arcade area. Ski ball and shuffleboard are the two "old favorites," closely followed by bowling games, which consistently show the greatest dollar return.

At the end of the season, Churchwell trades in all except the most rugged of Arcade equipment, which he prefers to operate until it "wears out." Because of this policy, he gets "first crack" at many new developments, and in this way has built the Long Beach Arcade into a consistently profitable enterprise.

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Parts, Supplies & Services

CHARMS, CHARMS, CHARMS, CHARMS—Largest selection, best prices. Write for free price list order blank. Logan Co., 916 Milwaukee, Chicago 22, Ill. my22

NEW—CHICAGO METAL MFG. Universal Revol-A-Round Safes
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\$75; A.B.C., \$25; Aireon Juke Box, \$35; Popcorn Sca., \$45. Send 1/2 deposit. Frank Guerrini, Birmingham, Pa. my29

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\$50; six Metal Typer Machine (Standard), completely reconditioned, like new, \$250 each; Kiddie Rides, very clean, at sacrifice price on location; brand spanking new Motorola 1954 Model Coin-Telev. \$200 each; Coin Radios, RCA, like new, 5 for \$275; original cost, \$400. Will trade any of the above for late phonographs. Write, wire or call Florida Music Co., Rt. 2, Box 206A, Orlando, Fla. Telephone 5-6593 or 2-1847. my29

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More Venders at 1954 Restaurant Meet; Coffee Machs. Spotlited

Self-Brew Java, Milk, Ice Cream Units Bid for Caterer Market; Plug Cig Ops

CHICAGO, May 15.—More restaurateurs and catering firms saw more vending machines at the National Restaurant Association convention at Navy Pier this week (10-14) than at any previous NRA meeting.

New on the exhibit floor this year were coffee venders—models dispensing self-brewed drinks—and milk machines. Cigarette venders, which held the automatic merchandising spotlight at the 1953 convention, were also on exhibit as was an ice cream machine. The coffee venders were shown by a machine manufacturer—United Industries, Detroit—and a coffee roasting firm, Livingston Coffee Company, Chicago. A third firm, Steel Products Company, displayed its manual counter dispenser, but passed out literature on its E-Z Way vender. Both units use concentrates.

Woo. Caterers Target of the coffee vending exhibits was the industrial and office caterer. Representatives of exhibiting firms reported a lively rate of interest from this group.

Said Mason Armstrong, of Livingston Coffee Company: "Large restaurant chains often maintain a catering service; the vender attracts these people as well as the straight catering organization."

Livingston Coffee displayed the new S & L Sales Company's self-brew coffee machine, for which it has just been appointed distributor in Illinois. The S & L machine is adapted from that firm's single-flavor cup soft drink vender, in turn produced by SerVit in Dallas. The machine, as a cold drink

model, was initially produced for Dr. Pepper Company, later made available for general sale.

Armstrong said that while his firm had not decided on a marketing method, it felt the vender would offer an important plus-market outlet for its coffee. Outright sale of the machine (the price mentioned was approximately \$990) would defeat this purpose, so it would most likely be made available to caterers on a lease basis, he stated.

(Continued on page 108)

Canada Dry Starts Canned Bev Tests; Trend Gains Volume

Billion Cans May Be Sold in 1954; Special Venders in Offing

NEW YORK, May 15.—Another major bottler, the Canada Dry Company, has begun distribution of canned carbonated beverages, with tests in Norristown, Pa., starting this week. The drink move got underway last summer when the Cantrell & Cochrane Super Corporation, Englewood, N. J., began turning out soft drinks in crown-top cans.

Since then, the Hoffman Beverage Company, Long Island City, N. Y., a subsidiary of the Pabst Brewing Company, and the Mason Beverage Company, with 300 franchised bottlers in the Midwest, have joined the fray (The Billboard, May 1). In addition, numerous regional beverage firms have entered the can field.

12-Ounce Can

The Canada Dry product is 12 ounces—too large for use in venders—in a Drink-Top can (tapered and capped). Flavors are Spur Cola, Ginger Ale and Root Beer.

However, in view of Canada Dry's interest in the vending field, as evidenced by the firm's sales of sirups to cup drink operators and its effort to develop ginger ale as a vending beverage, it is likely that vending will play an important role in CD's development of its canned drink line.

According to Ralph Nims, Canada Dry sales manager, the firm's

Norristown plant will offer canned drinks to outlets in the Philadelphia area, break consumer advertising, then wait for the results.

Next Move

The no expansion plans have been determined—either as to the line or territory—Nims guessed that the next move (providing the tests are satisfactory) would be to cover the Washington area from the Norristown plant, then branch to the West Coast and the Midwest.

The officials of Coca-Cola, which sold about 14,000,000,000 bottles, or half the industry's total last year, claim that the firm plans no immediate move in the can field.

(Continued on page 110)

4-FIRM DISTRIB

Dairy Supply Firm Steps Into Vending

CHICAGO, May 15.—Cherry-Burrell Corporation, dairy equipment supplier, has taken a big step into automatic merchandising; it is now distributor in the Chicago area for four dairy products vending machine manufacturers.

"Cherry Burrell has a strong interest in automatic merchandising because vending machines sharply reduce cost of sales, and at the same time make dairy products more readily available to more people," explained F. H. Harwood, manager, Resale Products department.

Most recently, the firm was named distributor for a new outdoor milk vending machine manufactured by the Meyer-Blanke Company, St. Louis, a new firm in vending (Meyer-Blanke has been a Cherry-Burrell distributor for 50 years). Cherry-Burrell was recently made distributor of Atlas Tool & Manufacturing Company's Col-Snac ice cream vender (The Billboard, April 24).

The company is also distributor

THIEVES STUFF NY COIN CHUTES

NEW YORK, May 15.—Local operators are complaining of a new form of petty theft. The chisler selects a changemaker, or a vender with a coin return chute, and stuffs a rag into the chute. The paying customer drops his coins down the chute, then fails to get his change. After a few tries, he leaves with an unfavorable impression at vending in general. Along comes the chisler, who removes the rag and pockets the change.

Hill, Lily Cup Inventor, Dies

NEW YORK, May 15.—Funeral services for Willoughby Francis Hill, 60, who played a vital role in the development of cup drink vending, were held Tuesday (11) at the Frank E. Campbell funeral home. Hill, who died at his home here of a heart attack Sunday (9), was the inventor of the Lily cup.

He also took a leading part in the adoption of most States of laws forbidding the use of public drinking cups, legislation which aided the cup vending industry.

Hill studied engineering at Columbia University. While a student, he became interested in the development of cup-making machinery and dropped his studies to devote full time to the pursuit.

In 1919 he visited Central Park and ripped a public cup from its chain at the fountain. A laboratory examination showed it to be dangerously contaminated. The incident aroused so much attention that within less than a year three-quarters of the States passed laws governing the use of cups.

Hill and his brother soon perfected cup-making machinery and formed a holding company. Later, with Simon Bergman, they formed the Lily-Tulip Cup Corporation.

Cut King-Size Chesterfields 1/2 Cent a Pack

Wider Op Margin; See No Reduction In Other Kings

NEW YORK, May 15.—Tho the Liggett & Myers Tobacco Company this week cut the price of its king-size Chesterfield a half cent a pack, the reduction will not result in any price break for the consumer. The effect will be to give operators an added profit margin, hence making the stocking of the brand more lucrative.

The company announced a cut to \$9.10 a thousand cigarettes from the previous price of \$9.35 per thousand. While the retailers can pass this reduction on to the consumer, it is not believed they will do so.

In New York, all king-size brands except the R. J. Reynolds Cavaliers sell for a cent more than the regular-size brands over the counter.

Lesser Profit

However, for the operator, there is a lesser profit margin on king-sizes when he vends all brands for a straight quarter, the most common practice here. In other words, he pays more for king-size brands than he does for standard

(Continued on page 111)

Mills Industries Roll Out New Coffee Vender

CHICAGO, May 15.—Mills Industries, Inc., this week announced production of a new coffee vending machine, Coffee Service.

The 500-cup capacity unit lists at \$399.50 and is equipped with automatic water control and a roll-out vending mechanism for ease in cleaning. It is available with a variety of coin mechanisms.

Ray Joyner, sales manager of the coffee division, said that the machine allows a customer to flavor his coffee with cream and/or sugar.

Mills was recently sold to a group of investors who now comprise the present board of directors (The Billboard, May 8).

Set Okla. City Per Mach. Tax

OKLAHOMA CITY, May 15.—A per machine tax passed by the city council provides a 50 per cent reduction for all units over 100 operated by one firm. For the first 100 venders, the tax is \$1 each; it drops to 50 cents per unit for all additional licenses. The rate applies to all types of venders regardless of the price of the vended item.

An earlier license proposal was based on the coin requirements of the vender. It provided a 50-cent fee on machines operating at a penny; \$1 for venders requiring nickels, and \$2 for all units vending for more than a nickel.

Dallas NAMA Meet Hears New Business Challenge for Ops

DALLAS, May 15.—Representatives of management and operators at the National Automatic Merchandising Association's sectional meeting here May 7-8 heard the keynote speaker, Joseph Dobson present a challenge for the vending industry. He said it was necessary to bridge the transition from the business that has come to a new industry thru natural channels to a competitive, stand-on-its-own-feet package system.

Dobson, of the Dobson Distributing Company, Dallas, declared that today the vending industry

has developed to the point where operators key the potentialities of the natural market.

"The question now is: What profitable additions, what services can be introduced into the stationary picture to make the transition?"

The answer, he noted, would most likely be found in package vending. The unified service of all vending units under a responsible operator, working with locations in developing new services, may well take vending into

(Continued on page 105)

PLAT DEUTSCH

Milk Venders Popular In German Mines

ESSEN, Germany, May 15.—Without a doubt the most low-down milk vending locations anywhere are to be found in the Ruhr, the industrial section of Northwest Germany.

Milk venders are booming in the coal mines, with Rowe and Ideal units getting heavy play with the anthracite architects down under. The Ideal vender presents a pilferage problem for the pioneers of subterranean vending. The waxed paper bags slide between bars to an aperture which opens at the drop of a coin.

Free Milk

Enterprising miners have been failing to drop their coins. Instead, they open the containers while it is still in the vender, insert a hance and suck heavily.

Therefore, the operator not only gets taken for marks for the containers whose contents have been drained, but he also loses out because the next patron, if he's the paying kind, will get an empty container for his money. Few empty containers have been vended.

A solution has been to station a porter on the premises to see that the miners sip no forbidden sips.

Acme Truck Alarm Halts Burglaries

ST. LOUIS, May 15.—Petty pilferage from panel delivery trucks has been halted by the Acme Novelty Company thru the installation of automatic burglary alarm equipment on all company vehicles.

The alarm sets off a bell whenever either side doors or rear doors are opened.

Even more effective, according to Acme management, is a decalcomania sign on each the cab windows, warning possible intruders that the truck is protected by an automatic alarm system.

Trade Leaders Talk at Chi NAMA Meet

CHICAGO, May 15.—Keynote speaker at the Friday-Saturday (14-15) National Automatic Merchandising Association sectional meeting here was Bernard J. Kiley, president of Airport Vending Service, Inc., who set the tenor of the discussion with "New Horizons in Automatic Merchandising."

Also presenting trade know-how talks at the Edgewater Beach Hotel meeting were the following:

Ernest Fox, head of Austin Packing Company, who spoke on "Location Selling and Salesmanship"; Edward Baratz, Q Candy Sales, Aurora, Ill., on "Business Insurance Coverage"; Fred L. Brandstrader, NAMA legislative

(Continued on page 108)

Bow Stoner Cafe On West Coast

LOS ANGELES, May 15.—Stan Rouso, Western representative of the Stoner Manufacturing Company, debuted the Stoner Cafe coffee vender here today at a special open house showing. The show continues thru Sunday (16) with another two-day display set for next Saturday and Sunday (22-23) at the Leamington Hotel in Oakland.

Hours of the show in Oakland are from 10 in the morning until 5 in the afternoon, both days.

CHICAGO TO VOTE ON CIG VENDER LICENSE MAY 19

CHICAGO, May 15.—Licensing of cigarette venders in Chicago moved a step closer Tuesday (11) when a city council committee approved the proposed ordinance submitted by Ald. Daniel Ronan's subcommittee after almost nine months of debate (The Billboard, May 8).

Committee approval sets the ordinance for passage at the next city council meeting Wednesday (19).

Under the committee plan a city fee of \$120 would be paid for each location where venders are installed, plus an annual \$5 registration fee per machine.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 12 & 5r Comb.	\$12.00
N.W. #39 1r Porc.	7.99
N.W. #33 1r Porc. B.G.	4.50
Master 1r Bulk Porc.	6.50
Master 5r Bulk Porc.	6.50
Master 1r & 5r Bulk Porc.	6.50
Columbus 1r Bulk	6.50
Silver King 1r B.G. or Mds.	7.45
Silver King 5r	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1r B.G.	6.45
Advance #11 Mds	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	85
Pistachio Nuts, Vendor's Mix	70
Pistachio Nuts, Sheik	52
Cashew Whole	50
Cashew Butts	48
Peanuts, Jumbo	38
Spanish	38
Mixed Nuts	35
Almonds, 480 ct., 5 lbs., vac. pk.	85
Baby Chicks	32
Rainbow Peanuts	30
Boston Baked Beans	30
Jelly Beans	28
Licorice Lozenges	25
M & M	24
Assorted Fruit Charms, 100 ct.	42
Rain Blo Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	28
Adams Gum, all flavors, 100 ct.	44
Wrigley's Gum, all flavors, 100 ct.	47
Beech-Nut, 100 ct.	47
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
L'ONGacre 4-6467

VICTOR'S TOPPER
The World's finest bulk and charm vendor.
100 or more \$12.00 each
Less than 100 \$12.50 each
Equipped with large globe.
Immediate Delivery on all Victor Models. Time Payment Plan Available.
ROY TORR—LANSDOWNE, PA.

Currie Elected V-P Of Canada Dixie
BRAMPTON, Ont., May 15.—Dixie Cup Company (Canada), Ltd., announced the election of T. D. Currie as vice-president and general sales manager. A. G. Malone, former Canadian sales manager, has been transferred to Dixie's headquarters plant in Easton, Pa., as national field manager for the Eastern United States.
Currie joined the Canadian company in 1927 as a salesman, subsequently directed the sales division, the production division and became responsible for financial and corporate matters.

Am. Tobacco Net Up First Quarter
NEW YORK, May 15.—American Tobacco Company's net income for the first quarter of this year rose to \$8,967,000, equal to \$1.26 a share, on the firm's 6,512,310 shares, it was announced this week.
The corresponding quarter last year showed a net profit of \$6,878,000, equal to 94 cents a share.
Net income for the 1954 quarter is after deducting the \$549,537, or 8.4 cents a share to amortize one-quarter of the brands, trademarks, patents and good will taken into assets as a result of the merger with the American Cigarette & Cigar Company December 31, 1953.
Sales for the quarter declined slightly, \$247,344,000, against \$249,925,000.

Guggenheim Sets Friendship Ring
NEW YORK, May 15.—Karl Guggenheim, Inc., this week announced the newest addition to its charm line, a friendship ring.
The ring is an action charm with two hands which open and clasp in handshake fashion. The rings are available in gold and silver plate and may be vended in capsules or in bulk or Rocket machine.

Cedar Hill Names Distrib; Cuts Vender Price \$110

CINCINNATI, May 15.—Cedar Hill Farms, Inc., announced this week the appointment of the Cherry-Burrell Corporation, Chicago, as distributor of the Dairi-Mart milk vender in the United States and Canada.
A price reduction of \$110—making the new list for the machine \$635—was announced at the same time by George Huheey, Cedar Hill Farms manager, who stated that economies effected by the new sales and distributing arrangement made the reduction possible. The unit was previously priced at \$745, f.o.b. Seaman, O.
Huheey pointed out that the new sales and distributing set-up, which includes Cherry-Burrell warehouses in 53 cities and over 200 field men in the U. S. alone, will make the Dairi-Mart readily available to dairy companies and vending operators thruout the country.

28 Mil to See PM Ads Each Week

NEW YORK, May 15.—An estimated 28,000,000 persons a month will view the new indoor advertising displays which have been placed by Philip Morris & Company, Ltd., in five major railway terminals. They are Grand Central Terminal, New York; South Station, Boston, and terminals in Washington, Cincinnati and Detroit.

The illuminated seven-by-nine foot, full-color displays utilize the tri-dimensional technique and show a huge pack of king-size PM's projecting at an angle.
The displays are to promote the new PM Snap-Open package, with visual emphasis at the top of the package.
The bottom part of the display consists of three smaller lighted pictures, which light in turn, to show each step in operation. They read, "Zip the tape," "Snap it open" and "Presto, it closes."

Canada Dry Sales Rise, Net Is Same

NEW YORK, May 15.—Canada Dry Ginger Ale, Inc., reported a slight increase in sales and virtually the same net profit after taxes for the six months ended March 31, compared with the same period a year earlier.
Sales were \$32,047,904, compared with \$31,546,904 for the earlier period. Net profit after taxes was \$951,529, compared with \$950,439.
However, there was a dip in profit before income taxes for the two periods. The 1954 figure was \$1,856,719, compared with \$2,445,952.

Bitterman Distributor For Northwestern in KC
KANSAS CITY, Mo., May 15.—The Northwestern Corporation, Morris, Ill., has named Bernard K. Bitterman as distributor for the Kansas City area.
Bitterman has been in the vending machine business in Kansas City since 1934. He is president of the National Association of Bulk Vendors.

Money-Making, Money-Saving IDEAS FOR OPERATORS!

Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.



Northwestern

MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 921

Name
Address
City Zone State
Occupation

A Paul Price Original Sensational Quality Design INITIAL RING

Looks like true Jeweler's work—proven strong customer appeal—will skyrocket sales. All initials available. Beautiful simulated gold embossed raised initial on black stone—available in white plastic band, copper plated and nickel plated bands.

WHITE PLASTIC.....\$13.50 per M
COPPER PLATE..... 16.50 per M
NICKEL PLATE..... 17.00 per M

All F.O.B. N.Y.C.

These rings vend perfectly—one at a time—in Rackets as well as machines with ball gum wheels—also fit capsules for merchandise vending. Compare quality and price—definitely worth several dollars more! Our assortments consist of the correct number of the right initials.

WRITE FOR CATALOG SHEET!

PAUL A. PRICE CO.
55 Leonard St., New York 13

READY FOR DELIVERY NOW!

1c or 5c
ACORN
ALL-PURPOSE
BULK MERCHANDISER
Featuring the new
Silver Streak
BRUSH HOUSING

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

GIVE TO DAMON RUNYON CANCER FUND

VICTOR'S Baby Grand Deluxe 5c CAPSULE VENDER

(Vends charms in capsules, one capsule at a time)

NOW AVAILABLE for IMMEDIATE DELIVERY!

Less than 100 (packed 4 to case)..... \$60.00 Case
100 or more..... \$57.00 Case

Time payment plan available. Trade-ins accepted. Prices subject to change without notice.

CHARMS IN CAPSULES

Initial Rings. Per 1,000	\$20.00
Funny Face Rings (24 different items). Per 1,000	20.00
Rings Are Ass'd., Nickel Gold & Oxidized.	
Tops w/Strings. Per 1,000	\$20.00
Spiders. Per 1,000	20.00
Lizards. Per 1,000	20.00
Yo-Yos. Per 1,000	20.00
Playing Cards. Per 1,000	20.00

EXTRA SPECIAL! ASSORTED NAIL PUZZLES.

Per 1,000	\$ 7.50
Same in Capsules.	
Per 1,000	18.00
Minimum shipment, 5,000.	
Orders filled in rotation.	

INTRODUCTORY OFFER
4 Venders plus 1,000 charm-filled capsules. \$80.00

All Victor Models Available. Write for our complete charm and merchandise list.

Pioneer VENDING SERVICE
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

THIS WEEK'S SPECIAL IN CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

UNEEDA CIGARETTE VENDORS

Model E, 6 cols., 168 cap.	\$ 75.00
Model A, 9 cols., 270 cap.	95.00
Model 500, 9 cols., 350 cap.	100.00

ROWE CIGARETTE VENDORS

Imperial, 6 cols., 180 cap.	\$ 85.00
Royal, 10 cols., 400 cap.	110.00
Royal, 8 cols., 320 cap.	100.00
Crusader, 10 cols., 475 cap.	155.00

SPRING SPECIAL
Uneeda Candy, Wall Model, 120 cap \$62.50

SODA AND COFFEE MACHINES
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors—9 Cols., 308 Cap. \$90.00

WRITE FOR INFORMATION
Our Paints are VENERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.
1/3 Deposit Balance C.O.D.

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

There's a **SMALL FORTUNE** in it... for you!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

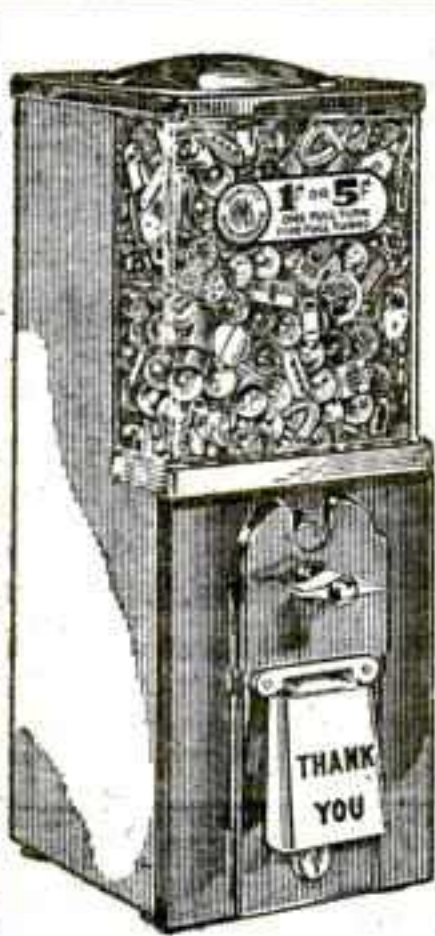
AMERICAN SCALE MFG. Co.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 payment on one model 403 scale. Ship at once.
- Please send further details immediately.

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____



VICTOR'S MODEL HMS PENNY-NICKEL COMBINATION VENDOR
 The Most Flexible Bulk Vendor Ever Constructed

6 MACHINES IN 1

The answer to "extra profits" from your present locations . . . and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy . . . no special tools needed . . . nothing to put on or take off.

VENDING WHEELS

- #104—For Chicle Treats or Chlore Treats—(2 pcs. each portion).
- #105—Merchandise Vending Wheel with adjuster plate.
- #106—Ball Gum Wheel vends 140, 170 or 210 count gum with or without charms.

CAPACITY: 7½ lbs. 210 count ball gum.
 IMPORTANT: Specify Which Wheel You Desire, & Decals furnished with each machine.

PRICES:

Less than 100 machines . . . \$16.95 ea.
 100 or more . . . \$14.50 ea.
 Packed and sold 4 machines per case. Minimum shipment: 1 case.
 Prices F.O.B. Factory. Patents Applied for.

SEE YOUR NEAREST VICTOR DISTRIBUTOR

VICTOR VENDING CORP.

5701-13 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

THE BILLBOARD INDEX 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 May 15	Issue of May 8	Issue of May 1	Issue of April 24
Acorn Tab Gum (10 col.)	\$21.95	\$21.95	\$21.95	\$21.95
Adams Gum Vendor (6 col.)	17.25	17.25	17.25	17.25
Advance Model D Ball Gum	7.45	7.45	7.45	7.45
Advance No. 11 Mdse.	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c	8.50	8.50	8.50	8.50
Ajax 5c Hot Nut Vendor	59.50			
Ajax (8 Col.)	125.00	125.00	125.00	125.00
Athletic Scale (Mercury)		49.50		49.50(2)
25c Ball Point Pen Vendor	49.50	49.50	49.50	49.50
C-8 Electros	135.00 150.00	135.00 150.00	135.00 150.00	135.00 150.00
Columbus 1c	7.45	7.45	7.45	7.45
DuGrenier Champion (9 col.)		125.00	97.50	97.50
DuGrenier Model W (9 col.)	95.00 125.00	95.00 115.00	95.00 125.00	95.00 125.00
Exhibit Card Vendor, 1c		15.00	15.00	15.00
Foot Ease	75.00	75.00	75.00	75.00
Hawkeye Hot Popcorn	129.50(late)	129.50(late)	129.50(late)	129.50(late)
Hershey 1c (2 col.)	55.00	55.00	55.00	55.00
	6.50	6.50	6.50	6.50
Keeney Electric (9 col.)	150.00	150.00	150.00	150.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Master 1c & 5c	7.95	7.95	7.95	7.95
Master 1c	7.45	6.95 7.45	6.95 7.45	7.45
Master 5c	7.45	7.45	7.45	7.45
Mills Candy (8 col.)	189.50	198.50	198.50	198.50
Mills Tab Gum	27.50	27.50	27.50	27.50
National 930	130.00	130.00(2)	130.00	130.00
National 950	145.00	145.00(2)	145.00	145.00
Northwestern 33 Ball Gum	7.95	7.95	6.95 7.95	7.95
Northwestern Deluxe 1c and 5c	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c	7.95	7.95	7.95	7.95
Northwestern 49, 1c	17.35	17.35	12.50 17.35	17.35
Northwestern 49, 5c	17.35	17.35	12.50 17.35	17.35
Northwestern Stamp	69.00	69.00	69.00 69.50	69.00
Northwestern Tab Gum	25.95	25.95	18.95 25.95	25.95(2)
Pop Corn Ser.	49.50 65.00	65.00	65.00	65.00
Pop-N-Hot Popcorn	65.00	65.00	65.00	65.00
25c Razor Blade	19.50	19.50	19.50	19.50
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.)	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.)	85.00	85.00	85.00	85.00
Rowe President (8 col.)	155.00	155.00	155.00	155.00
Rowe President (10 col.)	155.00	155.00(2)	155.00	155.00
Rowe Royal (8 col.)	100.00	100.00	100.00	100.00
Rowe Royal (10 col.)	110.00	110.00 145.00	110.00	110.00
Rowe Royal (9 col.)	100.00	100.00	100.00	100.00
Silver King, 1c Bulk	8.50	8.50	8.50	8.50
Silver King, 5c Bulk	8.50	8.50	8.50	8.50
Silver King Hunter Ball Gum		19.50	19.50	
Silver King	8.50 13.95	8.50 13.95	8.50 13.95	8.50 13.95
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Mdse.	7.45	7.45	7.45	7.45
Silver King, 5c	7.45	7.45	7.45 7.50	7.45
Silver King Hot Nut	29.95	29.95	29.95	29.95
S. K. Hunter Ball Gum Gun			24.50	
Smoke Shop Lo-Boy	249.50		249.50	249.50
Uneeda Candy	62.50	62.50	62.50	62.50
Uneeda Challenger (8 col.)	110.00	118.00	110.00	110.00
Uneeda Electric (9 col.)		125.00		
Uneeda Model E (6 col.)	50.00 75.00	50.00 75.00	50.00 75.00	50.00 75.00
Uneeda Model A (9 col.)	95.00	95.00	95.00	95.00
Uneeda Model E (9 col.)	80.00	80.00	85.00	85.00
Uneeda Model 500 (9 col.)	100.00 110.00	95.00 100.00	100.00 110.00	100.00 110.00
Uneedapak Model 500 (9 col.)	135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50

of Major IMPORTANCE

Newest and Latest **GIMMICK-SIZE CHARMS Series #4**

Consists of 40 different LARGE Gimmick-Like Charms that vend perfectly. Priced LOW.

Just picture your machine dressed and filled with 400 to 500 LARGE Gimmick-Like Charms. That's more GIMMICKS than you ever used before.

This is a double opportunity to empty machines—AT LARGER PROFITS. Put nothing else in your machines—only these LARGE GIMMICK-LIKE CHARMS. That means you are offering plenty of Gimmick attractions. And of greater importance—most of these large Charms vend by themselves, without a ball of gum. Thus you get your penny back at a profit, too.

\$7.50 per 1,000 half-copper—half-silver

F.O.B. Jamaica, N. Y. Or: At Your Distributor.

This is new thinking, new operating of major importance. Act on it at once.

SAMUEL EPPY & CO., INC. 91-15 144th Place & CO., INC. Jamaica 2, L. I., N. Y.

ELECTRIC MONEY MAKER! Famous ACME ELECTRIC MACHINE

- Sample . . . \$24.35
- 2 to 11 . . . 19.50
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Vibration is the law of life . . . the medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will . . . indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

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 Distributors of Advance Vending Machines
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OPERATORS WANTED for FRENCH BOY HOT POPCORN MACHINE U.L. approved

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 Here's your chance to get in on a big money-making deal in your home town. Full or part time basis.
 Choice territories for operators now available. Write today for details on the world's most beautiful Hot Popcorn Machine.

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 \$16.95 each Less than 100
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Alleged Sherman Violators Plead Innocent; Trial In Fall

NEW YORK, May 15.—The trade association, five member corporations, labor union and seven individuals who were indicted by a federal grand jury here last month on four alleged violations of the Sherman Anti-Trust Act (The Billboard, May 8) filed pleas of "not guilty" in a hearing at federal court Monday (10).
 The defendants were granted the right to make a motion on the indictment and will be given until June 21 to do so. The U. S. Attorney's office here said that trial would probably be held this fall.
 Defendants include the Cigarette Merchandisers' Association; The Confectionery & Tobacco Drivers & Warehousemen's Union, Local 805, AFL; The Rowe Corporation; Cigarette Service, Inc.; United Tobacco Corporation; Herald Vending Corporation, and County Enterprises, Inc.
 They are charged with being engaged in a combination and conspiracy in unreasonable restraint of trade in the sale of cigarettes thru vendors. Specifically, they are accused of allocating locations and using pickets and boycotts to enforce the alleged combination and conspiracy.

SPECIAL! PANTHER BALL GUM or CHARM VENDER
 NEW . . . BETTER . . . CHEAPER!
 Many exclusive features for trouble-free operation

- Integral security locking, top and bottom. No padlocks needed.
- Magic clearance button removes foreign matter from coin chute—prevents jamming.
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Write, phone or wire for prices.
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F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

Dr. Pepper Promotes Johnson, Burris

SAN ANTONIO, May 15.—Joe B. Johnson was named sales manager and Jack Burris was promoted to vender manager of Dr. Pepper Bottling Company, San Antonio office, it was announced this week.

Johnson has been associated with the Dr. Pepper firm since 1941 when he started as a route salesman. In 1950 he was named supervisor and in 1952 he was named vender manager. Burris came here from Dallas in 1952 as a vender salesman.

The local company serves a 14-county area, one of the largest in the firm's operations.

Cig Demand Traced By State Tax Take

CHICAGO, May 15.—Cigarette sales are continuing to follow a teeter-totter pattern over the country. There is no definite downward trend at present, as indicated by tax returns in various States.

In Minnesota, cigarette tax receipts declined nearly \$300,000 for the nine months ended March 31.

Colorado smokers appear to be holding their buying volume to a steady level. For the first four months this year, tobacco taxes dropped a small fraction: \$275,645 was collected, compared with \$275,739 for the corresponding period in 1953.

Definite optimism was noted in Iowa. Cigarette tax receipts climbed over \$200,000 in April, compared with the like month a year ago and \$67,000 over the March figure. Total April collections were \$616,183.

Ideal Names Two In Sales Shifts

BLOOMINGTON, Ill., May 15.—Ideal Dispenser Company announced new area coverage for sales representatives this week. George Steinmetz was named for the Northern California area; he formerly covered the Eastern section of the country, joined the firm in 1950.

John C. Van Pelt was assigned Virginia and West Virginia. He has been with Ideal since 1949 as both a field representative and a member of the home sales staff.

Cig Co. Earnings Up First '54 Quarter

NEW YORK, May 15.—First quarter earnings of two cigarette manufacturers show substantial gains over the corresponding period a year ago.

R. J. Reynolds Tobacco Company earned a net income of \$9,784,000 the first quarter this year, compared with \$7,685,000 for the like 1953 period.

P. Lorillard Company's net income for the January-March, 1954, quarter was \$1,955,748, up from the \$1,276,026 for the comparable quarter last year.

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Combo Tobacco Venders Make Copenhagen Debut

COPENHAGEN, Denmark, May 15.—Two midtown smoke retail stores are making use of super-size, coin-operated cigarette-cigar-tobacco venders for nighttime sidewalk sales.

These machines are products of the Soren Wistoft firm, and basic principles are the same as in practically all Danish-made venders. All of the machines have three horizontal units stacked one above the other in a nicked metal cabinet that can be rolled out onto the sidewalk and fastened to the store front.

All are custom built in that the two lower units of each have narrow vertical racks for cigarettes and wider racks for packaged cigars. The upper units have only narrow racks for cigarettes. Each unit has a separate coin chute and cup for rejected coins or slugs. Change is placed inside the wrappers.

Seven Racks

At one location, the machines are of regulation width, with the upper unit carrying seven racks (about 30 packs) of cigarettes. Lower units have two wide racks for cigars and four for cigarettes or small packages of tobacco. One machine vends 15 brands of cigarettes, three of cigars and one of tobacco. The other machine dispenses eight brands of cigarettes and 11 of cigars.

At the second location, the machines are of same type and height, but wider. The upper unit has 10 cigarette racks, and the

lower units have six narrow and two wide racks. One machine uses 24 racks for cigarettes and two for cigars; the other has 16 racks for cigarettes and 10 for cigars. Any combination of items or brands can be used so long as packages fit into the racks, as all contents of the machines are visible and no labels are necessary on the exteriors of the machines.

Eskimo Pie Plans Move to Richmond

BLOOMFIELD, N. J., May 15.—The Eskimo Pie Corporation will move its general office here to 305 E. Grace Street, Richmond, Va., at the close of business May 28. According to J. Louis Reynolds, president, the move is based on the firm's expanding operations.

All office equipment and company records will be transferred to Richmond over the Decoration Day weekend, with the new office ready June 1. The manufacturing plant here will be maintained for the time being.

Dixie Sales Shift; Profit Up First Quarter

EASTON, Pa., May 15.—Dixie Cup Company appointed A. G. Malone national field sales manager for the Eastern territory. He left a post as Canadian sales manager to assume his new position.

R. A. Ostram, previously Mid-Atlantic sales manager, was named assistant sales manager of the Beverage Division, specializing in the sale of beer cups.

C. C. Peters succeeds Ostram as sales manager in the Mid-Atlantic area, while Bradley Malone was named North Atlantic sales manager, succeeding the late Harry Knight.

Dixie also reported net income for the first 1954 quarter ended March 31 was \$686,405, compared with \$509,059 a year earlier.

CHAMP DUAL VENDOR

BALL GUM AND CHARMS
TWIN BOWLS AND TWIN CHUTES GIVE EXCLUSIVE SANITATION AND NON-GAMBLING FEATURES.

THE OPERATOR'S MACHINE TAKE, per empty \$26.50

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Numerous Other Novelty Items.
Minimum Shipment—One Thousand.
Terms: Net Cash F.O.B. Dallas.
Please enclose \$1.25 for complete line of samples.

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New Deluxe Model BABY GRAND CHICLE TREETTS VENDOR

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More Vending News on Pages 104 and 105

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Clean—Ready for Location—10c Mechanism
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BINK'S "ZIPPER"
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Ajax 5c Hot Nut Vendors, second., incl. Stand and Cup Dispenser. **\$59.50**

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Write for Catalog of New & Used Vendors, Accessories & Supplies
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Magnecord Reports Production on RCA Library Underway

160 Records in First Program; Sked Variety in Tape Styles

CHICAGO, May 15.—The first magnetic tape reproductions of RCA Victor's high fidelity record library are underway.

Henry (Heinie) Roberts, general manager of the Commercial Music Division of Magnecord, Inc., made the announcement this week, the first official acknowledgment from either firm regarding last week's business deal in which Magnecord acquired RCA's record library for use in commercial background music.

Roberts said that the first eight-hour program was already in production and that it consisted of 160 full length high fidelity recordings, selected and arranged by Ben Selvin, music director of RCA.

"We will have a different

styled program for every type of location," Roberts said. "Factories, restaurants, cocktail lounges, business offices, drugstores, funeral parlors, etc., will all receive music best suited for their needs."

"He singled out funeral parlors as probably the best potential outlet for background music, citing Chicago's 1,100 as an example of the size of the market.

In addition to a variety of regular programs, Roberts said, there would be special tapes for holidays, all types of dances and religious events.

Designed specifically for use in supplying background music, the eight-hour tape recorder is set to play one half the width of the

(Continued on page 102)

NEW FACTORY?

Miami Capital Record Distrib Closes May 31

MIAMI, May 15.—Florida Record & Appliance Company, distributor of Capitol records thru-out the State of Florida, will discontinue operations in Miami effective May 31, it was announced this week by Overton Gonong.

Gonong, president of the corporation which controls Florida Record and Appliance Company, said it was expected that future distribution of Capitol records in Florida would emanate from Jacksonville but he declined to give details.

A rumor in trade circles was to the effect that Capitol Records would establish a factory branch

(Continued on page 102)

Atlas Music Builds New Pitts. Office

CHICAGO, May 15.—Atlas Music Company, Seeburg distributor in Illinois, Iowa, Nebraska, Pennsylvania and parts of Indiana, will soon open its new Pittsburgh office.

Morrie Ginsburg, a partner in the firm, said that he had made reservations to fly to Pittsburgh next week, where he will go over final details of the new building with Phil Greenberg, another partner and manager of the branch there.

Ginsburg said that the building, already underway and only a few doors from present headquarters, would be equipped with stockroom, paint room, service room, showrooms and large modern offices. He said that the building would occupy about 13,000 square feet and would have ample parking space for operators and servicemen.

Wurlitzer Co. '53 Net Sales Down Slightly

CHICAGO, May 15.—The Rudolph Wurlitzer Company announced this week that net sales for the fiscal year ended March 31, were \$35,017,270, compared with \$35,321,802 the previous year.

Net earnings were \$1,065,029, or \$1.28 per share of common stock, after a provision for federal and State income taxes amounting to \$890,000, compared with \$1,106,723 or \$1.33 per share for the previous year.

R. C. Roling, president, explained that the decline in sales and earnings was a direct result of the general strike at the North Tonawanda plant June 11, 1953, which lasted approximately 10 weeks. He said that the strike was the first at the North Tonawanda Division since the firm's beginning in 1908.

Roling said that while the general level of business at the present was not as high as it was a year ago, he felt certain that operating results for the present fiscal year would be satisfactory.

U. S. HOME TV NEAR 50% MARK

CHICAGO, May 15.—Nearly half of the nation's families now own television sets, according to the A. C. Nielsen Company, research specialists.

Just five years ago there were only 3,025,000 TV sets in the country. Today it is estimated that 27,506,500 families, out of 47,191,500, own receivers.

The research was done at the request of CBS.

EDITORIAL

MOA Tax Council

Elsewhere on this page is a news story which describes the beginnings of a tax council to be maintained by Music Operators of America. The tax council will accumulate a basic file of information on current State and local juke box taxes. Eventually, this information will be available in four centers so that MOA can give prompt help to members who need it.

This marks a significant step in the development of Music Operators of America. MOA was established to combat unfair legislation at the national level. The association's original charter confined its activities to this very important function. The need for combating unfair national legislation still exists and probably always will exist. But MOA's leadership has wisely recognized that the association can perform an equally important service at the State and local level.

Cite Tax Levies

Few businesses are plagued with as many discriminatory, confiscatory tax levies as the music machine. Like all businesses, the music machine industry expects to pay its fair share of the tax burden. In many States and cities, however, it carries a tax burden out of all proportion to what it ought to pay.

Most of the music machine industry's tax troubles can be traced to the fact that few people know anything about the business. The average city councilman or State legislator thinks the juke box business simply involves putting so many records on a machine and taking out the money in the coin box. Lawmakers have no idea of the costs involved in operating: Equipment, depreciation, overhead, salaries, transportation, commissions. We assume that MOA's tax council will work to set the record straight, to tell lawmakers the real story of the juke box business. If that story is told, we are confident injustices can be corrected.

For MOA, the formation of a tax council to help operators in their own communities should prove a most potent argument for building operator membership. On this score alone, the tax council is a worthwhile project which deserves the active support of every music operator.

BRANCHING OUT

Needle Mfrs. Set Sights on Service

CHICAGO, May 15.—From a common piece of steel to a highly precision instrument made of osmium alloys, sapphires and diamonds, has been the history of the phonograph needle.

Thru the years, needle manufacturers improved and expanded their products so rapidly that today a handful of firms produce roughly 150 different types and styles of needles.

Manufacturers also have improved and devised methods for aiding their customers: Juke box operators and retail outlets.

Gail Carter, vice-president of Permo, Inc., 6415 N. Ravenswood Avenue, Chicago, explained that the introduction of light weight pick-ups and new long playing records radically changed the requirements of the phonograph needle. He said that the improvement of sound reproduction from records made it necessary to change both the cartridges and the needles.

Needle Replacements

In line with this, Carter said, needle manufacturers began to realize that needle replacements were no longer simple business transactions. Permo, Carter said, made simplified storage and inventory control systems available to operators and distributors. New needle packages were also introduced to aid inventory, and tools, accessories, parts and instruction sheets were supplied.

Leroy W. Mintz, of M. A. Miller Manufacturing Company, Libertyville, Ill., said that in addition to trying to improve needles, new methods covering all phases of the music industry were contin-

ually being uncovered by needle manufacturers. He pointed out a new test to determine a needle's wearing quality without removing the needle from the cartridge, one of the most recent developments.

The test, called the Miller "PreTest," is made by using a foil disk, which takes the needle's cutting impression. Mintz said that the advantage of such a test is that it eliminates the unsatisfactory result of a needle that has been taken from the cartridge and then put back.

New Op Services

Jensen Industries, Inc., 7333 W. Harrison Street, Chicago, according to Marshal Remund, jobber sales manager, has come up with

(Continued on page 102)

Jensen Readies New Plant Site

CHICAGO, May 15.—Jensen Industries, Inc., manufacturer of phonograph needles, is moving its plant from 329 S. Wood Street to a new location at 7333 W. Harrison Street, Park Forest.

Marshall Raymond, jobber sales manager, explained that the new plant offers twice the area of the old quarters, and was necessitated by a recent increased production schedule.

He said that the move would probably be completed within the next few weeks.

MOA Lays Groundwork For Nat'l Tax Council

OAKLAND, Calif., May 15.—Music Operators of America this week started laying the groundwork for the formation of a National Tax Council to help juke box operators combat unfair and discriminatory State and local taxes.

George A. Miller, president of MOA, said that his office had started the basic research job to compile data on existing taxes affecting the music machine operator.

"We are compiling a list of all the State and city juke box taxes currently on the books," Miller said. "Once we have this information we will know what kind of a job we have before us."

When the Tax Council is in op-

eration, Miller explained, four centers will be established in as many cities. In each of these, MOA will keep a current file of juke box tax data and material useful in combatting "unfair taxing proposals.

By establishing the information files in four centers, Miller explained, MOA would be able to give its members faster service. In each center, the information will be handled by one of MOA's own executives. The exact site of the four centers will not be determined until later this year.

Since the formation of MOA, its executives and members have planned the establishment of a Tax Council to help members combat confiscatory taxes.

Juke Licensing Org Nears Ready Phase

Barney Young Seeks Support of Disk Firms Before Launching Plan at Regional Levels

Continued from page 40

formance earnings according to their purchases of records.

Known to be mulling co-operation with Young is the Automatic Music Operators' Association of New York. The Miami operator association and the Westchester County (N. Y.) association are also probable co-operators. Young claims he has other association supporters, tho he would not identify them.

In New York, a spokesman for AMOA admitted serious consideration is being given the Young plan. "We may undertake the experiment for our own edification," he asserted. This spokesman declared that perhaps half of the city's 10,000 juke boxes would slot any disk secured by Young in preferred positions.

Over the past few years AMOA has on several occasions launched experiments to determine whether or not juke boxes could create hits. Tho the trials were inconclusive, AMOA maintains that its members made money on

the records so programed, if they took the trouble to slot the disks in No. 1 positions and directed attention to these entries with promotional stickers and other display devices.

Young's remuneration from his efforts, if his plan eventuates, will be thru skimming a percentage of income. And since one or more of his publishing firms will own some of the copyrights involved, he stands to gain thru sheet music sales if an NJBMI ditty breaks out.

Young states that his organization is open to any publisher that wants to affiliate with it, in the same manner that they currently clear material thru ASCAP or BMI.

He expects that by insuring minimum sales, writers will be attracted to submit new tunes to firms so affiliated. For writers, the main source of income would be mechanical royalties, since performance fees would be severely restricted.

German Coin Trade Booms; Jukes Lead

Continued from page 94

among operators is marked. Except in the case of locations whose takes would not warrant servicing, there are few direct sales to locations. There is no front money, nor is there any sliding scale on commissions — the commission problem is solved by not paying any.

Licensing fees, however, are paid by the operator. These fees amount to a mark (about 25 cents) a month a machine. However, he must also pay an amusement tax of between 20 and 50 marks per machine a month depending on the price of the machine. An attempt by GEMA (the German equivalent of the American Society of Composers, Authors and Publishers) to levy a fee of from 20 to 40 marks a month a juke box met with defeat.

Slot machines are currently legal in Germany, but they will cease to be legal after January 31, 1954. However, another type of gambling device, operated with three dials, will continue to be legal after that date.

Considered Legal

The German theory is that if a gambling device lasts at least 15 seconds a play, and if the player is amused during that period (the setting and manipulation of dials is sufficient for that purpose), the game will be con-

sidered legal. Another limitation is that the machine may not pay off at a higher rate than 10 for one. The dial device is considered legal by this definition.

What effect the ban on slot machines will have is not known. However, Hillert said, it is safe to assume that more dial games will be placed on location, while there is also a possibility that it will aid the sales of U. S. pinball games and shuffle games.

Dr. Hillert said that kiddie rides, introduced six months ago in Germany, are grossing well, with from 500 to 1,000 currently on location. He said that they are being placed in department stores and its outdoor locations. Kiddie rides, he added, should be a lucrative market for U. S. exporters. Juke box operators, game and gambling operators pay a commission to locations, normally about 30 per cent.

Dr. Hillert, accompanied by his secretary, Miss Ria Dede, arrived here Monday (10) and left for Buffalo Thursday (13). Friday (14) he visited the Philadelphia distributors and operators, and today (15) he is in Washington. He leaves for Miami tomorrow (16), where he will stay until Thursday (20), then back to New York, en route to Amsterdam and Hamburg.



**not
like a
sore
thumb!**

The contemporary styling of the modern bar or restaurant is complemented by the Model "E". This trim, clean-line juke box commands attention. It never stands out like a sore thumb to clash with interiors that establish the character of the location.

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Licensee: Jensen Music Automates—building the IMA-AMI Juke-Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

COINMEN YOU KNOW

Chicago

Exhibit's Shooting Gallery gun game got big boost from Louis Boasberg, of the New Orleans Novelty Company, who wrote in letter to Art Weinand, Exhibit vicep: "It was the finest gun and the biggest money maker among guns ever made."

Alvin Gottlieb, D. Gottlieb & Company, reports Parker Henderson, Southern Amusement, Memphis, in to see them Monday (10). . . . **Howard Freer**, Empire Coin Machine Exchange, says Empire is shipping used pin games and Arcade pieces to Italy, Singapore, Honduras, Ecuador, and has requests from Brazil. **Gil Kitt**, Empire, finding Richman Products games, Air Football and Air Hockey, moving good.

Donan Distributing Company's Mac Brier and Tom Cath say their squad is making an open challenge to any distributors or operators who have softball teams. Don and Nancy Moloney have been checking progress on a new home going up in suburban Wilmette. . . . **Joe Munves**, Munves & Company, New York, a recent visitor with Bob Bear at Fun City Arcade. . . . **Roman Siwe**, Bally personnel manager, announces the eleventh annual Bally picnic to be held Saturday, June 26, at the Marvel Inn Picnic Grove.

Joe Schwartz and **Mort Levinson** at National Coin Machine Exchange handling large orders on Gottlieb's new five-ball, Hawaiian Beauty. **Sheldon Spira** has been hopping around the Illinois area. . . . **Sam London** and **Oscar and Meyer Parkoff** dropped in during the week to see **Sam Stern**, Williams Manufacturing Company. . . . **Lou Urbin** and **Henry Mihalek** busy with production planning at the Jennings Company.

Clayton Nemeroff scouting about and seeing a lot of operators thru Illinois for Monarch Coin Machine, Inc. . . . Chicago Coin's softball team trounced United's squad 18 to 6 and topped United in a second fracas Wednesday (12). **Jim Morris**, Chicago Coin, thereupon issued a general challenge to other teams in the industry. **Frank Mercuri** finding big demand for Chicago Coin's Round the World Trainer.

Wally Finke and **Joe Kline**, First Distributors, note that Exhibit's Shooting Gallery is being placed by operators not only in arcades and bowling alleys, but also in taverns, candy stores and drugstores. **Sam Kolber**, returning to town after Illinois road

Angott Skeds Wurlitzer Service School

DETROIT, May 15. — Angott Distributing Company will play host to juke box operators and servicemen in this area next week (May 17-22) when it holds a special service school on the new Wurlitzer 1700 Carousel.

Carl Angott and Ted Parker, of Angott, said that the sessions would be all business, with attention centering on new methods for speedier servicing.

Sessions and classes will be headed by Reed Whipple, regional service manager of Wurlitzer, and are scheduled to be held daily.

Angott and Parker have issued invitations to all juke box personnel in this area.

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:

'PUSHPOP' GETS SET; TRADE SAYS BRAVO. Comments from trade given as record drive readies for kick-off (Music department).

POINT OF ORDER. Mercury devises new sales promotion and merchandising plan (Music department).

VOCAL COMBOS SIGNED BY LABELS. Some 30 groups work record, personal appearance dates (Music department).

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

trip, found Mrs. Kolber's name in The Tribune as a newly elected officer of the Stone School PTA.

Increase in new car sales in Chicago might be due to purchases within the last few weeks by First employees, **Sam Kolber**, **Dorothy Rice**, **Bob Van Allen**, **Steve Horvath**, and **Angie Triggiano**.

Morris Ginsberg, Atlas Distributors, is leaving for Pittsburgh this week. . . . **M. & T Sales Company's Ted Rubenstein** busy with Zig-Zag counter game and electric shuffle scoreboards produced by Marvel Manufacturing Company, M & T's parent firm.

Raymond Bacon, Rock-Ola vice-president in charge of sales, and **King P. Ray**, phonograph sales manager, returned from extensive two week tour this week after visiting with operators and distributors thruout the country.

... Two teams in the Automatic Phonograph Bowling League, **Oomens Sons** and **ABC Music**, took a crack at the State tournament last week. **Oomens Sons** could break into winning money. **Johnny Oomens** and **Bob Gnarro** were captains of the two teams.

New York

Nat Cohn, head of Riteway Sales, is away on a sales trip thru the East. . . . **Ralph H. Ridgeway**, Western Massachusetts Music Guild, Springfield, Mass., and **Oscar Pratt**, Joy Bar Music, Manchester, N. H., visited **Paul Levine** at Herman Distributors and viewed the new Evans.

Carl Pavesi, head of the Westchester Operators' Guild, visited **Irv Kempner**, Runyon Sales, last week. He said that 400 tickets were sold for the WOG's annual banquet which was held Friday Night (14) at the Holiday Inn, Scarsdale, N. Y.

Mel Rapp, Apco vice-president, returned last week from Dallas, where he addressed the regional convention of the National Automatic Merchandising Association. With him were **Ken Way**, Apco's Texas representative, and **Jack Dolligan**, Apco representative in Colorado and New Mexico.

Mrs. Rebecca Schlang, mother of **Barney Schlang**, head of RCIA, Local 1690, AFL, died Monday (10) at the home of her daughter, **Mrs. Helen Peterfreund**, Hollis, Queens. She leaves nine children. The funeral was from the Jefferson Funeral Home, Brooklyn. She was 84.

Dr. Werner Hillert, representing the German coin machine industry, was in New York last week surveying U. S. distributors and operators. He visited **Jack Mitnick**, AMI representative; **Joe Young**, Young Distributing Company, Wurlitzer outlet; **Dave Stern** and **Bob Slifer**, Seacoast distributors, Rock-Ola outlet; **Barney Sugarman**, Runyon distributors, AMI outlet, and **Meyer Parkoff**, Atlantic-New York, Seeburg distributor.

Milwaukee

At least a half dozen Milwaukee operators - signified their interest in the Wisconsin Phonograph Operators' Association this week when **Sam Hastings**, **Red Jacomet**, **Arnold Jost**, **Ken Bulow** and **Doug Opitz** traveled up to Green Bay for the monthly meeting.

On the agenda were discussions covering several bills now before the State Legislature, problems of direct sales to locations, lending money to customers, impact of personal property tax on coinmen and improvement of public relations for the industry.

Veteran music operator **Matt Schaefer**, ill at home since suffer-

ing a stroke April 1, is showing signs of recovery.

Frank Bartnik, the flying coin machine operator, reports that he is avidly scanning weather reports from Canada these days. As soon as the snow melts, Frank has plans for getting into his Cessna and heading up to his hunting lodge near International Falls.

Another avid sportsman, **Clyde Nelson**, of General Novelty Company, reports that he has had little time for fishing this year. Heavy demands of the music and games routes are keeping him on the job, he says. Nelson's favorite fishing spot is his cabin on the Wolf River, near Fremont, Wis.

Premium goods keep moving at a continually accelerating pace, according to **Sam Hastings**, of Hastings Distributors. Biggest demand at present is for fishing and picnicking equipment. Recently added to the Hastings roster was **Ray Allerman**, who is covering the State territory booking orders for premium goods and pinball games conversion jobs. Growing demand for games conversion work is keeping two men busy exclusively at that task, says Sam.

Also on the bright side, adds Hastings, is the rising interest in the State for franchises of Minut-Bun-Bar-B-Q. Boost in this department is largely attributed to fine sales job being turned out by **Lyle Reddick**, who is traveling the territory. If the present pace continues, Hastings reports that within three months all the Minut-Bun State franchises will be covered.

At least a half dozen Milwaukee operators went to Green Bay to take part in the regular meeting of the Wisconsin Phonograph Operators' Association, Monday, May 10. Included were: **Sam Hastings**, **Red Jacomet**, **Arnold Jost**, **Ken Kulow** and **Doug Opitz**.

Detroit

Richard W. and Betty S. Frankel are forming the new R.&B. Stamp Vending Service in the Northwestern suburb of Farmington. . . . The Farmer Vending Company, which is being established in the West Side suburb of Inkster, is named after the owner, **William P. Farmer**. . . . **Carl Angott**, of Angott Sales Company, reports his only trouble is getting enough new Wurlitzers to meet the surprising flood of orders.

Bert Davidson, regional manager for Wurlitzer, was in town to assist in clearing orders on the new 1700 series. . . . **Otto Wissner**, of Mount Clemens, is making a fast business trip to Chicago. . . . **John Bailey**, up-State salesman for Angott Distributing Company, has been speeding around the territory to contact operators and equalize distribution of the new models. . . . **Abe George**, who operates as George Music and Novelty in Toledo, was in town to inspect new equipment. . . . **Arthur Gilboe**, major coin machine operator in Canada, placed his Motor City Shows on the road for the 1954 season this past week, opening at Windsor, across the river from Detroit.

F. Stanley Collins, of Collins Vending, has been expanding in the ice cream vending field. . . . **Jeanne Westerdale**, of Shuffleboard Secretarial Service, thrilled over the league trophies being presented to winning teams, says they "are bee-oo-tiful—and quite different. Everybody loves them, which is sumpin'."

Newcomers also to the vending (Continued on page 104)

Coven Distributors Readies New Bldg. In Indianapolis

INDIANAPOLIS, May 15.—**Lew Jones**, head of Coven Distributors, Wurlitzer outlet, reported this week that the firm's new building at 1301 N. Capital Avenue had been completed and that plans for moving in had been set for May 20.

The new headquarters, Jones said, included a stockroom, a paint room, numerous offices and a large showroom. He added that there was plenty of parking space.

SEE JUKE BOOM

Conn. Ops Vision Summer Resort Spots Best Ever

HARTFORD, May 15.—Connecticut operators are anticipating a boom in juke box play this summer in resort areas and along the shoreline, according to **Abe Fish**, owner of General Amusement Game Company and president of the Music Operators of Connecticut.

Fish, who attributes the feeling of optimism to new equipment and better operator route know-how, said that he had never seen

operators so enthused about the vacation season.

He said that comments from such operators as **Frank Marks**, New England Music, New London; **Pat Montano**, Acme Music, New Haven; **Joe Freeman**, Crystal Amusement, and **James V. Fitzpatrick**, Bridgeport Amusements, both of Bridgeport, indicated that the resort locations this summer would be better than ever.

Fish added that other reasons for this expected boom resulted from more operators reading association bulletins, the gradual elimination of marginal spots and the stepped-up replacement programs being adopted by operators. "Despite a drop in average collections in some city locations," **Fish** said, "a good summer season might well offset the loss."

Fish advised operators with summer resort routes to ask location owners for the best spot in the room for their juke boxes. He suggested that operators point out that the machines serve a twofold purpose: They draw customers and they represent a profit.

Radio, Theater Boosts Miami Juke Box Trade

MIAMI, May 15.—Juke box operators and distributors in this area are getting trade boosts from radio stations and theaters thru the Amusement Machine Operators' Association as well as thru distributor promotions.

Cracker Jim's radio show on Station WMIE every Wednesday from 7 to 8:30 p.m., features juke box operators belonging to the AMOA. **Cracker Jim** spins country and western records and then interviews operators over the phone, getting comments as to which numbers are likely to rise in the charts.

Since the show's debut a few months ago, a long list of persons in the trade have participated, including **Jack Waterhouse**, Deale Automatic Music; **X. Zeverly**, Radio Center; **Maurly Horwitz**, Bishop Amusement Company; **Harold Carson**, Juke Box Company; **Buster Anshell**, American Operating Company; **Raoul Shapiro** and **Danny Hudson**, Supreme Distributors, and the **Frenchy Brothers**.

Bill Burns of radio Station WQAM is another disk jockey who works closely with the AMOA. Burns' "Juke Box Serenade" is one of the most popular local programs and is heard daily from 4:30 to 6 p.m. The deejay gets the daily list of juke box favorites from **Willie Blatt**, AMOA president, and spins them along with what he calls "bonus listening specials."

Bob Norman, Southern Music Distributing Company, AMI outlet, has been installing juke boxes in theater lobbies to boost play. When a premiere movie is scheduled and the stars drop in to make personal appearances, theme music to go with the movie or recorded hits by artists appearing in the movie are played on the juke box in the lobby.

Branching Out

Continued from page 100

two new services for operators. First, **Remund** said, an anti-static cloth, "Silcloth," which treats records and tubes so that they remain free from static for weeks, was introduced. He pointed out that operators had been using the cloth on their routes for some time, reporting a noticeable improvement.

The second service, **Remund** said, is a series of letters explaining the finer points of needle care.

Still another manufacturer, the **Paul Bennett Needle Company**, 230 E. Ohio Street, Chicago, headed by **Paul Bennett**, has aimed all of its service at the juke box operator. **Bennett** said that new testing equipment resulted in needles designed especially for the juke box operator.

All needle manufacturers produce needles to fit juke box cartridges and all are striving at improving both their service and their product. Certainly, to the juke box industry, the needle manufacturer is important.

Lane Firm Sells Miami Coin Route

MIAMI, May 15.—A route consisting of approximately 50 pieces, juke boxes and shuffleboards, changed hands this week when **Gene Lane Enterprises** sold its operation to **Irving Shapiro**, a newcomer in the coin machine business.

The locations involved are in Miami and Miami Beach.

MUSIC \$\$

Detroit Op Demonstrates Versatility

DETROIT, May 15.—**Sam M. Willens**, head of Willens Music Systems of Detroit, demonstrated his versatility as a juke box operator this week when he reported that he was installing a Seeburg Select-o-Matic music system in the new Northland Drugstore, to be opened in Northland Center, Southfield Township, about June 1.

The store will have a 36-stool fountain and will be operated on a self-service type basis.

This will be the second major drugstore in this new shopping center. The decision to install the music system was made by Northland owners **Ben Pearl** and **Louis Silver**.

Al Gange, Seeburg regional representative, was on hand to assist **Willens** in setting up his new location.

Magnecord

Continued from page 100

tape, then automatically reverses to play the other half.

During the Music Operators of America convention last March, **Roberts** announced that the unit would be distributed by and sold to members of the music industry exclusively.

Here's how the system works: 1. Juke box distributors will handle the Magnecord tape recorder the same as they do juke boxes. They will carry both equipment and parts, selling only to juke box operators.

2. The juke box operators will buy the units from distributors already serving them. They will use the background music system to open doors where a juke box has been refused, probably placing the unit on location with a service contract.

3. Tapes will be leased, not sold, by the Magnecord company thru its distributors.

Roberts will direct all phases of the firm's activities in the commercial music field from headquarters here in Chicago.

New Factory?

Continued from page 100

in Jacksonville and ship from that point thruout the State.

Gonong explained that altho distribution of the Capitol label had proved profitable for the Jacksonville corporation, which acquired it in 1949 and moved the office to Miami in 1951, the officers of the company decided to give up the franchise due to other business interests.

It has been an open secret for the past three months here that the franchise was on the market but the drawback appeared to be the huge outlay required.

Gonong announced that Florida Record and Appliance would stop shipping Capitol records May 27.

GREAT NEWS

FROM PANAMA CITY, FLORIDA

FOR PHONOGRAPH

OPERATORS EVERYWHERE

FIELD-TESTING PROGRAM PRODUCED POSITIVE PROOF THAT THE WURLITZER 1700 IS THE GREATEST PHONOGRAPH OF ALL TIME

On January 6th, a new Wurlitzer 1700 mechanism was installed in Panama City, Florida. The location is open 18 hours a day. Dancing is permitted. Sand and dust conditions are bad. There is salt water on two sides of the location.

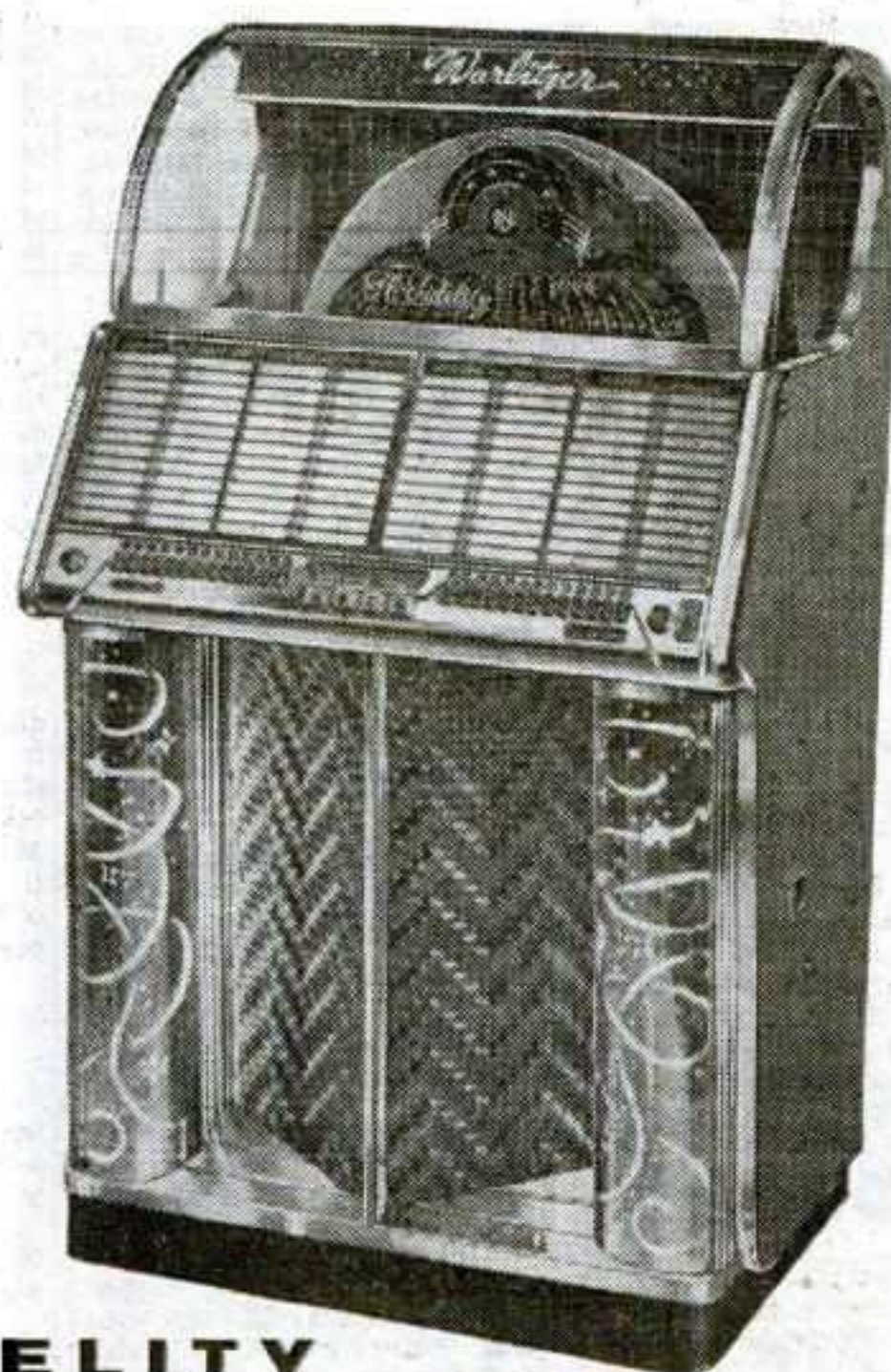
The phonograph was loaded with independent records, including Peacock, Modern, Imperial, Duke, Okay, Sun, Specialty, Chess, RPM, Apollo, King, Atlantic, Checker, United, Flair, Federal and Trumpet.

By February 25th this Wurlitzer 1700, with Carousel Record Changer had not required a single service call.

Weekly averages showed unusually high earnings.

This Test, like others made all over America before National Wurlitzer Days, proved conclusively and

convincingly that for service-free, high-earning operation, the Wurlitzer 1700 is far and away the greatest phonograph of all time.



THE FABULOUS

HIGH FIDELITY

Wurlitzer **1700 HF**

TAKES THE MASK OFF THE MUSIC



SEE IT, HEAR IT and BUY IT at your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

COINMEN YOU KNOW

Continued from page 102

business are Mr. and Mrs. Frank P. Zapanuk, who have established the Fra-Sy Vendor, as operators and distributors of 5-cent coin machines handling nut and gum items. Their new route is in Dearborn, the West Side suburban community.

Leon Weinberger, owner-operator of Leon's Amusements, is vacationing in Florida.

H. J. Weindorf, operator of the Postage Stamp Vending Machine Service, sold the three-year-old city-wide route to two newcomers in the coin machine field, C. W. Kalte and Daniel C. Lowes, who have formed a co-partnership.

Harry Bloomfield, one of the three partners who organized the Kiddie Rides Company, operators of coin-operated carnival-type animal rides in supermarkets, has retired from the coin machine business. The company has been taken over by his partners, Joseph Kanterman and Joseph Siwak, and is located on the northwest side of the city. Kanterman said that they now have over 30 locations throughout Detroit and nearby Downriver suburbs, and Royal Oak, Harper Woods and Wayne, Mich.

Washington

Sid Lotenberg, owner of Westway Vending, recently took over the complete cigarette and candy installation at the Engineering and Research Development Laboratory of Fort Belvoir, Va. Sid is also expanding his ice cream routes and says business is good.

The Pioneer Novelty Company, headed by Evan Griffith, is doing a slow but steady business. Ev,

who is an officer of the Washington Music Guild, reports that the Guild recently held a regular monthly meeting. Acceptance of dime play was one of the topics discussed.

Another show was given for the patients of Walter Reed Hospital, thru the efforts of Hirsch de La Vies, of Hirsch machines. Hirsch continues to enjoy steady business.

Kwik Kafe, of Washington, is enjoying good sales due to continued cool weather, says Manager James Bowen. April was the firm's best month this year, and hot chocolate will soon be added to the line.

Los Angeles

Frank Mencuri, Chicago Coin Company, visiting from Chicago this week, took off on a quick trip to San Diego with Ed Wisler, Minthorne Music Company. . . . Jean and Dolores Minthorne expect to return from their Phoenix, Ariz., branch office next week. . . . Bill Leunhagen's Record Bar adds a service for music operators in the form of a mimeographed "coming up" list. First week's supply of forms went in two days said record counter chieftains Mary and Kay Solla.

Charley Daniels, Don Peters, Karl Johnson and Jimmy Wilkins, Paul Laymon Company, all take off for a weekend of fishing at Big Bear Lake. Asked where Ed Wilkes would be, came the retort, "the Balboa Bay Club, of course."

Al Silberman, Badger Sales Company, flies to Chicago this Decoration Day for a brief visit with his family there. . . . Oscar

Tetzloff, Banning, Calif., operator, made the long trip into Los Angeles this week. . . . Jack Simon and Abe Chapman, Simon Sales Company, continue to ponder shipping schedules as their export volume increases. . . . Charley Robinson, C. A. Robinson Company, reports peak sales with United's Team Shuffle Alley.

Hartford, Conn.

James F. Tolisano, Superior Music Company, has registered his trade name with the town clerk's office. Tolisano, executive vice-president of the Music Operators of Connecticut, has long operated Superior Music here.

Ralph Colucci, Seaboard Distributors, and Mrs. Colucci were in New York for several days.

Mac Perlman, Seeburg-New York Corporation, was in New York on business.

Year in Prison for Cig Mach. Thief

MIAMI, May 15.—The penalty meted out this week to a vending machine thief may prove a deterrent to others.

Judge Ben C. Willard in Criminal Court imposed a one-year prison sentence on Owen Neal Myer, 25, for stealing a cigarette vending machine valued at \$400, including the packaged smokes.

Berry Juice Concentrate Experiments Underway

CORVALLIS, Ore., May 15.—Production of frozen concentrated cherry and prune juice may be commercially possible if current experiments at Oregon State College here are successful.

Food technologist Robert Cain stated that when the juices are purified, they are easily concentrated with three-fourths of the water removed. He is also experimenting with raspberry and other berry juice concentrates.

Canada Dry Net Up

NEW YORK, May 15.—Canada Dry Ginger Ale showed a slight gain in net income for six months of its current fiscal year ended March 31. Earnings were \$951,529, compared with \$950,439 in the like period a year ago.

THE BILLBOARD INDEX 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.

	Issue of May 15	Issue of May 8	Issue of May 1	Issue of April 24
AMI				
Model A.....	\$195.00	\$195.00	\$175.00	195.00
Model B.....	275.00	250.00	329.50	250.00
Model C.....	275.00(2)	239.50	275.00(2)	225.00
Model D-40.....	395.00(2)	389.50	395.00(2)	395.00(2)
Model D-80.....	375.00	495.00	439.50	475.00
Hideaway.....			495.00	534.50
CHICAGO COIN				
Band Box.....	139.00	139.00	139.00	99.50
EVANS				
Constellation.....	250.00	229.50	250.00	
MILLS				
Constellation.....	150.00	150.00		
RISTAUCRAT				
Selective, 12 Rec., 45 RPM..			50.00	
ROCK-OLA				
Fire Ball, 45 RPM.....	495.00	495.00		
1422.....	89.00	50.00	60.00	89.00
1426.....	109.00	109.00		109.00
1428.....				125.00(2)
1434.....	350.00	350.00		225.00
1436 Fireball 45 RPM....	445.00	445.00		
SEEBURG				
Hideaway.....	125.00	125.00		
M 100 C.....				695.00
M 100 A 78 RPM.....		395.00	449.50	449.50
M 100 B 45 RPM.....		475.00		395.00
146.....	99.00	135.00	50.00	60.00
H 146 Hideaway.....	75.00	75.00	99.00	99.50
147.....	129.00	75.00	109.50	135.00
H 148 Hideaway.....	95.00	95.00	150.00	75.00
148.....	175.00	145.00	145.00	159.50
148 M.....	189.00	189.00	189.00	189.00
148 ML.....	169.00	199.00	159.50	199.00
1946 Hideaway.....		89.50	159.50	179.00
WURLITZER				
1015.....	75.00	125.00	69.50	75.00
1017 Hideaway.....			99.50	125.00
1017 A Hideaway.....			99.50	99.50
1080.....	99.00	125.00	99.00	110.00
1100.....	225.00	240.00	225.00	240.00
1217 Hideaway.....			199.00	199.00
1250.....	219.50	275.00	239.50(2)	275.00
1400.....	450.00	475.00	395.00	419.50
1450.....			450.00	475.00
WILLIAMS				
Music Mite.....				75.00

BRILLIANT SPECIALS

AMI-A—\$119.50

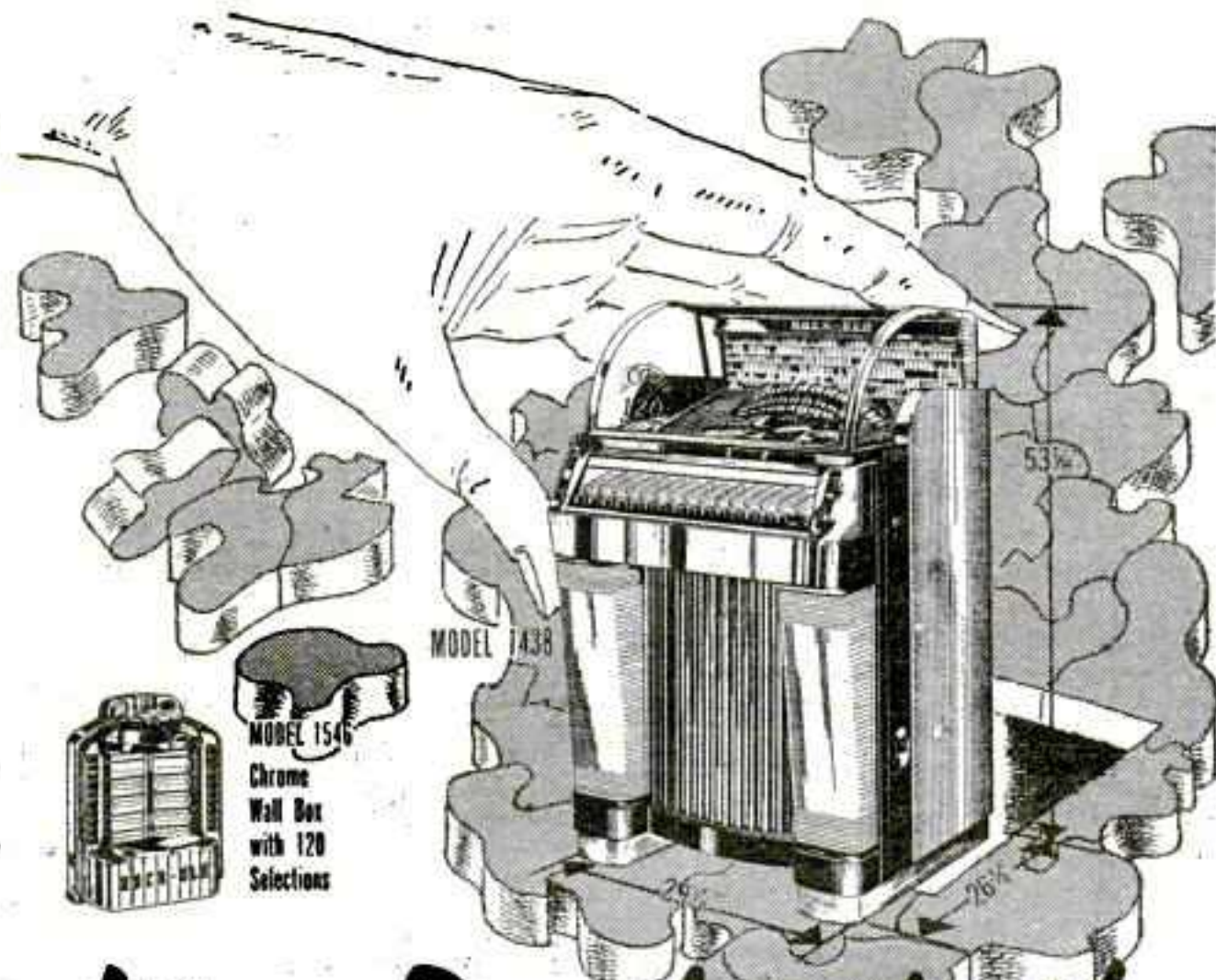
We also have available

Seeburg 100-B..... Write	Rock-Ola 1434.....\$375.00
Seeburg 100-C..... Write	AMI-B.....239.50
Rock-Ola Fireball..... Write	AMI-D.....350.00

BRILLIANT MUSIC CO.

Rock-Ola Distr.

19963 Livernois Avenue Detroit 21, Michigan DI 1-2750	245 No. Division Grand Rapids, Mich.
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It's no Puzzle to fit the
ROCK-OLA Comet 120
phonograph into any location!

The Rock-Ola Comet is the world's smallest phonograph with 120 Selections. Its single button, Line-O-Selector, selection assures fast plays and larger profits . . . its 3-way accessibility is a serviceman's dream . . . its wide range tone fidelity offers all that the record has.

ROCK-OLA MANUFACTURING CORPORATION
100 NORTH KEDzie AVENUE, CHICAGO 21, ILLINOIS

NABV Show Plan to Permit Non-Members Gets Response

CHICAGO, May 15.—The National Association of Bulk Vendors' announcement to open its convention doors to non-member firms for the first time in its three-year history has resulted in numerous inquiries and requests by manufacturers of vending machines other than bulk equipment—and their suppliers—to participate in the NABV bulk vending show in the Congress Hotel July 9, 10, and 11. The announcement was made Friday (14) by Bernard K. Bitterman, NABV president, and Rolfe Lobell, convention chairman (The Billboard, April 24).

Altho no vending firms or suppliers other than bulk firms have signed contracts to exhibit so far, three vender manufacturers and one supplier have already indicated their intentions of exhibiting at the convention, according to Ted Raynor, NABV general counsel.

Said Lobell: "Requests to exhibit and inquiries have so far been received from vending machine people in the following fields: Beverages, candy and candy bars, cigarettes, ice cream, cookies, pastry. Besides, we've heard from persons connected with kiddie rides, scales, and stamp vendors."

Reasons for Interest

Explaining the reasons for the interest, Bitterman said:

"The interest and desire to exhibit have been caused by the fact that this convention is being held in the heart of the country and can so easily be reached by people interested in vending, and also by virtue of the fact that word has spread thruout the industry of the large attendance of operators that will be present at the show."

NABV embarked on a new convention program this year. For the first time since it was organized three years ago, the group will sponsor its show at a time and in a city different from that of the National Automatic Merchandising Association. (The 1954 NAMA show will be held in Washington, D. C., October 10-13.)

Called The Vending Pageant of '54, the NABV convention will have an "all-room show" and exhibits will occupy two floors of the South Building of the Congress Hotel, Lobell said.

4 Lorrillard Promotions

NEW YORK, May 15.—P. Lorrillard Company announced four promotions of its salesmen to assistant division managerships.

They are John F. Stanton, at Cincinnati headquarters; James W. Conrad, at Pittsburgh; Jack E. Rainey, Dallas, and George N. Smith Jr., Houston.

Supplies in Brief

Sugar Deliveries

Sugar deliveries by primary distributors for U. S. consumption totaled 1,855,000 tons the first three months of this year, down 7 per cent from the same period last year, according to the U. S. Agriculture Department. Stocks held by primary distributors April 2 were 1,357,000 tons, 60,000 tons more than a year ago.

Peanut Use Up

Shelled edible peanuts used in making salted peanuts, peanut butter and candy amounted to 348,000,000 pounds thru March 31, up about 1 per cent over last year, the U. S. Agriculture Department reports. Peanut supplies in off-farm positions March 31 totaled 739,000,000 pounds uncleaned and unshelled, 6 per cent less than on the same date last year.

Glass Containers

Shipments of glass containers during March were 12,134,000 gross, a jump of 40 per cent over February but 5 per cent less than in March last year, according to U. S. Commerce Department figures. Returnable beverage bottle shipments were 535,000 gross compared to 308,000 gross in February and 698,000 gross in March last year.

Milk Prices Drop

Widespread declines in fluid milk prices took place in early April, with milk dealers paying an average \$4.75 per hundredweight of Class I milk, or 21 cents per hundredweight below March and 30 cents per hundredweight below April last year, the Agriculture Department reported this week. Retail prices of standard grade milk averaged 22.6 cents per quart, 0.2 per quart less than in March and 0.3 cents per quart below April a year ago.

Cold Storage Supplies

Shelled peanuts in general public cold storage warehouses reached 42,602,000 pounds on March 31, a total of 5,964,000 pounds over the previous month, but 7,513,000 pounds less than in cold storage in March last year, according to the Department of Agriculture this week. Frozen orange juice in cold storage the same date was 22,875 gallons, down 1,032 gallons from February, but 4,318 gallons above March a year ago.

Record Milk Production

Milk production jumped to a new record of 121.2 billion pounds in 1953, according to final figures released by the Department of Agriculture this week. Of the milk produced, 14 per cent was used on farms where it was produced, and 86 per cent was marketed as milk and cream. Farmers' cash receipts from marketings totaled \$4,370,000,000, a drop of 4 per cent from 1952.

For 1954 milk consumption is expected to jump by at least two billion pounds, whole milk equivalent, this year as the combined result of an average 1-cent-per-quart drop in retail prices April 1 and the normal gain in population, the U. S. Department of Agriculture reports. Although prices to farmers will be well below average, milk production continues high and will likely reach a new record this year, the Agriculture Department said.

Peanuts for Sale

The Commodity Credit Corporation announced it has 2,500 tons of peanuts, farmers' stock, for sale to domestic buyers on a bid basis. Buyers should write to the Commodity Stabilization Service, U. S. Department of Agriculture, Washington 25, D. C. The CCC sold 2,188 tons of peanuts for edible use for a total of \$575,817 during the first three months this year, Agriculture Department reported.

Candy Sales Jump

Manufacturers' sales of confectionery and competitive chocolate products in March were up 3 per cent in poundage and up 5 per cent in dollar value from sales in March last year, according to the Commerce Department. A selected group of manufacturer-wholesalers reported the following percentage of change by type of product sold: Package goods to sell at \$1 or more per pound, down 17 per cent in poundage and 7 per cent in dollar value; at 50 to 99 cents per pound, up 16 per cent and 28 per cent; at less than 50 cents per pound, up 20 per cent and 18 per

Combo Tobacco Venders Make Copenhagen Debut

COPENHAGEN, Denmark, May 15.—Two mid-town smoke retail stores are making use of super-size coin-operated cigarette-cigar-tobacco venders for nighttime sidewalk location sales.

These machines are products of the Soren Wistoft firm and basic principles are the same as in practically all Danish-made venders. All of the machines have three horizontal units stacked one above the other in a nickel plated metal cabinet that can be rolled out onto the sidewalk and fastened to the store front.

All are to a certain extent custom built in that the two lower units of each have narrow vertical racks for cigarettes and wider racks for packaged cigars. The upper units have only narrow racks for cigarettes. Each unit has a separate coin chute and cup for rejected coins—or slugs. Change is placed inside the wrappers.

At one location the machines are of regulation width, with upper unit carrying seven racks (about 30 packs) of cigarettes. Lower units have two wide racks for cigars and four for cigarettes or small packages of tobacco. One machine vends 15 brands of cigarettes, three of cigars and one of tobacco. Other machine dispenses eight brands of cigarettes and one of cigars.

At another location the machines are of same type and height but wider.

The upper unit has 10 cigarette racks and the lower units have six narrow and two wide racks. One machine uses 24 racks for cigarettes and two for cigars; the other has 16 racks for cigarettes and 10 for cigars. Any combination of items or brands can be used so long as packages fit into the racks as all contents of the machines are visible and no labels are necessary on exterior of machines.

Dallas NAMA Meet Hears

Continued from page 96

a new era where profits will surpass those of present operations. Instead of paying a commission to locations for such service, Dobson declared, the operator should expect a subsidy; he should realize a profit for developing the service that will be a definite asset to the location.

The first day's session opened with a welcome address by Sidney Julius, of the Paramount Vending Service, Dallas. William Fogarty, an insurance representative, spoke on business insurance coverage in the vending field, and J. E. Murray, of the P. Lorillard Company, spoke on "What Happened to the Cigarette Business and What Is Its Future With the Many Brand Problems?"

Murray pointed out the many problems that have come with king-size and filter-tip brands, and said that vending units would eventually come to offer a wider selection thru multiple columns. At an NAMA meeting four years ago, Murray predicted that vending units would contain as many as 15 columns. Today, the audience was reminded, one cigarette vending machine manufacturer is producing a 20-column unit.

In a discussion of the problem of vandalism, Clarence Cleere, Fort Worth, pointed out that his firm began three months ago to place stickers on each unit offer-

ing a \$50 a reward for conviction of a vandal breaking into a machine. During the 90 days, six convictions had been obtained at a cost to his firm of \$300, but with much greater value in restraining vandals from this practice, Cleere said.

A. G. Schlosstein, of the Price Waterhouse & Company accounting firm, explained the survey that his firm proposes to do on operator-accounting practices, proposed by Clint Darling, of NAMA, at the national convention. Schlosstein noted that a questionnaire would be sent to operators who agreed to underwrite a minimum of \$50 and a maximum of \$100 each for expenses, and that a manual of bookkeeping and operating procedures designed to help the operator keep accurate account of profits, taxes, inventory and other items, would be developed for subscribing operators.

Saturday's session was devoted to operators' problems with Rudy Weyel, Southern Texas Vending Company, as chairman. Talks included "Hiring and Training of Personnel," by William Fishman, Automatic Merchandising Company.

A panel of five operators discussed operations of 5-and-10-cent candy, cigarette brands, coffee, soft drinks, ice cream and milk, plus sanitary problems in connection with all types of operations.

At the conclusion of the meeting, Al Schmidt, System Vendors, Oklahoma City, was elected director of NAMA Region 8.

cent; 5 and 10 specialties, up 1 per cent and 2 per cent, and bulk goods, including penny items, up 4 per cent and 10 per cent.

Coffee Imports

An estimated 255,485,000 pounds of raw or green coffee valued at \$157,900,000 was imported for consumption in March, up 2 per cent from imports in February but 14 per cent below the 299,777,000 pounds valued at \$149,866,000, imported in March last year, the Census Bureau reported.

Spanish Almond Crop

Spain's almond crop will range from 15,000 to 20,000 tons this year, down nearly 30 per cent from last year as the result of a freeze early in the season, the Agriculture Department has estimated. No tree injury was observed because of the freeze, so future crops should be normal.

Antitrust Ruling

The Shade Tobacco Growers' Agricultural Association has been ordered by the District Court, Hartford, Conn., to end agreements to reduce production of Connecticut Valley shade tobacco used as a wrapper to encase the filler and binder of cigars, Attorney General Herbert Brownell Jr., reported. The judgment, which resulted from a government case, also prohibits any action of the association's 33 members, directly or indirectly, to limit tobacco production.

Tobacco Sales Up

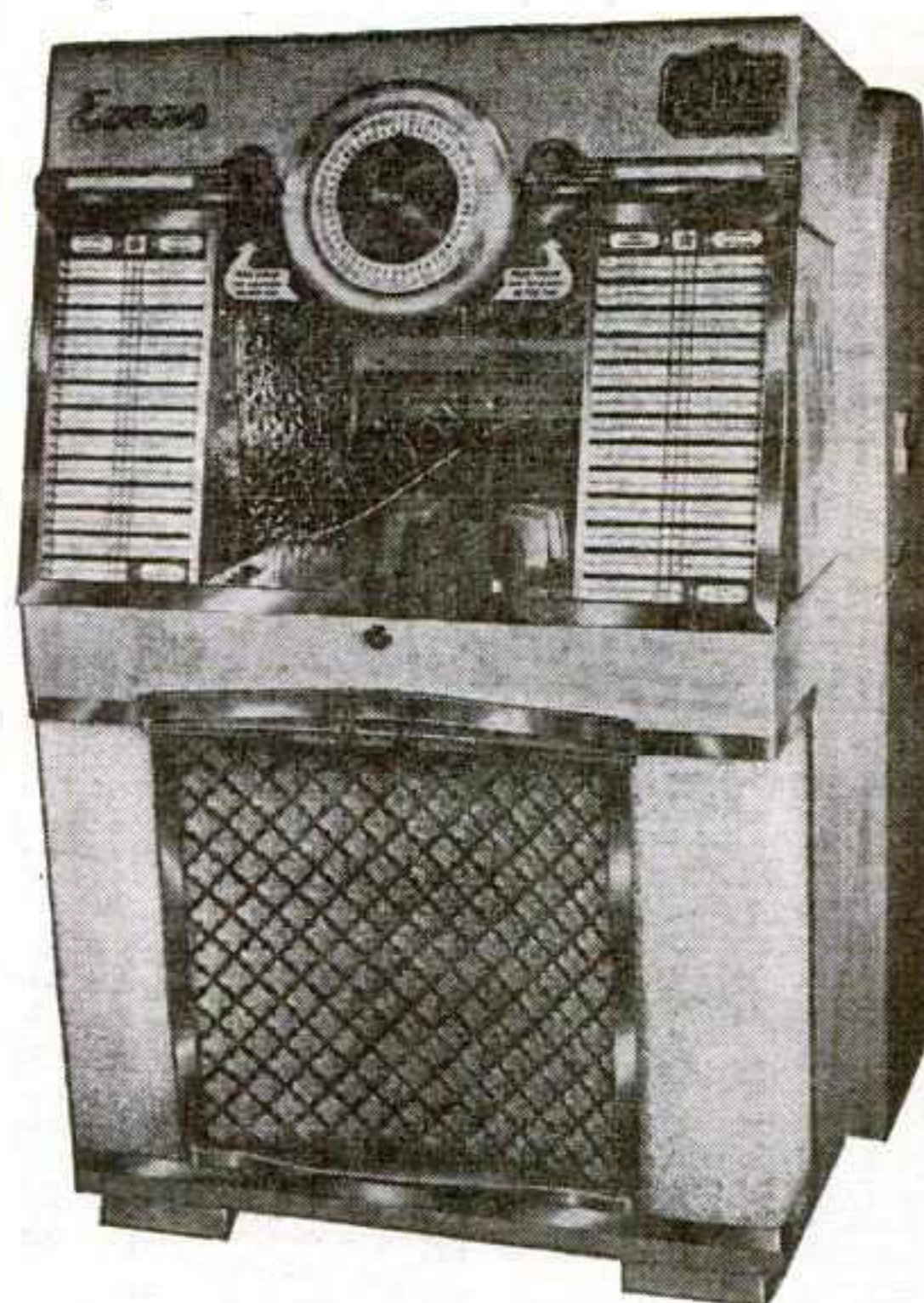
Wholesale sales of tobacco products reached \$233,000,000 in March, up 14 per cent from the previous month and 3 per cent higher than in March a year ago, according to final Commerce Department figures. Tobacco inventories dropped from \$161,000,000 in February to \$154,000,000 in March last year.

NEW—ALL THE WAY THRU!

EVANS'

HOLIDAY

100 SELECTION • 45 RPM



HI-FI PLUS

Evans' Holiday imparts an entirely new concept of High Fidelity. In combination with many other sound engineering achievements, plus Evans' exclusive Panoramic Sound Distribution, unsurpassed tone quality is assured.

Compare the faithful sound reproduction, the full rich tones and superb realism. Yes, comparison will prove the outstanding superiority of Evans' Holiday!

ON DISPLAY AT YOUR EVANS DISTRIBUTOR!

H. C. EVANS & CO. 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

How Was Your Timing on . . .

"THE HAPPY WANDERER"

FRANK WEIR ORK LONDON 1448

Now on Billboard's "Best Selling Singles" 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

APRIL 21, 1954

Title Strips Ready for Top Juke Profits

APRIL 21, 1954

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		

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

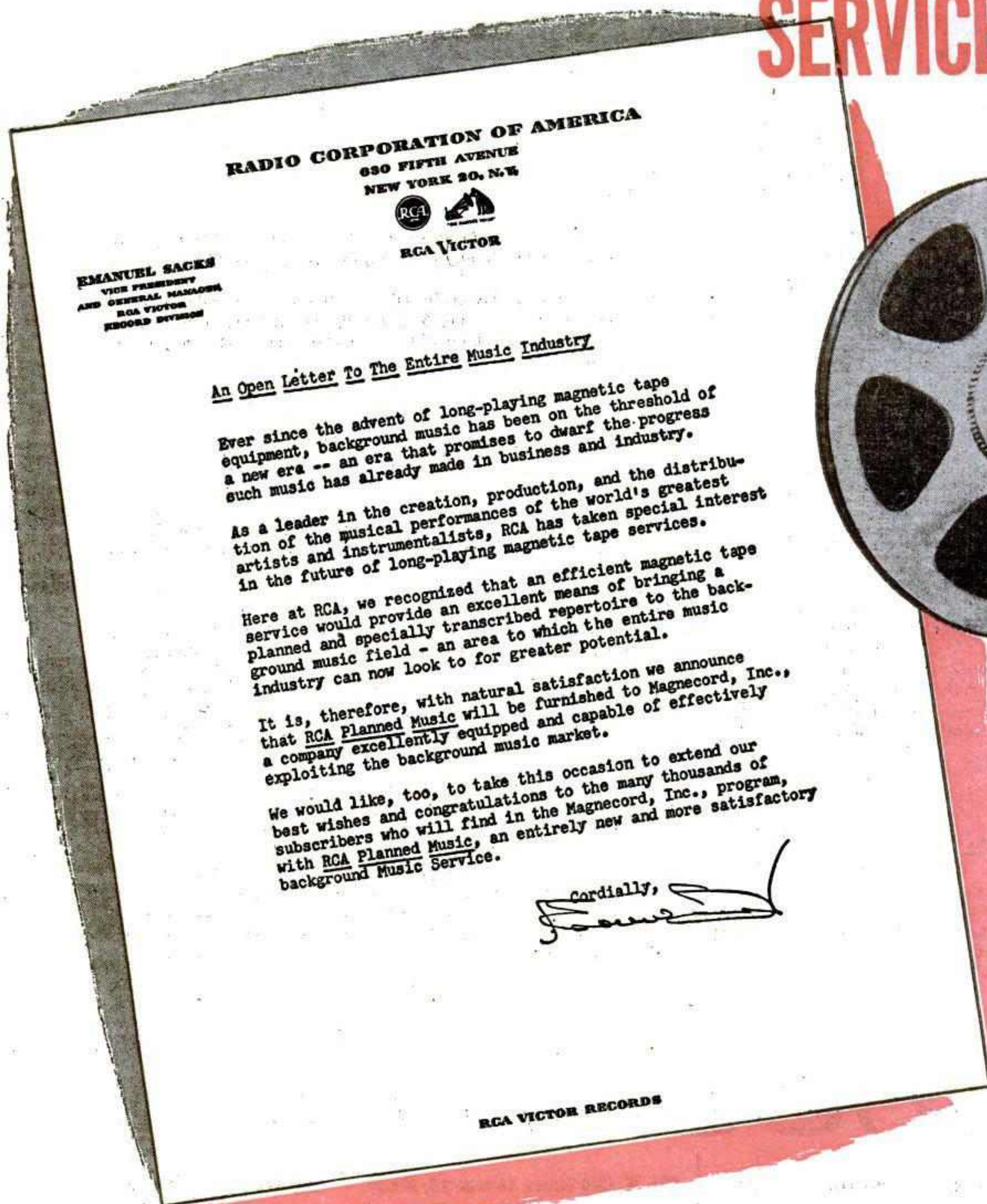
Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

TODAY BACKGROUND MUSIC GROWS UP! TODAY MAGNECORD, INC. — AND ONLY SERVICE WITH---



RADIO CORPORATION OF AMERICA
630 FIFTH AVENUE
NEW YORK 20, N.Y.



EMANUEL SACKS
VICE PRESIDENT
AND GENERAL MANAGER
RCA VICTOR
RECORD DIVISION

An Open Letter To The Entire Music Industry

Ever since the advent of long-playing magnetic tape equipment, background music has been on the threshold of a new era -- an era that promises to dwarf the progress such music has already made in business and industry.

As a leader in the creation, production, and the distribution of the musical performances of the world's greatest artists and instrumentalists, RCA has taken special interest in the future of long-playing magnetic tape services.

Here at RCA, we recognized that an efficient magnetic tape service would provide an excellent means of bringing a planned and specially transcribed repertoire to the background music field - an area to which the entire music industry can now look to for greater potential.

It is, therefore, with natural satisfaction we announce that RCA Planned Music will be furnished to Magnecord, Inc., a company excellently equipped and capable of effectively exploiting the background music market.

We would like, too, to take this occasion to extend our best wishes and congratulations to the many thousands of subscribers who will find in the Magnecord, Inc., program, with RCA Planned Music, an entirely new and more satisfactory background Music Service.

Cordially,

RCA VICTOR RECORDS

WHO IS MAGNECORD, INC.?

Magnecord, Inc. is the world's largest manufacturer of professional tape recording equipment. Its precision-made, trouble-free, high fidelity machines can be found in radio and television stations, business, industry, government, and universities. With a laboratory staff of 70 highly trained engineers and scientists, Magnecord, Inc. is constantly developing new equipment and techniques, constantly advancing the

audio-electronic frontier.

Under the leadership of William Dunn, president, Magnecord, Inc., and H. T. ("Heinie") Roberts, general manager, Commercial Music Division, offers a unique combination of experience and vision in both the electronic and music fields. Truly an ideal background for the creation of an Ideal Background Music Service.

DDAY NEW LEADERSHIP STEPS FORWARD! MAGNECORD - INAUGURATES A NEW MUSIC C A PLANNED MUSIC!

WHY A NEW MUSIC SERVICE?

Look around you! Now Background Music can be as universal as the air we breathe. In hotels, or motels, in retail shops or department stores, in offices or factories, in amusement parks or drive-in theatres, in airports or lobbies, in showrooms and salesrooms, in schools, churches, clubs - *everywhere in America Background Music is ready to come of age!*

Magnecord, Inc. has conceived and created its new Music Service

to do precisely this: *to bring better Background Music to any location, at any time of the day or night, and for groups of any size or character.*

And because of newly-perfected electronic achievements in sound recording and reproduction, Magnecord, Inc. can engineer into its Music Service a scope and quality never before possible in any Background Music Service.

WHAT'S NEW ABOUT THIS MUSIC SERVICE?

Three things are new!

First - a new, finer, specially-developed, continuous magnetic tape playback that delivers better sound, truer tone, richer quality, and higher fidelity than has ever been possible in any other Background Music system. There are no telephone lines to screen out high and low frequencies.

Instead, 8 hours of continuous music are delivered on single reels and played *right on the location*, at the flick of a switch - or by automatic timer controls, pre-set as desired.

Second - the music is *RCA Planned Music!* For the first time here is Background Music with the full benefit of RCA's leadership in music, RCA's constant stream of great instrumental artists, orchestras and performances, RCA's intimate familiarity with the highly specialized requirements of the many *different* uses for Background Music.

Here is what Background Music has always needed - music expertly produced, planned, and programmed by RCA itself!

Third - this new Background Music Service will be distributed, operated and serviced in a completely new way - through the Music Distributors and the Music Operators of America.

This is where YOU, Mr. Distributor, and YOU, Mr. Music Operator, step into the picture. Think! Now, in complete harmony with your present franchise you can expand into an entirely new and unbelievably profitable field!

MR. DISTRIBUTOR - MR. MUSIC OPERATOR

Pick up your classified directory . . . drive around town - wherever people work or play, go or stay, there's a crying need for Background Music of the right calibre, flexibility and simplicity. YOU can supply *that* Background Music. YOU can sell this Music Service to hotels, motels, cocktail lounges, doctors' and dentists' offices, real estate offices, airports, amusement parks, drive-in theatres, showrooms and sales-

rooms, transportation systems, apartment house lobbies, banks, offices, schools, churches, clubs, stores, supermarkets . . . YOU can furnish all these places and countless more because only *you* will be able to offer RCA Planned Music *AND* Magnecord's continuous magnetic tape playback, as a complete "packaged" Background Music Service.

The time for YOU to act is RIGHT NOW!

magnecord, inc.

Henry ("Heinie") T. Roberts, General Manager - Commercial Music Division

225 W. Ohio Street, Chicago 10, Illinois • Telephone: WHitehall 4-1889



"NOW IT HAS BEEN TOLD - the big, exciting news that I could only hint at, at the M.O.A. Convention in Chicago. But even so large an ad as this can't give the full story . . . can't spell out the tremendous opportunity. Whether you are a distributor or music operator, the time to get in on the ground floor is right now - before you turn this page!"

"Heinie" Roberts

YES! Fill out this coupon, that's all you do to let me know that you are interested!

Mail Today To:
Magnecord, Inc.
225 West Ohio Street
Chicago, Illinois

Dear "Heinie":
Please RUSH me complete details on how I can fit into the Magnecord, Inc. Background Music Service.

I am a Music Operator Distributor
and I handle these coin operated phonograph lines:

Name _____
Street _____
City _____ Zone _____ State _____

B-1

NEW!

COUNTS & WRAPS



PORTABLE COIN COUNTER

PENNIES . . NICKELS
DIMES . . QUARTERS

MORE ACCURATE &
15 TIMES FASTER
THAN COUNTING &
WRAPPING BY HAND

STOCKED AND SOLD BY

- ANCHORAGE, Alaska**
Alaska Coin Machine Exch.
241 Fourth St.
- ATLANTA, Georgia**
Friedman Amusement Co.
441 Edgewood Ave., S.E.
- BOSTON, Mass.**
Redd Distributing Co., Inc.
298 Lincoln St.
- CANADA, Toronto, Ont.**
E. A. Horton Sales Co.
3071 Bloor St. W.
- CHICAGO 18, Ill.**
Coven Music Corp.
3181 Elston Ave.
- CLEVELAND 15, Ohio**
Cleveland Coin Mach. Exch., Inc.
2025 Prospect Ave.
- DALLAS, Texas**
S. H. Lynch & Co.
2900 Gaston Ave.
- DENVER 3, Colo.**
R. F. Jones Company
1314 Pearl
- HOUSTON, Texas**
S. H. Lynch & Co.
910 Calhoun St.
- INDIANAPOLIS, Ind.**
Coven Music Corp.
1545 E. Kelly St.
- LOS ANGELES 6, Calif.**
Badger Sales Co.
2251 W. Pico Blvd.
- LOUISVILLE 4, Ky.**
H. M. Branson Dist. Co.
811 E. Broadway
- MEMPHIS, Tenn.**
Sammons-Pennington Co.
1049 Union
- MILWAUKEE 8 Wis.**
S. L. London Music Co., Inc.
3130 W. Lisbon Ave.
- NASHVILLE 3, Tenn.**
Hermitage Music Co.
423 Broad St.
- NEWARK, Wayne County, N. Y.**
Bilotta Dist. Co.
224 No. Main St.
- NEW YORK 18, N. Y.**
Northwestern Sales & Service Co.
446 W. 36th St.
- OKLAHOMA CITY, Okla.**
Copeland Distributors
900 No. Western
- PHILADELPHIA 30, Pa.**
Active Amusement Mach. Co.
666 N. Broad St.
- PITTSBURGH 19, Pa.**
Banner Specialty Co.
1508 Fifth Ave.
- PORTLAND 12, Oregon**
R. F. Jones Company
1515 N. E. Broadway
- SALT LAKE CITY, Utah**
R. F. Jones Company
127 East Second St.
- SAN ANTONIO, Texas**
S. H. Lynch & Co.
414 Dolorosa
- SAN FRANCISCO, Calif.**
R. F. Jones Company
1263 Mission St.
- SEATTLE, Wash.**
R. F. Jones Company
2600 Second Ave.
- ST. LOUIS 1, Mo.**
W. B. Distributors, Inc.
1012 Market St.
- ST. PAUL 3, Minn.**
Automatic Games Supply Co.
302 University St.

GOOD TERRITORIES
STILL AVAILABLE

KLOPP
ENGINEERING, INC.
35551 Schoolcraft • Livonia, Mich.

KIDDIE RIDES (COIN-OPERATED)

- ★ METEOR LEADS THE FIELD!
- ★ LARGEST ASST. OF MODELS—10 IN ALL!
- ★ ALL STEEL CONSTRUCTION!
- ★ THEY'LL OUTLAST 'EM ALL!
- ★ ONE YEAR GUARANTEE!
- ★ FREE INSURANCE!

MAIL THIS AD FOR DETAILS!
METEOR MACHINE CORP.
75 W. 45th St., New York 36, N. Y.
Phone: Circle 6-2241

THE BILLBOARD INDEX

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 May 15	Issue of May 8	Issue of May 1	Issue of April 24
ABC (United).....	\$50.00 75.00 115.00	\$50.00 75.00 115.00	\$50.00 75.00 115.00	\$50.00 75.00 115.00
All Star Baseball (Williams).....		109.50		
Aquacade (United).....		59.50	59.50	59.50
Arizona (United).....		79.50	79.50	79.50
Army-Navy (Williams).....			195.00	195.00
Atlantic City (Bally).....	150.00(2) 175.00 185.00 195.00	150.00(2) 175.00 179.00 195.00	150.00 165.00 175.00(2) 195.00	150.00 165.00(2) 175.00 195.00
Baby Face (United).....			49.50	49.50
Basketball Champ (Chicago Coin).....	175.00(2) 275.00	175.00(2) 275.00	175.00(2) 275.00	175.00(2) 275.00
Batting Practice.....		89.50	89.50	89.50
Beach Club (Bally).....	365.00 385.00(2) 395.00		325.00 350.00 375.00 385.00	350.00 375.00 385.00 395.00(2)
Beauty (Bally).....	315.00(2) 325.00	249.50 315.00(2) 325.00	250.00 285.00 315.00(2) 325.00	295.00 315.00(2) 325.00
Be Bop (Exhibit).....		84.50	84.50	84.50
Bermuda (Chicago Coin).....		49.50	49.50	49.50
Big Top (Genco).....		54.50	54.50	54.50
Boleros.....		99.50	99.50	99.50
Boston (Williams).....		35.00 79.50 69.50	35.00 79.50 69.50	79.50 69.50
Bowling Champ (Gottlieb).....			79.50	79.50
Bright Lights (Bally).....	89.50 95.00(2)	79.00 95.00(2)	70.00 75.00(2) 95.00(2)	79.00 85.00 95.00(2)
Bright Spot (Bally).....	125.00 145.00	85.00 125.00 175.00	85.00 90.00 125.00 175.00	125.00(2) 175.00
Buffalo Bill (Gottlieb).....		69.50	69.50	69.50
Cabana (United).....	275.00	275.00	225.00 275.00 375.00	249.00 275.00 375.00
Campus (Exhibit).....		84.50	84.50	84.50
Canasta (Genco).....		59.50	59.50	59.50
Champion (Bally).....	89.50	89.50	89.50	89.50
Circus (United).....	225.00	225.00	225.00	225.00
Citation (Bally).....	79.50	79.50	79.50	79.50
C.O.D.			185.00	185.00
Coney Island (Bally).....	125.00 130.00	119.00 125.00 130.00	85.00(2) 95.00 125.00(2) 130.00	119.00 125.00(3) 130.00
Control Tower (Williams).....		99.50 109.50	109.50	109.50
County Fair (United).....		29.50		
Cyclone (Gottlieb).....			139.50	139.50
Dallas (Williams).....		69.50	69.50	69.50
De-Icer (Williams).....		89.50	89.50	89.50
Dew-Wa-Ditty (Williams).....		49.50	49.50	49.50
Double Action (Genco).....		20.00	20.00	20.00
Double Feature (Gottlieb).....		35.00 89.50	35.00 89.50	89.50
Dreamy (Williams).....		89.50	89.50	89.50
Disk Jockey (Williams).....	125.00	115.00	115.00	115.00
Dude Ranch (Bally).....	425.00(3)	349.50 425.00(3)	350.00 425.00(4)	425.00(3)
Eight Ball (Williams).....			119.50	119.50
Fairway.....	145.00		145.00	145.00
Five Star (United).....		39.50		
Floating Power (Genco).....		49.50	49.50	49.50
Flying High (Gottlieb).....		149.50		
Football (Chicago Coin).....		55.00		
400 (Genco).....	69.50	69.50	69.50	69.50
Four Corners.....	115.00		105.00	105.00
Four Horsemen (Gottlieb).....		35.00 109.50	35.00 109.50	109.50
Frolic (Bally).....	165.00 185.00 215.00 225.00	165.00 169.50 185.00 215.00 219.00 225.00	165.00 175.00 185.00 190.00 215.00 219.00 225.00	165.00(2) 185.00 215.00 219.00 225.00
Georgia (Williams).....		89.50	89.50	89.50
Gizmo (Williams).....		49.50	49.50	49.50
Glamor (Gottlieb).....		50.00	50.00	50.00
Globe Trotter (Gottlieb).....		90.00	90.00	90.00
Gold Cup (Bally).....	59.50	59.50	59.50	59.50
Golden Nugget (Genco).....	100.00 195.00	50.00 125.00	50.00 100.00 125.00	100.00 125.00
Golden Gloves (Chicago Coin).....			69.50	69.50
Hayburner.....	75.00 89.00	75.00 89.00	75.00	75.00
Hit 'n' Run (Gottlieb).....		129.50		
Hong Kong.....		99.00		
Horseshoe.....	95.00		49.50	49.50
Humpty-Dumpty (Gottlieb).....		49.50	49.50	49.50
Jalopy (Williams).....	75.00	75.00 89.50	75.00	75.00
Jockey Specials (Bally).....	54.50	54.50	54.50	54.50
Joker (Gottlieb).....		99.50	99.50	99.50
Judy (Exhibit).....		94.50	94.50	94.50
Jumping Jack (Genco).....		50.00	50.00	50.00
Just 21 (Gottlieb).....		59.50	59.50	59.50
Knock Out (Gottlieb).....		89.50	89.50	89.50
Leader (United).....	90.00	90.00	90.00	90.00
Lite-o-Line (Keeney).....		50.00	50.00(2)	50.00
Long Beach (Williams).....	85.00 95.00(2)	85.00 95.00(2)	125.00(2)	125.00(2)
Lucky Inning (Williams).....		35.00 84.50	35.00 84.50	84.50
Majorettes (Williams).....		109.50		
Majors of '49 (Chicago Coin).....		25.00	25.00	
Merry Widow (Genco).....		49.50		
Minstrel Man (Gottlieb).....		75.00	75.00 129.50	129.50
Monterrey (United).....		49.50	49.50	49.50
Moon Glow (United).....		49.50	49.50	49.50
Niagara (Gottlieb).....		75.00	75.00	75.00
Oklahoma (United).....		69.50	69.50	69.50
One, Two, Three (Genco).....		49.50	49.50	49.50

Venders at Restaurant Mee

Continued from page 96

The S & L machine vends from two 7½ gallon containers, dispenses 25 cups (approximately) from each gallon. Freshly brewed coffee is placed in the machine each day, at which time the empty containers are removed in a "full for empty" exchange.

According to Armstrong, S & L has had the machine in test operation in Texas for a two-year period. He said that a possible change to powder cream (instead of the present liquid) would make possible a lower price (if outright sale were adopted) by elimination of the refrigerating unit.

Lease Only

The self-brewing coffee machine shown by United Industries, Coffee-Teria, also carried a "not for sale" sign. David J. Ross, president, indicated that the unit would be available within 60 to 90 days on a lease basis.

A recirculating pump system in the coffee tank provides sediment-free drinks in each cup, it was pointed out.

The United machine was exhibited in the United Refrigeration Company booth; latter manufactures the unit for United Industries. It uses the basic brewing unit employed in the non-coin Urn-O-Matic restaurant unit patented by Gold Prize Coffee Company, Chicago.

The United model offers 480-cup capacity, makes three gallons of coffee in each brewing process. Six to eight minutes elapse between brews; eight separate brew pots hold the 480-cup capacity. After the last cup from one pot is vended, the machine starts brewing the next pot.

Milk venders were exhibited by Vendo Company and Meterflo Dispensers. Vendo displayed its new three-selection model, vending cartons of Grade A, chocolate and third flavor (the display unit offered an orange drink).

Marino Music Company Sells Shuffle Route

MIAMI, May 15. — Sammy Marino, Marino Music Company, sold a shuffleboard route, consisting of approximately 50 pieces, to Fred Green and H. H. Wilson. Green and Wilson have been active in the stamp vending field here.

Marino still operates his music and games route.

Meterflo displayed its line manual and combination manual and coin-operated bulk dispenser. The milk units, as was all Vendo's ice cream vender, were shown for the catering companies which are part of, or closely allied to, the restaurant business, according to company representatives.

Cigarette vending equipment was shown by a single firm this year—Eastern Electric, Inc. Superior Manufacturing Company, which sells to location owners, was not on the exhibit floor after its first appearance at the 1953 show.

Jim Teahan, vice-president Eastern Electric, stressed that his firm was showing at the NRA convention for the third successive year as a location aid for operators. Availability of cigarette venders at "no cost to the restaurant owner" was the exhibit theme.

Unlike the 1953 NRA event however, this year's convention program did not take the automatic merchandising story off the exhibit floor.

During the 1953 show, operators installed versus location-owned cigarette venders occupied seven hours of one business session (The Billboard, May 23, 1953).

Trade Leader

Continued from page 96

counsel, covering the Chicago cigarette vender license situation (see separate story this section). Robert Larkin, Phillip Morris, "The Cigarette Business—Problems and Future"; Howard Olser, chairman of NAMA's Committee on Promotional Advertising, talking on "Curbing Promoter Activity," and Harold Price, of Price Waterhouse & Company, on "Operator Accounting Problems."

Speakers on the Saturday portion of the meeting included William S. Fushman, Automatic Merchandising Company, who spoke on "Hiring and Training Personnel." Round-table discussions by an operator panel explored new ideas in vending, while special round-table discussions covered cigarette brand coffee, soft drinks and milk. A cent was on sanitation.

The meeting was concluded with a series of movies dealing with various aspects of service operating and general vending procedures.

	Issue of May 15	Issue of May 8	Issue of May 1	Issue of April 24
Palm Beach (Bally).....	175.00-215.00	175.00 215.00	185.00 215.00 235.00	185.00 215.00 235.00
Palm Springs (Bally).....	495.00(2)	429.50 469.25 495.00(2)	425.00 495.00(2)	495.00 525.00
Parade (United).....		49.50		
Paratrooper.....	75.00		35.00 35.00 99.50	
Pin Bowler (Chicago Coin).....			35.00 35.00	
Pinky (Williams).....			54.50 54.50	
Puddin' Head (Genco).....			65.00 75.00	65.00
Quarterback (Williams).....	65.00 75.00	15.00 65.00 75.00	65.00 75.00	65.00
Quartet.....			125.00	
Quintette.....		139.50		
Rag Mop (Williams).....		99.50	25.00 99.50	
Red Shoes (United).....		89.50	89.50	
Rockette (Gottlieb).....		94.50	94.50	
Rondeevoo (United).....		49.50		
Sally (Chicago Coin).....		49.50	49.50	
Saratoga.....		49.50	49.50	
Screwball (Genco).....		49.50	49.50	
Shoo Shoo (Williams).....	50.00	35.00 119.50	35.00 119.50	
Slugfest.....		119.50	119.50	
Snooks.....		20.00	20.00	
Special Entry (Bally).....	49.50	49.50	49.50	
Spot Bowler (Gottlieb).....		119.50	119.50	
Spot-Lite (Bally).....	90.00 110.00 115.00	90.00 110.00 115.00	65.00(2) 75.00 85.00 90.00(2) 110.00 115.00	65.00 99.50
Springtime.....		79.00		
Starlite (Williams).....		115.00 150.00	115.00 150.00	115.00 150.00
Stars (United).....		49.50	49.50	
Stardust (United).....		49.50	49.50	
Steeplechase (United).....		199.50	199.50	
Struggle Buggy.....		49.50		
Sunshine Park.....		49.50		
Summertime (United).....		49.50		
Super World Series (Williams).....	125.00 145.00 195.00	129.50 145.00 195.00	145.00 195.00	145.00
Tampico (United).....		79.50	79.50	
Tahiti (United).....	395.00	395.00	325.00(2) 425.00	325.00
Tennessee (Williams).....		49.50	49.50	
Texas Leaguer (Keeney).....	50.00 69.50	50.00 69.50	50.00 69.50	50.00
Tee-of-a-Kind.....		18.50	18.50	
Three Musketeers (Gottlieb).....		79.50	79.50	
3-4-5 (United).....	85.00	85.00	85.00	
Thrill (Chicago Coin).....		49.50	49.50	
Times Square.....	135.00		40.00 89.50	40.00 89.50
Tri-Score (Genco).....		375.00	375.00	335.00 375.00
Tropics (United).....		74.50	74.50	
Tumbleweed (Exhibit).....		45.00 109.50	45.00 109.50	45.00
Turf King (Bally).....		109.50		
Utah (United).....		84.50	20.00 84.50	
Virginia (Williams).....		20.00 49.50	20.00 49.50	
Wild West (Gottlieb).....	125.00	55.00	55.00	

Leaf Brands, Inc., Holds Employee Fete

CHICAGO, May 15.—Leaf Brands, Inc., held its annual Leaf Fellowship Club banquet last week with nearly all of the firm's employees present.

Sam Shankman, executive vice-president, presented gifts to employees with service records of over 15 and 25 years.

The Leaf Fellowship Club is composed of supervisors and foremen of the plant for welfare activities and for plant recreational programs.

Industry Employment

While sugar, candy and bottled beverage industries showed a slight falling off in employment in February, the number of workers making cigarettes, cigars, tobacco and snuff products remained at nearly the same level since February, 1953, according to a Bureau of Labor report.

W. Va. Cigs Off

CHARLESTON, W. Va., May 15.—The West Virginia Tax Commission reported that cigarette sales continued to drop thru March.

March collections were \$539,739 from the 4-cents-a-pack cigarette tax, compared to \$622,306 in February and \$576,693 in March, 1953.

Total cigarette taxes collected for the current fiscal year to date amount to \$4,994,421 or 7 per cent below the amount of taxes in the same period a year ago, the tax commission stated.

Conn. Cig Sales Climb

BRIDGEPORT, Conn., May 15.—Connecticut citizens are smoking more cigarettes now than they have in the past several months. State tax receipts for March showed that cigarette consumption was about 5 per cent higher than in March, 1953.

State tax department figures show that cigarette receipts in the last nine-month period was \$6,894,000, about \$90,000 below the previous year.

Florida Cig Sales Off

TALLAHASSEE, Fla., May 15.—Floridians smoked fewer cigarettes during March of this year, compared to March of 1953. Beverage Director A. E. McKinney Jr., who collects the cigarette tax, said collections amounted to \$1,772,000, compared with \$1,825,000 during the same month a year ago.

March was the fourth successive month that the collections from the cigarette tax have been under corresponding months of last year.

1953 Tobacco Profits Up

Profits of tobacco manufacturers showed sharp jumps last year both before and after taxes, according to latest tallies of the Securities and Exchange Commission. Profits before taxes were \$338,000,000, up 19 per cent, and \$138,000,000 after taxes, up 15 per cent from the previous year's take.

Tenn. Cig \$ Drop

NASHVILLE, May 15.—State Finance and Taxation Commissioner Z. D. Atkins reported tax collections for the first 10 months of the current fiscal year totaled \$11,116,377, a decline of \$230,756 compared with the corresponding period of 1952-'53.

Coke Earnings Off

ATLANTA, May 15.—Coca-Cola company net income for the first 954 quarter was \$3,744,429, compared with \$4,552,785 in the like 953 period.

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, 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.

Table listing various shuffle game models and their prices across different issues of The Billboard (May 15, May 8, May 1, April 24).

BINGOS WANTED!

We will pay the following prices in cash or on trade for:

Table listing prices for bingo machines in various locations like Palm Springs, Dude Ranch, Yacht Club, etc.

SHUFFLE GAME BARGAINS UNITED

Table listing various shuffle game models and their prices under the 'SHUFFLE GAME BARGAINS' section.

PHONOS

Table listing various phonograph models and their prices under the 'PHONOS' section.

MISCELLANEOUS

Table listing various miscellaneous items and their prices under the 'MISCELLANEOUS' section.

SHUFFLEBOARDS—SUPPLIES SPECIAL!

Table listing various shuffleboard supplies and their prices under the 'SHUFFLEBOARDS—SUPPLIES' section.

J. H. KEENEY DELUXE

CIGARETTE VENDER



See the new Keeney Colors at Purveyor

DuGrenier ES11 \$95

PURVEYOR DISTRIBUTING CO.

4322-24 N. Western Avenue

Chicago 18, Illinois



FIRST PRIZE!

CATCH THOSE BIG LOCATIONS WITH CHOICE NEW AND RECONDITIONED GAMES FROM FIRST DISTRIBUTORS!

Advertisement for 'EXHIBIT'S NEW SHOOTING GALLERY' featuring a 3-Dimensional Shooting Gallery.

Advertisement for 'ARCADIE Chicago Coin SUPER HOME RUN' featuring a home run machine.

Advertisement for 'NEW Chicago Coin SUPER FRAME STARLITE BOWLER'.

Advertisement for 'First-Conditioned UNITED' shuffle games.

Advertisement for 'BINGO'S BALLY NEW BALLY SURF CLUB UNITED MEXICO'.

Advertisement for 'NEW EVANS BAT-A-SCORE 2-PLAYER BASKETBALL'.

Advertisement for 'NEW KEENEY DOMINO CARNIVAL CLUB BOWLER'.

Advertisement for 'MERCHANDISE BOARDS'.

Advertisement for 'NEW COUNTER GAMES'.

Advertisement for 'VENDING KEENEY NEW DELUXE ELECTRIC CIGARETTE VENDOR'.

Large advertisement for 'FIRST DISTRIBUTORS, Inc.' with address and phone number.

Advertisement for 'ATTENTION OWNERS OF BELL TYPE MACHINES' from Mills Sales Company, Ltd.

Canada Dry Beverage Test

Continued from page 96

they did admit that the company is keeping its eye on the trend to cans and is studying all the problems that would be involved in any switch.

H. L. Barnet, executive vice-president of Pepsi-Cola, commented, "The use of cans in the soft drink field is being studied by Pepsi-Cola, and research is being carried forward both on the cans themselves and the marketing of them. Pepsi-Cola will be ready to swing into action if and when the situation warrants it, but no such action is contemplated at present."

There is a link, however, between Pepsi-Cola and the current move toward canned drinks. Walter Mack, who heads C&C, canned drink pioneer, was once president of Pepsi-Cola. In 1950, when Mack was at the helm, Pepsi tried canning its drink, but discontinued the practice because the container was too expensive and the profit margin for the retailer was too low.

It is believed that Seven-Up in St. Louis and Vernor in Detroit are experimenting with cans in their labs, but neither firm has made any statement.

In Philadelphia, C. M. Lamason, general manager of the franchise division of the Charles E. Hires Company, said his firm has been testing cans for three years, but has failed to discover a protective lining to guard the flavor of the drink. He said that an iron taste

often results in less than 30 days. C&C uses an inner lining of soft wax to prevent its drinks from taking on a metallic flavor. Other liners are of vinyl.

William C. Stokl, president of the American Can Company, estimates the industry will have to produce an additional 12,000,000-000 to 13,000,000,000 cans a year to meet the demand of drink manufacturers if the pattern of the brewing industry's use of cans is followed.

There are currently 15 plants canning soft drinks and, according to current plans, there will be 40 by the end of July. Can consumption by the pop industry is expected to be between 750,000,000 and 1,000,000,000 this year, only a small fraction of the 28,000,000,000 bottles consumed last year, but enough to give the infant industry a beachhead.

1953 Totals

These figures take on added significance when compared to the 1953 totals—estimated at 130,000,000 cans by five companies.

One of the bottlenecks in the development of vending of canned drinks is the lack of venders to handle the drinks. Only one major firm—Spacarb-Juice Bar—makes venders for canned drinks. J&F Products here is currently making a conversion which will allow the Tele-Juice vender, once made by the Telecoin Corporation,

Eppy Sets New Charm

JAMAICA, N. Y., May 15.—Samuel Eppy & Company this week issued its latest charm, a Nail Puzzle. It is designed to vend in ball gum venders.

to handle crown-top cans (The Billboard, May 15). The new Juice Bar is designed to handle the C&C crown-top line, while the older one is for flat-top cans.

However, George Herald, in charge of C&C's vending program, said that one large manufacturer has completed a pilot model of a five-column, 550-can capacity vender, and that the announcement should be made soon. Another, he added, is experimenting with a similar vender.

Naturally, no great boom in canned drink vending until a substantial demand has been created in normal retail channels.

However, judging from the interest and from the ambitious sales and production plans of the soda makers, general acceptance should not be too far off.

The potential of the canned drink market, vending-wise, should be at least the potential of the bottle vending market, plus any additional locations which might object to bottles on the premises, trade spokesmen state.

According to Vend, sister publication of The Billboard, 565,000 bottle drink venders accounted for sales of 3,818,000,000 bottles in 1953. This will be the market the canned drink venders will be shooting at.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 15	Issue of May 8	Issue of May 1	Issue of April 24
Ace Bomber (Mutoscope)....		\$195.00	\$195.00	\$195.00
All Star (Williams).....			75.00	69.50 75.00
Atomic Jet Space Ship.....				264.50
Automobile Ride.....				224.50
Barrell Rolls (Jennings)....	\$125.00	125.00	125.00	125.00
Baseball (Bally).....			45.00	
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	159.00 160.00	159.00 160.00	160.00	160.00 165.00
	165.00(2)	165.00(2)	165.00(2)	169.00 275.00
	275.00	275.00	275.00	
Big Bronco (Exhibit).....	500.00	350.00 500.00	395.00 500.00	395.00 500.00
Big Inning (Bally).....	140.00 150.00	140.00 150.00	140.00 150.00	140.00 150.00
Blow Ball (Kirk).....	125.00	125.00	125.00	125.00
Boomerang.....	45.00	45.00	45.00	45.00
Bowl-a-Ball (Chicago Coin)...	200.00	200.00	200.00	200.00
Challenger (ABT).....	20.00 75.00(2)	20.00 75.00	20.00 65.00	75.00
			75.00(2)	
Champion Horse (Bally)....	500.00	500.00	395.00 495.00	394.50 395.00
			500.00	500.00
Chicken Sam (Seeburg).....	75.00 110.00(2)	75.00 110.00	75.00 110.00	75.00 110.00
Choo Choo Train.....	395.00	395.00	395.00	395.00
Dale Gun (Exhibit).....	55.00 65.00	37.50 55.00	50.00 55.00	55.00 65.00
	69.50 94.50	65.00 94.50	59.50 65.00	69.50 94.50
	95.00	94.50	94.50	
Derby, 4 player (Chicago Coin).....	125.00 195.00	125.00 195.00	125.00 195.00	125.00 195.00
Drivemobile (Mutoscope)....	225.00	225.00	225.00	159.50 169.50
				225.00
Electric Shocker (Monarch)...	34.00	34.50		
Flash Hockey (Coinco).....	75.00	75.00	75.00	75.00
Flying Saucer (Genco).....				125.00 159.00
Flying Saucer (Mutoscope)...	125.00 159.00	125.00 159.00	125.00 159.00	
Goalie (Chicago Coin).....	75.00 95.00(2)	75.00 95.00(2)	75.00 95.00(2)	75.00 95.00
	100.00 119.50	100.00 119.50	100.00 119.50	100.00 119.50
Gun Patrol (Exhibit).....	165.00 185.00	165.00 175.00	165.00 175.00	165.00 185.00
	195.00(2)	185.00 195.00	185.00 195.00	195.00
Heavy Hitter (Bally).....	40.00 45.00	40.00 45.00	40.00 45.00	40.00 45.00
	60.00 69.50	60.00		
	60.00	75.00	75.00	
Hi-Ball (Exhibit).....	18.50	18.50	18.50	18.50
Hit-a-Homer.....				75.00
Horsefeathers (Williams)....				99.50
Jack Rabbit.....	99.50	99.50	99.50	149.50
Jeep Auto.....				149.50
Jet Gun (Exhibit).....	175.00(2)	175.00(2)	145.00	175.00(2)
	195.00(2)	195.00	195.00(2)	195.00
Jet Saucer (Mutoscope)....	93.00	95.00	95.00	95.00
Lite League.....	75.00 99.50	75.00 99.50	75.00 99.50	75.00 99.50
Metal Typer (Groetchen)...				375.00
Midget Movies.....	185.00(2)	185.00(2)	185.00(2)	185.00(2)
	295.00	295.00	295.00	295.00
Midget Skee Ball (Chicago Coin).....	165.00	165.00	165.00	165.00
Miss America Boat (Lane)...				395.00
Night Fighter (Genco).....	299.50 310.00	299.50 310.00	299.50 310.00	299.50 310.00
	325.00	315.00 325.00	325.00	325.00
Ocean Liner (Scientific)....				250.00
Panoram (Mills).....	250.00	250.00	250.00	250.00
Pennant Baseball (Williams)...	295.00 325.00	275.00 325.00		
Photomatic (Mutoscope)....	250.00	250.00	250.00	250.00 329.00
	650.00(late)(2)	650.00(late)	650.00(late)	650.00(late)
	95.00(3) 99.50	95.00(2) 99.50	95.00(2)	95.00 99.50
Pistol Pete (Chicago Coin)...				99.50
Pitch 'Em & Bat 'Em.....	85.00 185.00	35.00 185.00	185.00(2)	185.00(2)
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Pop Up.....	18.50 24.50	18.50 24.50	18.50 24.50	18.50 24.50
Punching Bag (Mills).....	189.00	189.00	189.00	189.00
Q Ball Pool Table.....	125.00	125.00	125.00	125.00
Quizzer.....	95.00	95.00	95.00	79.50 95.00
Rapid Fire (Bally).....	125.00			
Rifle Range Ray Gun.....	75.00	75.00	75.00	75.00
Rocket Ship (Meteor).....	250.00	250.00	250.00	250.00
Rudolph the Red Nose Reindeer (Exhibit).....	395.00	395.00	395.00	395.00
Sea Jockey.....	75.00	75.00	75.00	75.00
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shipman Art Show.....	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Shoot the Bear (Seeburg)...	145.00	145.00	145.00 165.00	145.00 149.50
	195.00(3)	195.00(3)	195.00(3)	159.00 164.00
				179.50
				195.00(3)
Shoot the Moon.....	50.00			
Silver Bullets (Exhibit)....	125.00 135.00	135.00	135.00	119.50 135.00
Silver Glows (Mutoscope)...		195.00	195.00	195.00
Silver Skates.....	125.00			115.00
Six Gun Rifle Range (ABT)...	650.00	650.00	650.00	650.00
Six Shooter (Exhibit).....	145.00(3)	110.00	145.00(2)	135.00
	195.00	145.00(2)	150.00	145.00(3)
Skee Ball (Williams).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	95.00	95.00	95.00	95.00
Skill Gun (ABT).....	25.00	25.00	25.00	25.00
Sky Fighter (Mutoscope)....	125.00	125.00 195.00	125.00 195.00	125.00 195.00
Space Gun (Exhibit).....	149.00 185.00	159.00 185.00	185.00(2)	159.00 179.00
	195.00(3)	195.00(2)	195.00(2)	185.00
				195.00
Space Ship (Bally).....			395.00	
Spark Plug.....	75.00 95.00	75.00	75.00	75.00
Star Series (Williams)....	75.00 139.00	75.00 139.00	75.00 139.50	75.00 79.00
				139.00
Submarine Gun (Keeney)....	110.00 125.00	110.00 125.00	110.00 125.00	110.00 125.00
Super Bomber (Evans).....	195.00	175.00 195.00	175.00 195.00	175.00 195.00
Super Jet (Chicago Coin)....	495.00	495.00	475.00 495.00	424.50 475.00
				495.00
Telequiz.....	169.00	169.00	169.00	169.00
Ten Strike (Evans).....	65.00	65.00	65.00	65.00
Three Way Gripper (Gottlieb)...	18.50 24.50	18.50 24.50	18.50 24.50	18.50 24.50
13-Way Athletic Scale (Mercury).....	89.50	89.50	89.50	89.50
Thunderbolt Horse.....				264.00
Thunder Horse.....				224.00
Twin Shoe-Shine.....	150.00	150.00	150.00	150.00
Undersea Raider.....	150.00(2)	150.00(2)	150.00(2)	150.00
Voice-o-Graph (Mutoscope)...	525.00 550.00	525.00 595.00	525.00 595.00	525.00 595.00
	595.00(late)			
Voice Recorder (Wilcox-Gay)...	195.00	195.00	195.00	129.00 195.00

TAG ON TO THESE VALUES FOR INCREASED PROFITS

DAVIS FULLY GUARANTEED PHONOGRAPHS



SEEBURG		WURLITZER		
148ML.....	\$199 146.....	\$99	1250.....	\$275
148M.....	189 H148 Hideaway...	95	1080.....	99
147.....	129 H146 Hideaway...	75		

AMI		ROCK-OLA		
D-80.....	\$495 D-40.....	\$395	1422.....	\$ 89
"C".....		\$275	1426.....	109

32 Stations Pantages Music Equipment Complete, Good Operating Condition. Write for Bargain Price.

-WANTED TO BUY- SEEBURG ... M-100A'S SEEBURG ... M-100B'S WURLITZER ... 1100'S WURLITZER ... 1250'S WURLITZER ... 1400'S WURLITZER ... 1500'S ROCK-OLA ... 1434'S

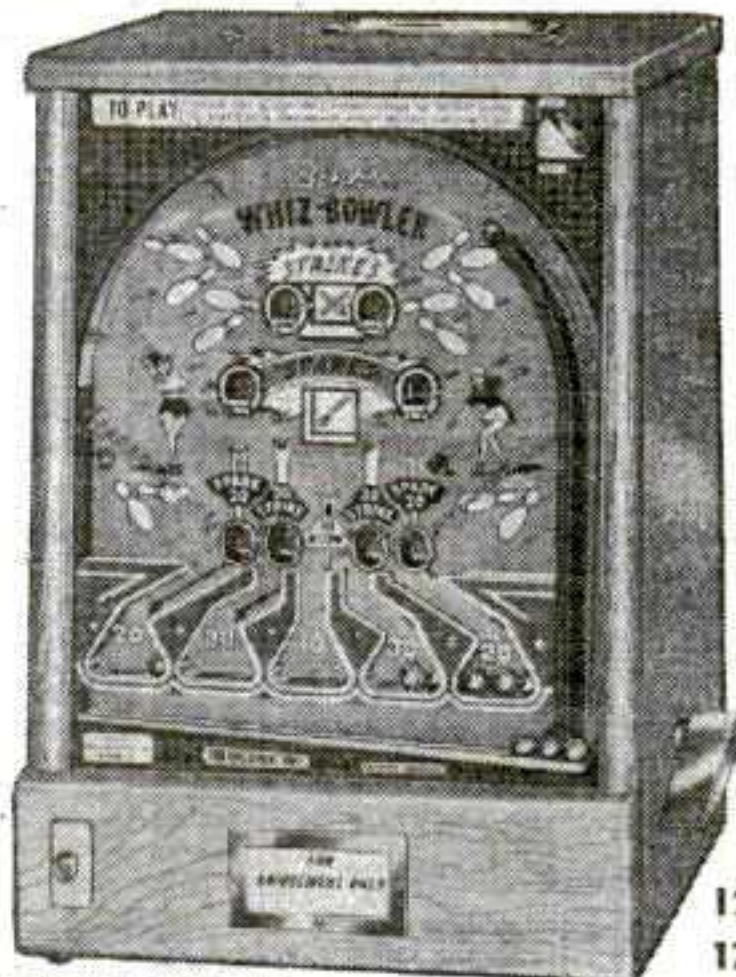
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—Reconditioned and Rebuilt—

Seeburg W1-L56, 5¢, wireless.....	\$ 3.95
Seeburg 3W2-L56, 5¢, 3 wire.....	6.95
Wurlitzer 3031.....	3.95
Wurlitzer 3020.....	11.95
Wurlitzer 219 Stepper.....	14.95

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WRITE for New Circular and PROOF of EARNINGS!

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Detroit Shuffle

Continued from page 94

casino at Park Island in Lake Orion, 40 miles north of Detroit, in the oldest amusement park in Southeastern Michigan. It is a three-day affair, running both Friday and Saturday evenings, and starting at noon Sunday (16) to run thru the evening.

Teams are classed in four divisions — men's or mixed championship and booster divisions, with respective prizes of \$400 and \$300, and women's championship and booster divisions, with prizes of \$300 and \$250 respectively. The championship division is open to any team, but the boosters were limited to those teams winding up in the lower half on final team standings.

The State Tournament, like the City Playoff Series, was arranged by the Shuffleboard Secretarial Service, headed by John C. Westerdale and Jeanne Westerdale.

In the Detroit City Playoff, a four-week series of all-championship games was arranged with two games being played each week. Eight leagues are involved, with the runners-up playing the champions at home locations on Tuesday, followed by a game at the runner-up locations on Thursday.

The final series for the City Championship will be held June 1 and 8. A rotating City Championship Trophy is being presented by Shuffleboard Secretarial Service to the final winner.

4-Firm Distrib

Continued from page 96

There are four dispensing doors in a vertical row on the front of the machine which open into four rows of compartments mounted on a four-tiered dispensing wheel. Only one door is unlocked at any one time. A customer inserts coins which actuate the driving mechanism bringing the product into vending position behind the door.

The process is repeated until all of the products in that tier are vended. Then a drive pin, mounted on the top of the first row, engages the dispensing door which in turn unlocks the next dispensing door and locks the door of the empty row.

The Roadside is equipped with leg levelers 2 1/2 inches long, removable National coin mechanism, removable driving mechanism (motor and clutch assembly), fluorescent light over front of dispensing doors, roof drain, automatically controlled temperature. Mechanical features include a 1/4-h.p. hermetically sealed compressor (which carries a five-year warranty).

Accessories available at extra cost include 30-watt fluorescent lights for mounting at top on exterior of two side panels, storm door for protecting dispensing doors in extremely cold or dusty climates, replica of milk bottle for use as compressor cover on top of the machine.

Cut King-Size

Continued from page 96

brands, but he vends both for the same price.

The price reduction on king-size Chesterfields will have the effect of giving the brand a greater profit margin than other large smokes.

Reynolds, which prices both its regular-size Camel and its king-size Cavalier brands at \$9 a thousand, said the L&M move would have no effect on its price policy. Dunhill, another king-size brand, also sells for \$9 a thousand.

No Changes

The P. Lorillard Company, maker of Old Gold and Kent, and Philip Morris Company, Ltd., maker of regular and king-sized Philip Morris, Dunhill and Parliament, plan no immediate price changes. Both firms charge \$9.35 a thousand for their king-size brands.

Nevertheless, the trend seems to be toward price reduction in king-size and filter-tip brands. Liggett & Myers cut the price of its L&M filter-tip by 4 cents last month, and shortly before that, R. J. Reynolds announced that its new Winston filter-tip brand would sell for only a cent more than standard cigarettes.

Admen of every kind endorse The Billboard as a TOP SELLING FORCE

Chi Pinball Decision Near

Continued from page 94

vice is so constructed or devised as to make such result of the operation thereof depend in part upon the skill of the player and which returns to the player thereof no coins, tokens, or merchandise shall not be considered to be a gambling device within the meaning of this Act and any right of replay so obtained shall not represent a valuable thing within the meaning of this Act. As amended, July 7, Laws 1953, p. 929 s 1."

That the Legislature enacted an amendatory provision to Section 342 of Chapter 38 of the Illinois Revised Statutes, which amendment was approved July 7, 1953, and reads as follows:

"Every clock, tape machine, slot machine or other machine or device for the reception of money on chance or upon the action of which money is staked, hazarded, bet, won or lost is hereby declared a gambling device and shall be subject to seizure, confiscation and destruction by any municipal or other local authority within whose jurisdiction the same may be found.

"A coin-in-the-slot-operated mechanical device played for amusement which rewards the player with the right to replay such mechanical device, which device is so constructed or devised as to make such result of the operation thereof depend in part upon the skill of the player and which returns to the player thereof no coins, tokens or merchandise shall not be considered to be a gambling device within the meaning of this Act and any right of replay so obtained shall not represent a valuable thing within the meaning of this Act. As amended 1953, July 7, Laws 1953, p. 929, s 1."

That the Legislature of the State of Illinois, duly enacted certain statute entitled "AN ACT TO PROVIDE FOR THE TAXATION AND LICENSING OF CERTAIN COIN-OPERATED AMUSEMENT DEVICES AND TO PRESCRIBE PENALTIES FOR THE VIOLATION THEREOF" approved July 7, 1953, and appearing in the ILLINOIS REVISED STATUTE OF 1953 under paragraph 481.B1 of Chapter 120, that reads as follows:

"There hereby is imposed on every coin-in-the-slot-operated amusement device of the following description or designation, a privilege tax. The amount of such tax shall be as follows:

"(a) On every coin-in-the-slot-operated mechanical pin-ball device played for amusement which rewards the player with the right to replay such mechanical device, which is so constructed or devised as to make such result of the operation thereof depend in part upon the skill of the player and which returns to the player thereof no coins, tokens or merchandise, an annual tax of fifty (\$50) dollars for each coin-receiving slot. Such right to replay so obtained shall not represent value or evidence of winning within the meaning of any of the laws of this State."

That the Legislature further in the enactment of said Statute provided under Section 481.B7, as follows:

"The right to tax the games or devices described in this Act is not exclusive with the State of Illinois, but municipalities of the State of Illinois shall have the right to impose taxes or license fees thereof and to regulate or control the operation of the same within such municipalities."

Bagatelle Ordinance

That the defendants propose, threaten and intend to continue to harass, molest and arrest and bother the said plaintiffs, as aforesaid, all with the view and purpose of destroying the property rights of the plaintiff and to force the plaintiffs out of business, and the defendants, to justify their actions, claim that they are acting under color of law and authority by virtue of the power granted to Cities and Villages as provided in Paragraph 23.56, Chapter 24, of Illinois Revised Statutes of 1941, which provides as follows:

"Sec. 23-56. (License and prohibit billiard tables, bowling alleys.) To license, tax, regulate, or prohibit in, ball, or bowling alleys, billiard, bagatelle, pigeon-hole, pool, or any other tables or

implements kept for a similar purpose in any place of public resort."

And that by virtue of said Statute under the further authority of Sec. 193.26 of the Municipal Code of Chicago of 1939, to-wit:

"It shall be unlawful for any person to keep or use in any place of public resort within the city any tables or implements for any game of bagatelle or pigeonhole.

"The term bagatelle or pigeonhole, as used in this action, shall mean a game played with any number of balls or spheres upon a table or board having holes, pockets or cups into which such balls or spheres may drop or become lodged and having arches, pins and springs, or any of them, to control, deflect, or impede the direction or speed of the balls or spheres put in motion by the player, and shall include the modern variety of bagatelle or pigeonhole commonly known as pin games.

"The term of 'place of public resort,' as used in this section, shall mean any premises wherein any service or merchandise is offered for sale to the public or where tables or implements for playing the game of bagatelle or pigeonhole are kept for gain or profit, or any premises used in a clubhouse or clubrooms.

"It is hereby made the duty of every policeman to seize any tables or implements kept or used in violation of this section and, upon conviction of the keeper thereof, such table or implement so seized shall be destroyed. Any person obstructing or assisting any policeman in the performance of any act authorized by this section shall be fined not less than twenty-five (\$25) dollars and not more than two hundred (\$200) dollars for each offense.

"Any person who shall violate the provisions of this section shall be fined not less than ten (\$10) dollars nor more than two hundred (\$200) dollars for each offense, and each day that the violation continues shall be regarded as constituting a distinct and separate offense."

And that the said defendants will, unless restrained by this Honorable Court, carry out their purpose, threats, confiscation, and intents as aforesaid, to the irreparable damage of the plaintiffs for which no adequate remedy at law may be had.

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- | | |
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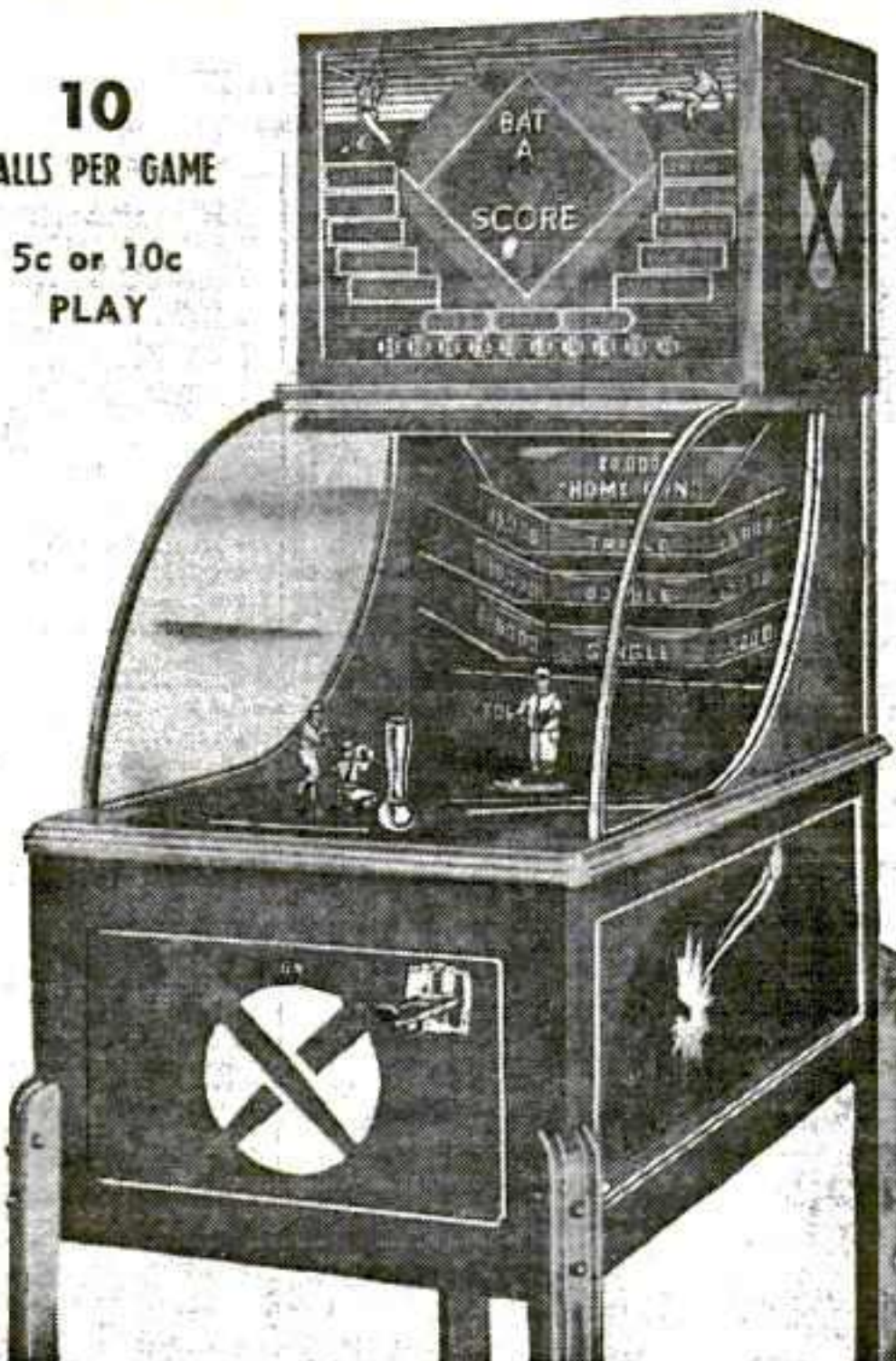
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EVANS'
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ANIMATED MANIKIN ALL SKILL BASEBALL—AN AMUSEMENT GAME PERMITTED ANYWHERE!

Here's Action Proven by Players for Appeal—Proven by Operators for Profit! Pitcher picks up the ball, winds up and pitches ball THROUGH THE AIR to the batter. Batter swings for a foul, single, double, triple or home run depending on skill of the player!

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NUMBER	STAR	PENNANT
0 to 9	★	🚩
Match Number and Star with Pennant Lit		

- Ⓛ Balls go up the ramps and over the fence for Home Runs!
- Ⓛ Balls hit onto ramps actually FLY THRU THE AIR!
- Ⓛ **BONUS SCORES:** Hitting Home Runs after 2nd out is made in each inning scores 2 runs for each man on base plus 5 Bonus Runs. Hitting Home Run in last inning scores 2 runs for each man on base plus 5 Bonus-Runs throughout the entire inning!
- MANUALLY CONTROLLED ELECTRICAL PITCHER.
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- OPPOSING TEAM IS ON LOWER BACKBOX SET OFF IN REALISTIC THIRD DIMENSION!

3 OUTS PER INNING
Adjustable 1 TO 5 INNINGS!



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- One player 10c, can insert 2 nickels or a dime.
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- Convertible to straight 5c play.

Williams MAJOR LEAGUE
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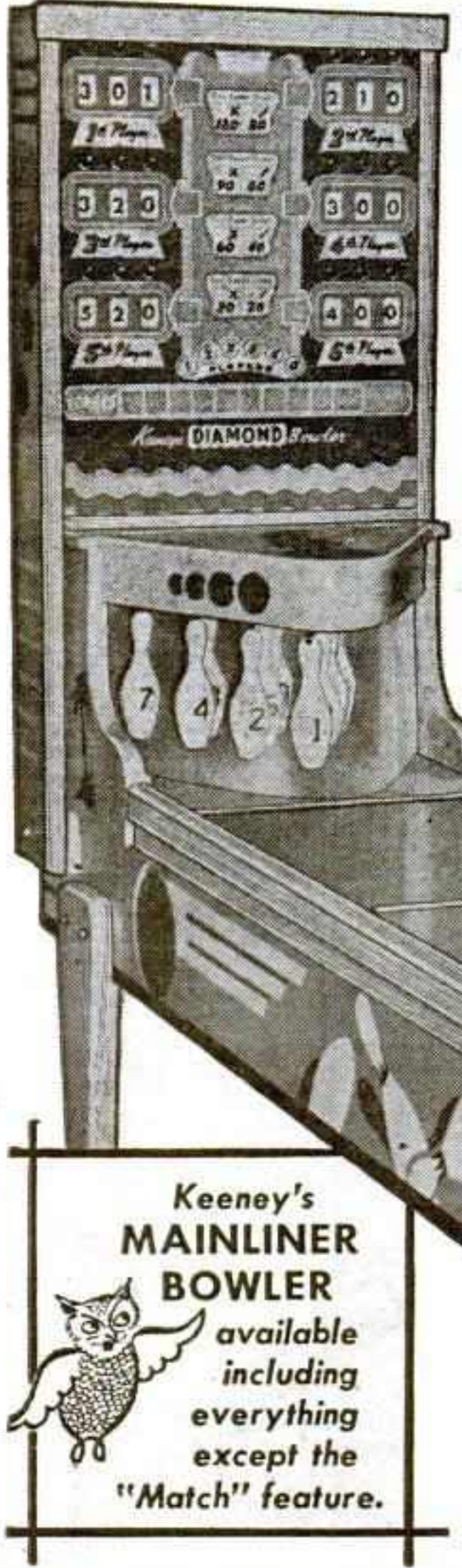
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"Heinie" Roberts

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6 PLAYERS multiply PROFITS!



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Numbers appear on backglass as player starts the game. It's a real come-on play stimulator!

Last number of player's score must match one of several numbers appearing on backglass and the diamond...

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Points are scored in various values from 20 to 500 as indicated on the backglass. This all happens in the "matching frame" when player presses button.

MATCHING FRAMES may be set at:
2 or 10
and
2-3-4-5

2 SIZES:
9 ft. game playfield now on 8 ft. cabinet
8 ft. game playfield now on 7 ft. cabinet
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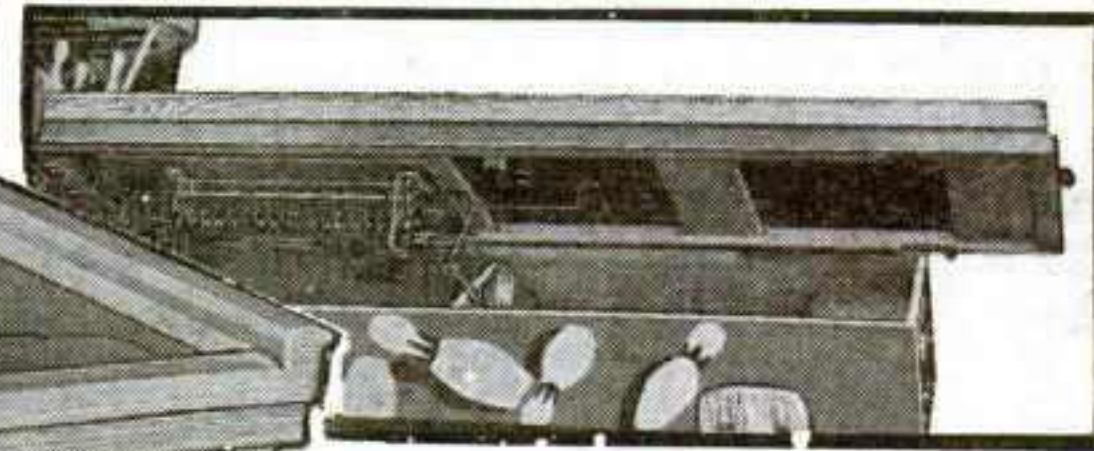


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HINGED LITE INSERT FOR EASY SERVICING!

NEW SERVICING INNOVATIONS!

PINS AND CONTACT AREA RECESSED UNDER LITEBOX. ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!



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Single-Double-Triple-Quadruple Scoring for Strikes and Spares
Strikes Shoot again in 10th frame

Keeney's **MAINLINER BOWLER** available including everything except the "Match" feature.

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A SURE WINNER!

chicago coin's New

STAR-LITE BOWLER

THE SENSATIONALLY NEW MATCH BOWLER WITH ENTIRELY NEW MATCHING PRINCIPLES!

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- 2** Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!
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- 4** STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features. Top score of 900!

★ Special light on Front panel illuminates coin chute and front of game!

★ AVAILABLE IN STRAIGHT 10c; OR 10c, 3 FOR 25c PLAY!

chicago coin's SENSATIONAL SUPER FRAME BOWLER

THE EXCITING, 100% SKILL BOWLING GAME!

Player by matching the number in the 11th or Super Frame can add from 200 to 500 points to his score!

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Fast 55 Second Play! Multiple Scoring on Strikes and Spares plus the "Time Tested" actual 1-9 Pin Scoring.

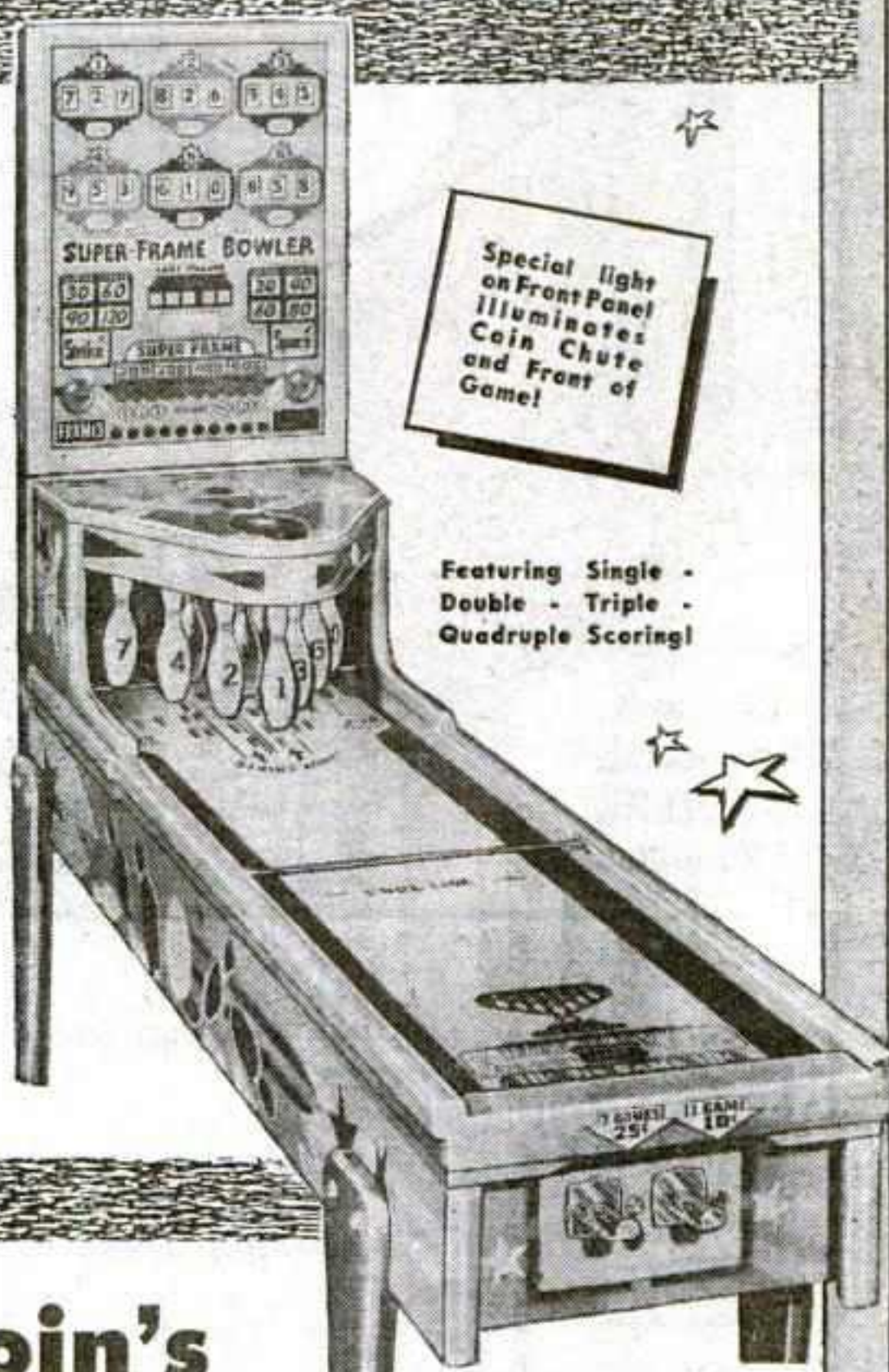
New Front Hinged Score Frame Glass for Easier Servicing!

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You Get Increased Revenue from 10c 3 for 25c Play!

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Special light on Front Panel illuminates Coin Chute and Front of Game!

Featuring Single - Double - Triple - Quadruple Scoring!



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With the TROUBLE FREE SLIDE COIN CHUTE

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SUPER HOME RUN

with the 3 WAY "MATCH" and "FREE PLAY" Features!

(1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

With the GRAND STAND "Home Run" Feature for Extra Runs . . . Plus The Thrill of Hitting a Ball Over the GRAND STAND Roof for Additional Runs!

Game can be set to operate at 1, 2 or 3 innings per game. Each inning constitutes 3 outs.

AVAILABLE IN STRAIGHT 10c; OR 10c - 3 FOR 25c PLAY!

Single player continues at bat until game is over—Multiple players alternate as in bowling games after 3 outs are made.

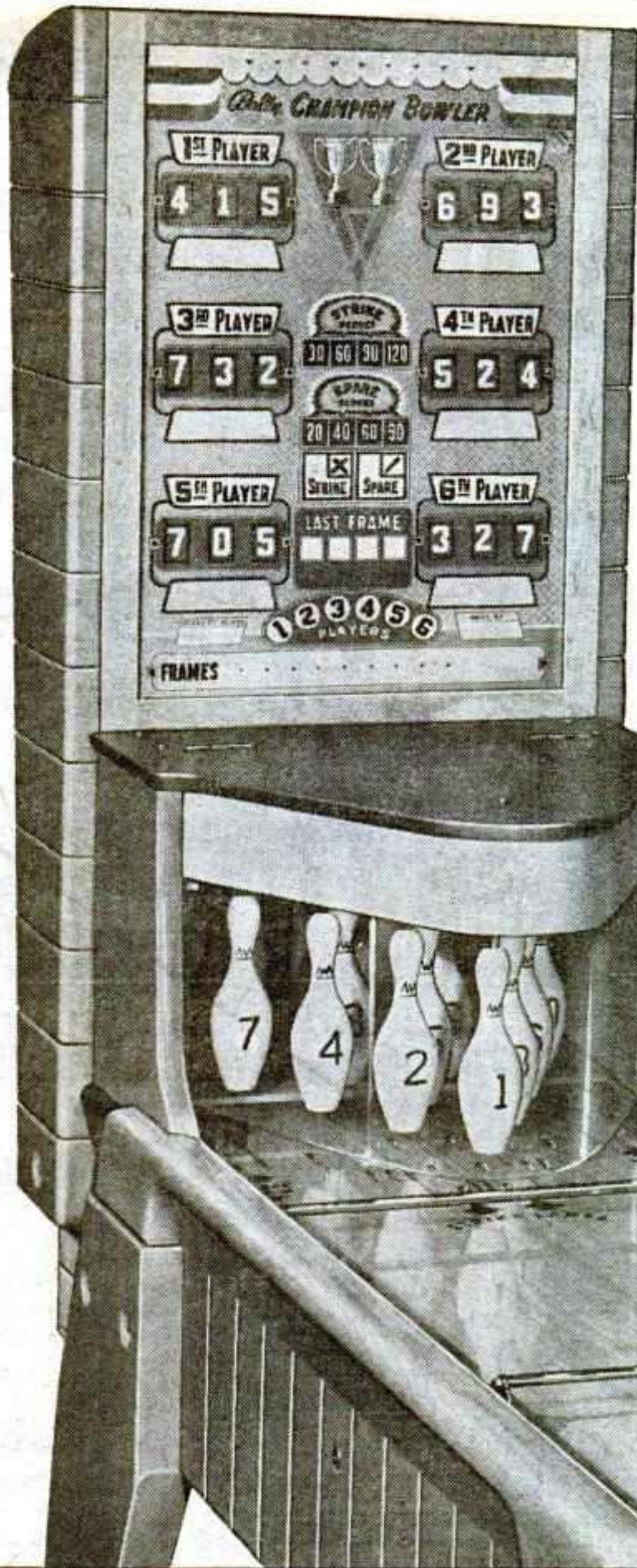
Player hitting ball into Upper Grand Stand gets a HOME RUN plus RUNS for every man on base . . . plus 3 EXTRA RUNS!

Player hitting ball into Lower Grand Stand gets a HOME RUN plus RUNS for every man on base!

Player hitting ball OVER the ROOF gets a HOME RUN plus RUNS for every man on base . . . plus 5 EXTRA RUNS!

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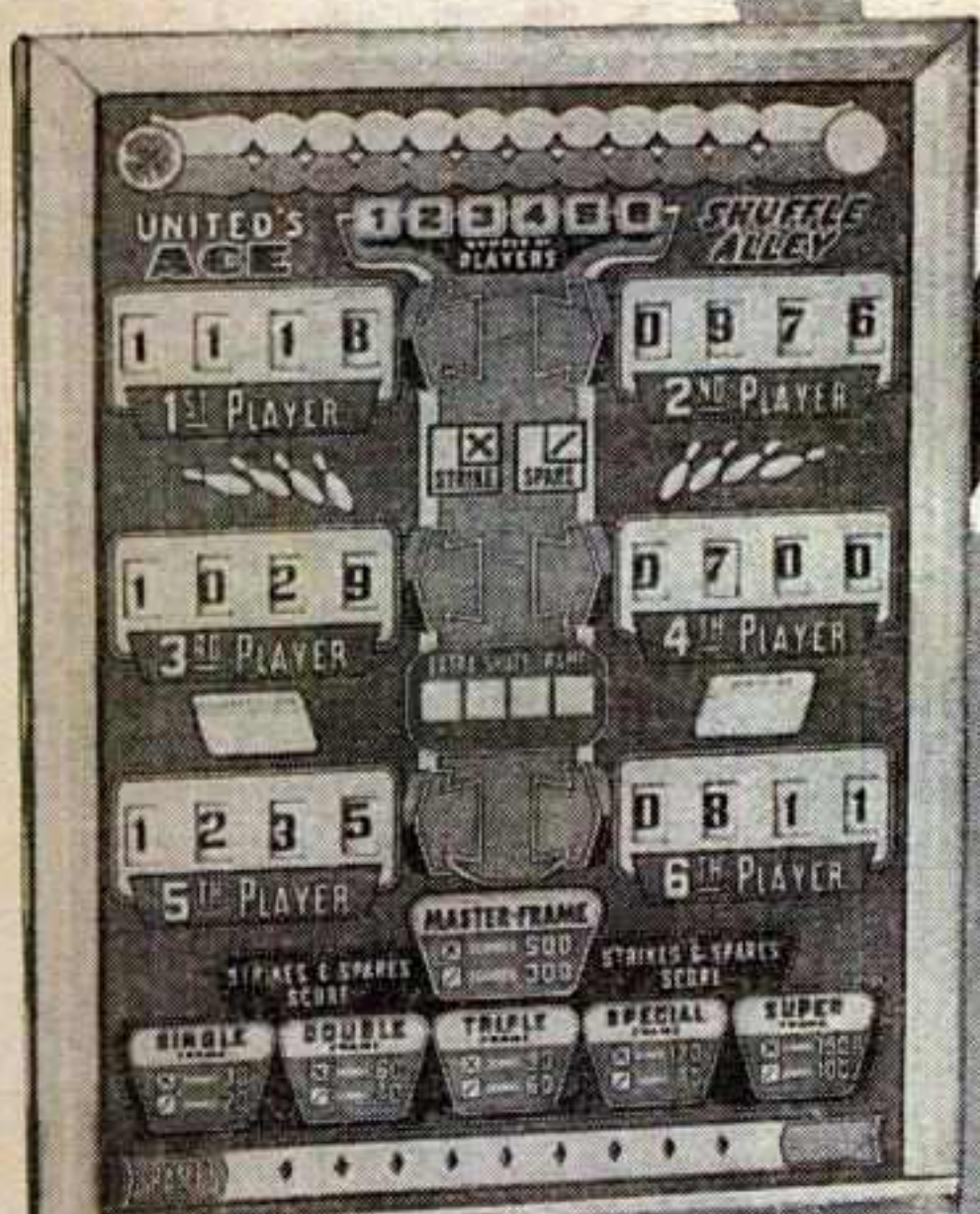


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