

# The Billboard



MAY 29, 1954



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

## Color TV Threatens Tavern Juke Boxes

Coin Operators Plan Counter Strategies, Tho New Attack May Be Temporary

By JIM WICKMAN

CHICAGO, May 22.—The bright, familiar lights of the tavern juke box can soon be dimmed by a new customer magnet: Color TV.

With color television sets, priced at \$1,000 and up, already appearing on the market, tavern owners are beginning to see the possibilities of another potent means of attracting business.

The day of "We Have Color TV" signs, stretching across tavern windows from coast-to-coast, seems near.

Juke box operators remember the years—1945 to 1948—when TV signs first appeared in force: Juke box plugs were pulled in taverns during the busiest hours so as not to distract television viewers, and juke box play fell from 30 to 40 per cent below normal. Many marginal locations had to be dropped by operators altogether. The first three years of television have since been considered one of the most grueling periods in the juke box industry.

### Business Boost

"A chance to pull John Q. Public from his home." That's what most tavern owners think about color TV, according to Henry Bugielski, executive secretary of the Retail Liquor Dealers' Protective Association of Illinois. Bugielski said that in his opinion "taverns would lead the way in color television." He explained that even the reluctant tavern owner would be forced to buy a set as soon as a near-by spot installed one.

Sid Kaye, editor of the Beverage and Tavern News, agreed with Bugielski. "Tavern owners are forced to observe the law of self-preservation," he said. "Once a neighborhood spot installs TV, others in the area must buy one, too, if they want to stay in business."

Summing up the set manufacturers' viewpoint, Joseph B. Elliott, executive vice-president of the Radio Corporation of America, said he expected taverns to be good customers for color television even at \$1,000 a set. Elliott pointed out that in the earlier days of black and white, taverns happily shelled out \$1,000 to draw new customers.

Thus, on the surface, conditions seem to parallel the early days of black and white sets: a curious public high-priced sets, an anticipated boom in tavern business and an expected cut in juke box play.

## Color for 95% Homes by '55

BOSTON, May 22.—Network color video will be available in areas covering 95 per cent of the nation's TV homes by the end of 1954, according to Hugh M. Beville, research-planning director of NBC. The estimate is based upon orders placed by NBC video affiliates alone for color equipment capable of carrying wide-multiplex shows, and upon the Bell System's plan for color circuit extension.

As of April 1, total TV circulation was 29,495,000 following a jump of 8,239,000 during the preceding year, according to Beville. This represents a 27 per cent rise over the 12 months.

## N. Y. COPA WILD FOR DURANTE, BARRY SISTERS

By BILL SMITH

Jimmy Durante can look back on his opening at the New York Copa as one of the highest spots in his long show-biz career. He was a legend here brought to life. In no other branch of the business can he let go as on a cafe floor; in no other field can his contrived lunacies get the reaction as from a night club audience sitting practically in his lap. And on this night he got them all.

Durante's material is too familiar to require detailing. However, he added to his brusque madness with a touching sentimental routine, a tribute to the long departed Lou Clayton, that was a very effective piece of theater, even tho hackneyed.

Durante was at the piano, Eddie Jackson was chanting at the mike and a baby spot threw a moving light across the floor following an imaginary Clayton tapping to "Tea for Two."

But outside of this touch, it was the same old mad Durante, pitching piano tops, sheet music and other props at Jack Roth on the drums. As Durante went into each familiar tune, "Umbriago," "Jimmy the Well Dressed" (Continued on page 28)

However, there are four factors today which might well soften the impact of tavern color TV on juke box grosses:

1. About 30,000,000 families in the U. S. already have television sets.

2. Color programing this fall will find NBC-TV and CBS-TV each airing two or three shows weekly, compared with a much heavier schedule per station, when TV first made its debut.

3. Stations must invest roughly \$18,500 in additional equipment before they can telecast a network color show, plus \$35,000 to \$60,000 for local color film transmitting equipment and another \$125,000 or so for two local live color camera chains. (See other stories this issue.)

4. Juke box operators have made important strides in selling the value of their selective music to tavern keepers.

5. The same shows are available to the viewer on regular black and white TV, both in taverns and at home.

In the early days of television, tavern owners found TV sets a bonanza for their business. Customers crowded in to see the new wonder of the day. Thruout this (Continued on page 100)

## Video Film Industry Sees Pot o' Gold at End of Tint Rainbow

Pictures' Economy Points the Way To Color Future at NARTB Meet

By SAM CHASE

CHICAGO, May 22.—The upcoming color television era promises to spur the growth of television film beyond anything that the new and burgeoning field has yet seen.

The 32d annual convention of the National Association of Radio and Television Broadcasters, which opens here tomorrow (Sunday), will find that color TV has joined TV film as the leading source of conversation, both on and off the convention floor.

That the development of multi-chrome as a commercial reality will have profound and beneficial effects upon the film business is bound to become the most important long-range subject to dominate this year's meet.

### Boom for Film

The conclusion that color is certain to create a new and bigger boom for film is an inescapable one, based upon some unalterable economic facts of broadcasting life.

The key to the situation is the relatively low cost for an individual TV station to install equipment to transmit color film, as against the expense for equipping to air local live originations, which can be over four times as costly. Another major cost factor which stations must consider is that operating costs, after the equipment cost factor, are almost 10 times as high for local live shows as for local film shows.

### Spot Check

A spot check of broadcasters indicates that outside of New York and Hollywood, the vast majority—ranging up to 90 per cent—plan to follow their modifying for airing network colorcasts with installation of equipment to broadcast local film programing. On the other hand, few outlets plan to start their color careers with equipment for airing local live shows.

An outlet contemplating the various costs involved runs into the unalterable fact that it can equip itself completely to transmit color film for less than the cost of a single live camera chain. And few stations will operate with less than two or three cameras. This makes the initial cost for transmitting local live color far above that for airing color film.

### Talent Angle

This, plus the fact that stations have already learned that local live talent cannot compete with top quality syndicated film shows, either in sponsor or rating appeal, leads to the only possible conclusion: Comes color, and film for TV will do better than ever.

We can expect to see, in the color era, even such local live standby airers as cooking and other service shows replaced by film. The outlets will either have to continue such stanzas in black and white or shift over to a film replacement.

While not many film series have yet made the move to color (see chart in this issue), virtually every leading TV film producer is now in the midst of debating (Continued on page 15)

## Congress May Rescue UHF

WASHINGTON, May 22.—The current Hill probe of UHF's economic plight may be on the verge of expanding into a far-reaching re-examination of federal broadcasting policy and possibly an investigation of congressional relationships with the Federal Communications Commission.

Observers are wondering today whether a fracas in the pattern of the Army-McCarthy hearing may have been touched off by an emotional climax reached yesterday (21) when FCC Commissioner Frieda S. Henneck, who has been demanding a freeze on the VHF grants in order to give UHF a chance, weepingly raised the question of "unethical practices" and congressional pressure.

Miss Henneck's outburst drew a quick rejoinder on the record by (Continued on page 3)

## NEWS OF THE WEEK

### TV Industry Re-Unification

**A Prime NARTB Objective . . .**  
Efforts to re-unify the TV industry within the National Association of Radio-TV Broadcasters is likely to be the biggest behind-the-scenes news at the NARTB convention next week. President Harold Fellows, dismayed at the splintering efforts of special interest groups, is likely to lead such efforts. . . . Page 2

### Auto Mfrs. Woo TV Audience

**With \$8,400,000 Outlay . . .**  
General Motors and Chrysler will spend \$8,400,000 for new video shows next season in an all-out ding dong battle for car buyers. . . . Page 2

### TV Writers Vote Network

**Strike If Parleys Fail . . .**  
Western membership of Television Writers of America empowers strike against webs if no contract is forthcoming. Eastern membership of union votes this week, with a similar action likely. . . . Page 3

### AFM-AGVA Toronto Feud Grows;

**Canadian Nat'l Show a Pawn . . .**  
Canadian National Exhibition a football in the fight between Toronto AFM local and AGVA. Toronto musician head offers \$10,000 to CNE to hire British or Continental acts. CNE plans appeal to Canada Labor Ministry. . . . Page 26

### New York City 5 Per Cent Tax Alerts

**Showbusiness: Warning Cited . . .**  
Indicated passage of New York City 5 per cent admissions tax raises storm of protest. Entertainment industry urged to combat discriminatory and crippling levies by planning and concerted action. See editorial. . . . Page 26

### Older Names Lead on Records

**Few New Singers Break Thru . . .**  
The youth movement that swept records a few years ago appears to have dissipated itself. Few new singers are breaking thru and the old-timers are back on top of the heap. . . . Page 31

### Songpluggers Irked as Gleason

**TV Show Grabs Tune Credits . . .**  
Publishers and song-pluggers yell help when Jackie Gleason's TV seg pushes pop tunes off the Peatman TV listings. But Dr. Peatman comes thru with a decision worthy of Solomon. . . . Page 31

### Record Companies Schedule

**Top Names for Summer Drive . . .**  
New records by the biggest names will be coming thru all summer long. The drive for extra business by record manufacturers aids "Operation Pushpop," the first all-industry promotional effort. . . . Page 31

### Prominent Fair Official

**Moves From North to South . . .**  
Frank H. Kingman, head man at the Brockton (Mass.) Fair for 22 years and executive secretary of the International Association of Fairs and Expositions, on October 1 will switch to Winston-Salem, N. C. to manage the fair and a new \$1,250,000 coliseum. . . . Page 69

### Automatic Lunches for

**New York Office Workers . . .**  
The first serious venter answer to white collar workers' snack-appetite proves coin chute method a welcome convenience. . . . Page 96

### DEPARTMENTS AND FEATURES

|                               |    |                               |     |
|-------------------------------|----|-------------------------------|-----|
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| Letter List . . . . .         | 90 |                               |     |

## OPERATION PUSHPOP is on the way

TO INCREASE RECORD ACTIVITY NOW AND ALL THRU THE SUMMER

See  
Pages 44  
and 45



## Fellows' Behind-Scene Moves At NARTB Aim at TV Unity

### Prexy Would Mend UHF-VHF Breach, Reach Harmony With TVAB Faction

CHICAGO, May 22.—Behind-the-scenes efforts to re-unite the TV industry within the National Association of Radio & Television Broadcasters are likely to prove the most significant off-the-floor activity at NARTB's 32nd annual convention beginning here tomorrow (Sunday).

The convention falls at the very moment when events are reaching a climax that in effect pit the stations against the networks and the UHF stations against VHF outlets. Undoubtedly a prime mover in the attempt to restore unity in the industry will be Harold Fellows, president of NARTB.

It will be the largest convention in the 32-year history of the association. The latest registration figure is placed at 2,500. Last year's registration in Los Angeles was 1,806. A new high will also be made in the number of exhibitors, 126.

On the eve of the convention, Fellows voiced dismay at the widening breach within the industry. It would be better for telecasters themselves and the public they serve if special interest groups would bring up their problems for democratic consideration before existing representative bodies within the industry before launching their individual efforts, he told The Billboard.

Fellows clearly indicated that he was referring to the formation of the Television Advertising Bureau by a group of leading independent station owners and to the efforts of the two UHF organizations to obtain a new freeze from the Federal Communications Commission (see Washington story on UHF hearings).

The organizing committee of TVAB, which will be officially launched here Monday (23), voted last week that the bureau promote sales for stations only and not serve the networks directly. Only stations will be eligible for active membership.

As a result, NARTB has taken a hands-off policy toward TVAB. The fate of NARTB's year-long plans to develop its own bureau to promote TV as a whole hangs

on the decision of the board of directors at its meeting Monday (24). A planned meeting of committees from TVAB and NARTB to seek a mode of co-operation never came off.

#### TVAB Objectives

Dick Doherty, consultant for TVAB, said he expected to come out of Monday's meeting with about 20 per cent of the country's stations in TVAB membership. A 60 per cent cross-section of the stations would be required to meet the \$500,000 budget laid down for the current year. But half that amount would put TVAB in business.

Pending election of its board of directors, TVAB will be run by a 13-member executive committee chaired by Dick Moore, manager of KTTV, Los Angeles. The board, which is expected to be functioning by the end of July, will decide what groups will be eligible for associate membership and how they will be assessed. Station reps, ad agencies and TV film distributors will most likely be invited.

It is also conceivable that efforts will be made to make associate membership available to the networks.

## Buttons Stays At CBS Despite Sponsor Loss

NEW YORK, May 22.—CBS-TV has decided to keep Red Buttons under contract in spite of the fact he is being dropped by General Foods at the end of this season. The network will program two spectacular series on a once monthly basis each, and Buttons can be used for them or for other chores. The network has far from given up on him.

CBS-TV will probably use its top talent to host the once-monthly Chrysler variety show on Thursday night. Since only 13 are to be done, such personalities as Jackie Gleason, Perry Como, Ed Sullivan, Red Skelton, Buttons, Lucille Ball and Desi Arnaz, together with a few other stars, will probably act as emcees.

The other spectacular will probably be purchased by Westinghouse, but plans for its format are being kept under wraps.

## Urges Sports Coverage at Local Level

CHICAGO, May 22.—Jerry N. Jordan, of N. W. Ayer & Son, is slated to make a strong pitch for greater airing of sports events on a local level when he participates in a panel on the sports question Wednesday (26) morning at the radio-TV broadcasters convention here.

Whereas sports have had their major exposure via the networks up to now, Jordan will point out that any expansion of sportscasts must come locally, and that although web sportscast have done a fine job and constitute a good start toward widespread sports coverage, the big development yet to come must be individual radio and TV broadcasts.

Mutual promotion efforts of broadcasters and sports outfits is an essential, Jordan will say. He plans to urge station execs not to promote in general terms of a game which will be played, but rather to push specific personalities whose exploits may or must make the game of particular interest.

## NBC Sells Out Sid Caesar, Nails Others

NEW YORK, May 22.—NBC-TV this week wrapped up three sponsors to sell out the new Sid Caesar Show, and nailed down other bankrollers for its spectaculars. American Chicle, RCA-Victor and Speidel will be the three clients on the Caesar program next fall.

The Caesar show will air Mondays 8-9:30 p.m. three weeks out of four each month, with a color spectacular on during the fourth week. Speidel was the co-sponsor of "Name That Tune," which will be ousted from 8-8:30 next season to make room for Caesar. Speidel, incidentally, also bought 52 weeks of participations in "Home," to begin shortly.

Sales developments on spectaculars saw Reynolds commit itself

for three of the Sunday extravaganzas next season. Half of the remaining 10 will be purchased by Hazel Bishop, but NBC-TV will have to find another client to replace General Mills, which this week decided against sharing them with the lipstick company.

RCA-Victor this week committed itself for half of the Monday night spectaculars, which are to run once monthly in the 8-9:30 time period. It is expected that Ford institutional will purchase the other half by the end of next week.

Oldsmobile last week bought the entire 13 Saturday night spectaculars on NBC-TV.

## HEAVY AUTO TRAFFIC

### TV Reaps \$8,400,000 Harvest As Cars Fight for Sales Primacy

By LEON MORSE  
NEW YORK, May 22.—The struggle for sales supremacy, now taking place in the motor car industry, is strikingly illustrated by the purchase of about \$8,400,000 in time and talent on TV by two of the three major motor car companies last week—Oldsmobile on NBC-TV and Chrysler on CBS-TV. Also pending is another \$1,700,000 institutional purchase by Ford on CBS-TV.

At present the Plymouth division of Chrysler motors seems about to be edged out of fourth place among the top selling cars in America by Oldsmobile.

Ford, Chevrolet and Buick are the three pace setters in that order, with the race between the first two particularly close. With Olds in fourth spot, General Motors would have three out of the first four cars, and Chrysler, long an industry leader, none.

The answer for Chrysler is to go out and commit itself for \$5,000,000 in time and talent in

the CBS-TV Thursday 8:30-9:30 slot next season. In addition to this, of course, Chrysler has also given its blessing to the same kind of open-fisted spending by Dodge and Plymouth divisions.

#### Plymouth-Dodge

Plymouth has never had a network show before 1954, and Dodge did badly with the one it had several seasons ago. Plymouth has just renewed "That's My Boy" for another 13 weeks on CBS-TV, and Dodge has "Break the Bank" and half of the Danny Thomas show on ABC-TV.

Oldsmobile has answered back in kind by purchasing 13 spectaculars from NBC-TV on Saturday nights next season. The objective of this division of General Motors is to retain the gains that it has made so far in 1954.

The objective of Chrysler is to retain its portion of the car market, but its full onslaught is to be felt in 1955 when its various divisions will accent design.

Ford, which retains a narrow

THE WHITE HOUSE  
WASHINGTON  
May 10, 1954

Dear Mr. Fellows:

Please give my warm greetings to the National Association of Radio and Television Broadcasters.

Together you represent an industry of uncommon vigor and enterprise. It was only a few years ago that many of us heard the first radios. Television, born yesterday, is already full-fledged. Color television will be widespread tomorrow. Multitudes of new electronic marvels will soon be developed. Your industry has indeed risen swiftly to great power and influence in America.

With your growth has come sobering responsibility -- to exercise prudent control over this vibrant new force which is at work day and night in the homes of America. You have become our Fifth Estate -- requiring, like the Fourth Estate, dedication to accurate, objective news gathering and reporting. You have forged a mighty political instrument that must fairly present men and issues to the public. You have opened new doors to commerce, providing vast sales opportunities and employment for thousands of our people, but compelling care in your manner of presentation of goods and services to our people. You have a device that daily exercises powerful influence on the minds and emotions of millions of our impressionable children -- an influence that must be exercised with the greatest of care and restraint.

So your vigorous industry does more than offer you competition and material advance. It places a very high premium on your patriotism and your consecration to enduring human values. The nation is proud of the many pioneers among you who have helped to create this vital force for enlightenment and unity in American life.

It is my hope and expectation that in our energetic country of freedom and opportunity, your industry's future will be just as challenging and exciting, just as rewarding and enjoyable, as its past.

Sincerely,  
*Dwight D. Eisenhower*

Mr. Harold E. Fellows  
President  
National Association of Radio  
and Television Broadcasters  
1771 N Street, N. W.  
Washington, D. C.

## Color Kine Showing Highlights BEC Meet

### NBC's Shelby to Tell NARTB-BEC Session Of Cost Factors in Multichrome Video

CHICAGO, May 22.—Showing of a reel 20 minutes in length of color kinescopes taken of various NBC-TV shows will be one of the highlights of the 8th annual Broadcast Engineering Conference, which will be attended by a record attendance of about 400 in conjunction with the radio-TV broadcasters meet, starting tomorrow (Sunday). The kine showing will be featured during the talk on color TV operations to be given at 3:45 p.m. Tuesday by Robert E. Shelby of NBC.

Shelby is slated to tell a joint NARTB-engineers session that color video costs are as much as two to three times higher than monochrome in the areas of lighting, maintenance and lining up equipment. These may ultimately be reduced, however, just as it usually is no longer necessary to add to normal pre-camera re-

hearsal time when airing color. The agenda and speeches at this year's BEC will focus on color TV, with the welcoming address by A. Prose Walker, manager of engineering, NARTB, to reveal a predication that one million color receivers will be built in 1955 at an average price of \$700, and that by 1959 the price will have been reduced to \$350 for sets comparable with current monochrome receivers.

Hal Fellows, NARTB chief, will tell the engineers on Wednesday (26) that engineers must play an ever more important role in the future, because regardless of the caliber of a station's programming, a poor picture or bad sound will ruin all other efforts.

In addition, some 20 other leaders in the field of color TV will discuss as many varied topics concerning multichrome as the engineering aspects involve.

## Crosley Eyes Martha Raye

NEW YORK, May 22.—Crosley this week was reportedly interested in buying 10 Tuesdays 8-9 p.m. of Martha Raye on NBC-TV next season. The comedienne will share the time period with Milton Berle and Buick, which will be programed 20 weeks during the season, and with General Foods which will use nine Tuesdays.

General Foods will program Bob Hope on six of its nine shows and is looking for talent to fill out the other three. It is interested in Mary Martin and a few other personalities of the same caliber.

NEW YORK, May 22.—Geritol will have two shows on CBS-TV this summer and one on the network next fall. It has bought the Saturday night 10:30-11 slot for "Two in Love," a new human interest show which features Bert Parks.

The sponsor will also use "Juvenile Jury" in its current Tuesday night 8:30-9 time period, during the summer as a replacement for Red Skelton.

## MISS MONROE GETS CHEST COLD MILITIA

LAS VEGAS, Nev., May 22.—Men in this town are reported volunteering in droves for special medical assignment above and beyond the call of duty—to rub a cold remedy into Marilyn Monroe's chest in the event she comes down with another such as she contracted during her trip to Korea. DeeJay Raymond E. Spencer, airing via KORK, here, has been airing a commercial for Vicks Vapo-Rub in the form of a petition by which his male listeners can volunteer for the duty described above.

Spencer's blurb declared that the men of Las Vegas "will not be found wanting should such a time of crisis occur again," regardless of how much personal time it may require. Male listeners were urged to send in a card or letter adding their names to the roster. Names of married men will be withheld, if so desired.



### Seeks Bryson Bill Amendment Halting Smokes Advertising

WASHINGTON, May 22.—The House Interstate and Foreign Commerce Committee faces a formidable task in polling itself on the Bryson Bill to ban national liquor advertising via TV, radio and newspapers.

After three days of wordy testimony from more than three score witnesses, the committee already has a foretaste of its tough problem. Indicative of forensics still to come is an amendment hopped by Rep. John D. Dingell (D., Mich.) this week to extend the ban to advertising of cigarettes, cigars and other tobacco products.

Dingell, a high-ranking Democrat on the House Ways and Means Committee, is pressing for a hearing on his bill before the House Interstate and Foreign Commerce Committee makes up its mind on the Bryson Bill. This attempt to broaden the scope of the Bryson measure could have the effect of reducing the entire issue to an absurdity.

Ralph Hardy, vice-president in charge of government relations for the National Association of Radio and Television Broadcasters led a parade of witnesses against the Bryson Bill.

### Admiral Buys 936 ABC News Spots

NEW YORK, May 22.—Admiral Corporation is moving into ABC-Radio May 29 as sponsor of 24 hourly newscasts each weekend. The 39-week deal will see Admiral hitting the air Saturdays and Sundays once an hour from morning to night 12 hours each day.

Last year, Packard and Chevrolet bankrolled similar packages on ABC for 13 weeks each.

### NO PENGUINS NEED APPLY

NEW YORK, May 22.—It's a small world to Harry S. Goodman Productions, which now has radio packages on the air over every continent but Antarctica. This global record was ensured this week when the Colgate-Palmolive Company purchased 130 Goodman radio shows for exclusive use in Thailand, and took an option on the same programs for use in Iran. Deal was set by Dan Goodman.

## The Billboard

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Founded 1894 by W. H. Donaldson

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### NO SHOW GETS BEST RESULTS

ST. LOUIS, May 22.—One UHF video station which knows it has a strong audience following is WTVI, which operates here on Channel 54. Following a strong mail response from viewers complimenting the outlet for being the only local video station to carry the Army-McCarthy hearing live, the station on May 12 had its switchboard jammed by viewers protesting cancellation of the hearings for a single day.

The latter was necessitated in order to carry a St. Louis Cardinals - Brooklyn Dodgers baseball game. Result was that over 900 phone calls blocked normal business over a two-week stretch, the station had received over 3,000 wires, cards and letters from 23 counties in Missouri and Illinois commenting favorably on TV coverage of the hearings via the Du Mont web.

### WNBT Rate Hike To Make It Most Costly U. S. Station

NEW YORK, May 22.—WNBT, here, the NBC-TV flagship station, will become the costliest TV station in America next week when it raises its rates again. The price for an hour of AA time will probably be around \$6,200, as against the current cost of \$5,500. This will make WNBT about \$200 more expensive than WCBS-TV, which recently increased its rates.

Rates will also be hiked for most station breaks. Class A 20-second station breaks are to cost \$1,095 as against \$750. A 20-second station break in AA time is shortly to cost \$1,575 and is now \$1,095.

The discount structure at the station remains the same, as does advertiser protection, except for Class AA time and station-break buyers. They get three months' rate protection, where other advertisers are protected for six months.

### NBC-Radio 1 Up, 1 Down

NEW YORK, May 22.—NBC-Radio this week lost sponsorship of a half-hour strip and gained another nighttime advertiser.

Procter & Gamble canceled "Life Can Be Beautiful" and "Road of Life," 3-3:30 p.m. across the board. It will move "Welcome Travelers," now 10-10:30 a.m., into the afternoon half-hour strip.

Neutralite, a food supplement, meanwhile, bought a program starring Dennis Day for Sunday 5:30-6 p.m. beginning September 19. This client is new to network radio. Dan B. Miner, Los Angeles is the agency.

### Intro Sponsorship Bills

WASHINGTON, May 22.—Likely to be left on the congressional scrapheap is a pair of bills hopped this week by Sen. Wallace F. Bennett (R., Utah) and Rep. Emanuel Celler (D., N. Y.) proposing to ban commercial sponsorship of televised or radio coverage of congressional hearings. Bennett and Celler tossed the bills in the hopper in an obvious attempt to override the Senate Permanent Investigating Subcommittee's new rule permitting commercial sponsorship of the Army-McCarthy hearing.

### New 'Tonight' Colorcast to Give NBC 10 Hours Weekly

PITTSBURGH, May 22.—NBC-TV will telecast "Tonight" in color next season from 11:15-1 a.m. EST., and 11-12 in the West, Sylvester (Pat) Weaver, president of NBC, told the Pittsburgh Advertising Club here on Tuesday (18).

This means, according to Weaver, that together with the spectaculars which are to be in color, NBC-TV would be offering almost 10 hours weekly of color programing next season for the

# WILL UHF HEARING PROBE U. S. POLICY, SOLONS, FCC?

## Questions Raised by Miss Hennock In Anti-VHF, Pro-UHF Testimony

Continued from page 1

FCC Chairman Rosel Hyde that the Commission has been free of "unethical practices." The exchange left the subcommittee faced with the decision of either delving into this topic or disregarding it as an unrelated matter raised by frayed tempers and therefore not to be taken seriously. The subcommittee, which reconvenes June 3 and 4, has at least a score more witnesses to be heard.

Sen. Charles E. Potter (R., Mich.), subcommittee chairman, has indicated thruout the UHF hearings thus far that he intends to keep the subcommittee's focus on the overall question of whether UHF television is getting a fair competitive break. The feeling currently is that the Potter subcommittee will stick to this course in an attempt to determine whether the present FCC allocations plan provides for the best kind of nationwide competitive system. Whether side issues which have cropped up in the hearing so far will come into stronger play is a speculative point.

The UHF problem, it has become apparent, is closely related to a wide range of lively issues such as subscription TV, color TV, network regulation, multiple-station ownership. All of these issues were raised in this week's sessions. Conclusions that can be drawn on the basis of developments so far:

(1) Commissioner Hennock's demand for a VHF grant freeze, bulwarked by the UHF Television Association and the UHF Co-Ordinating Committee, is opposed by

a majority of the FCC. The recommendation will get serious thought from the Potter subcommittee, which is not likely to encourage it.

(2) Senator Bricker's bill to empower the FCC to regulate networks, a proposal aimed to strengthen the Commission's hand in getting network affiliations for UHF stations, will come in for a lot of serious discussion on the Hill as well as in the FCC, where it is known that Commissioner Hennock alone is strongly in favor of the bill, while the rest of the commissioners, like Chairman Hyde, believe that the Commission already has sufficient chain broadcasting authority.

(3) The Potter subcommittee will give its blessing to Sen. Edwin C. Johnson's (D., Colo.) bill to waive the excise tax for all UHF-equipped sets as a spur to UHF development (this bill, however, is under jurisdiction of the Senate Finance Committee).

(4) The Potter subcommittee may encourage the sets manufacturing industry to include UHF reception gear in all color sets (this week's hearing produced testimony that one major manufacturer was already doing this and several others favor the idea).

(5) The Potter subcommittee's inquiry may even have a bearing on developments on subscription TV and color TV expansion. This week's hearing produced testimony pointing to the prospect that UHF would benefit from programing and new sources of revenue if and

when pay-as-you-see television goes commercial. As for color TV's expansion, however, Chairman Hyde voiced the belief that the rainbow era is progressing slowly but as well as can be expected. The Commission intends to keep hands off "anything that even suggests supervision of programing or its distribution," in the words of Chairman Hyde, and apparently a majority of the Potter subcommittee go along with this view.

(6) The FCC is opposed to Rep. Carl Hinshaw's (R., Calif.) bill to classify subscription radio and television as a common carrier since, the Commission says, the bill would merely hamper FCC control over the service, if and when it is authorized.

(7) The Commission refuses to support the Johnson bill, which would raise single ownership of TV stations from 5 to 10 if all 10 are in the ultra-high-frequency band.

Hyde said that he has seen "no evidence of dragging of feet on UHF" in the sets manufacturing industry. When Senator Potter asked if UHF can compete in a VHF market, Hyde answered: "Those that got started ahead of VHF's have been able to compete," and he added that some others that came in later have been able to get along also.

Hyde said that the Commission has no intention to make a drastic shift in the TV spectrum. He said that the fate of UHF is recognized as "a challenge to industry," as well as to the FCC and Congress. "The thing to do to avoid regulation is to find some way to get a better distribution of programs and sets so that there will not be any need for further regulation," Hyde said.

Typical view of the UHF Television Association and the UHF Co-Ordinating Committee, which have been spearheading complaints about UHF's current plight, came from Fred Weber, WPFQ, Atlantic City, who said that an entire reallocation is needed.

President Glen McDaniel, of the Radio-Electronics-Television Manufacturers' Association, told the subcommittee that in the first four months of 1954, 32 per cent of the factory inventories constituted VHF-UHF sets, altho only 22 per cent of these were sold in the retail stores. Replying to queries from Senator Potter, as to whether dealers should advertise and otherwise promote their sets, McDaniel said it depends on local situations.

Stating that television broadcasting is in danger of becoming the monopoly of two networks and a few powerful VHF stations, Dr. Allen B. Du Mont, head of the Du Mont Television Network, urged an immediate change in government TV regulations.

Obviously referring to NBC and CBS as the two powerful networks, altho not actually naming them, Mr. Du Mont went on to recommend new regulations to (1) require all networks to make primary affiliation with certain UHF stations and supply them with network programs; (2) require individual stations, on demand by a network, to give up part of the station's time to the network, and (3) change present multiple-ownership rules to permit a network to own one TV station for every group of seven primary affiliates up to a total ownership limit of 11 stations.

W. Walter Watts, executive vice-president, RCA, stated that his company already had put \$16,000,000 and 1,800,000 engineering man-hours into UHF research and that "UHF has been so developed that today, under most conditions and with proper apparatus, it can render satisfactory service."

### Campbell to Drop Part of 'Double'

NEW YORK, May 22.—Beginning about the middle of June, Campbell Soup will cut back its sponsorship of "Double or Nothing" from three to two times weekly on CBS-TV.

It will sponsor Wednesdays and Fridays, 2-2:30, but Mondays will be occupied by Jack Paar. Tuesdays and Thursdays, Robert Q. Lewis is featured in the time period.

### West TWA Votes Net Strike, East May Too

NEW YORK, May 22.—The membership of the Western region of the Television Writers of America Thursday (20) unanimously voted to strike against the video networks, if no agreement for a contract covering freelance scripters in live TV is reached in the near future.

The membership of the Eastern region of the TWA meets Thursday (21) to vote on a strike and is expected to follow the pattern set by its Western brothers.

Only two questions remain to be settled in the negotiations—the term of the contract and general money matters. The strike vote, of course, empowers the union's negotiators to take appropriate steps if dickering slows down.

Meanwhile, the favorable vote of the membership of the Screen Writers Guild Thursday (20) for a new union to cover screen, radio and TV writers is viewed as sharpening the struggle between the TWA and the Authors' League, which is partially sponsoring the new union.

#### Two Sectors

The American Writers Guild, West, and the AWG, East, as the two sections of the new union are to be known, are far from entrenched in broadcasting.

An affiliated union, the Television Writers Group, sponsored by the AL, jurisdiction over video scripters who work for packagers, but TWA represents scripters who work for the networks.

The Radio Writers Guild here has already rejected a plan to affiliate with the new union. It meets on Monday (24) to reconsider its rejection. And the new union is also likely to encounter

some opposition from the TWA in TV film when negotiations are concluded with the networks to cover live scripting.

### NARTB Bucks FCC UHF Power Plan

WASHINGTON, May 22.—The National Association of Radio and Television Broadcasters announced its opposition to a Federal Communications Commission proposal to boost the minimum power required for the UHF transmitters from 1 kw. to 5 kw. in comments filed with the Commission this week.

Stating that a poll of its UHF members showed unanimous opposition to the proposal, the NARTB pointed out that adoption of the rule would increase transmitter costs to UHFers by approximately \$33,400, the difference between the \$50,000 price tag on 1 kw. UHF transmitter and the \$83,400 cost of 5 kw. units now available, and that operating costs would rise along with the cost of the transmitter.

### FRESNO INDIES IN HOME PITCH

HOLLYWOOD, May 22.—An unusually impressive success story has been chalked up by two independent Fresno radio and TV stations that teamed up to sell 54 new \$9,000 homes in less than a week late in April for a total advertising expenditure of only \$336.

Builder Carl Moore used both John Poole Broadcasting Company stations in the Central California city, KBIF radio and KBID-TV. He placed eight one-minute spots on the tele station at scattered times during a Thursday, Friday and Saturday, showing drop-card drawings and blueprints of the homes. On KBIF he scheduled 50 one-minute spots over six days.

Out of 55 houses in the tract, located 15 miles outside of Fresno at Clovis, 54 were sold within the week for a total gross of \$486,000. No other advertising was used. Advance Advertising, Fresno, was agency for the account.



# TV Station Owners Cogitate Future of Color Programing

## 125 Outlets Due by '55, But Local, Network Minds Ask: What Then?

By JUNE BUNDY

NEW YORK, May 22. — With 130 stations providing coverage for 75 per cent of American homes expected to be equipped for color broadcasts by the end of this year, color programing, both local and network, looms as an important question in the mind of the station operator.

Only about 20 stations will have been equipped for local-origin slide and film color programing by 1955, with from 10 to 15 stations (exclusive of network originating points) expected to be set up for live origin color casting. However, once under way, color programing on the local level may well be a major blessing to the station operator.

By the end of the year, NBC will be color casting two programs a week from New York and a third program from Hollywood. These will mostly be color casts of regular network programs. The web will also launch a series of 39 specially produced "spectaculars in color" in October. This summer NBC's mobile color unit will tour the country and originate color remotes from various cities.

During 1954, CBS will expand its regular weekly schedule of color programs, and originate color casts of its sponsored network shows from New York on a rotating basis with one or two shows a week. Later in the year, network originations from the West Coast will be made a regular part of CBS' color schedule.

Du Mont hopes to edge into colorcasting in September with a local color film show over its Manhattan outlet, WABD, but ABC-TV as yet has no color programing plans this year. According to ABC's engineering veepee, Frank Marx, "ABC has no stake in promoting the sale of color sets and therefore will not produce shows until it is financially profitable to do so." Marx thinks it will be at least five years before color is "a potent factor" in the TV industry.

The local color set market, of course, is practically non-existent now, but station operators who are able to get equipment and who can afford to spend money on a long-range investment are already beginning to acquaint the public and potential sponsors with the new medium.

Flagship stations at network originating points can use their web's color equipment for local broadcasts until their own local-origin gear is delivered. Other stations in some cases are augmenting network color programing with slides, pending delivery of local live color camera equipment.

On the other hand, WKY-TV, Oklahoma City, which placed the first order for color equipment with RCA more than four years ago, started broadcasting local live shows in color last April, and was the first local outlet not network-owned to do so. But it doesn't expect delivery of its RCA slide and film color equipment until this summer. The Oklahoma City station has two complete RCA color camera chains and a third on order.

The activities of WKY-TV may well serve as a guide to other local outlets. It not only carries NBC color shows but last month launched its first schedule of local color stanzas—a sponsored weekly half-hour variety stanza and a daily hour-long cooking show.

Manager P. A. (Buddy) Sugg anticipates production costs will run 20 per cent higher than in black and white. Pending arrival of its color slide and film color gear, Sugg is pitching color via live production of programs and commercials, is holding a series of color forums for local merchants in the food, fashion and home furnishings fields, and is working with RCA distributors and dealers on consumer promotional tie-ups.

Earlier this year the Castro Convertible Company placed the first local commercial order for color station breaks with NBC's Manhattan flagship, WNBT. The color film spots will be scheduled as soon as WNBT's local color gear is installed this summer.

The station, which meanwhile

has access to the web's color equipment for local color programs, aired the nation's first local live colorcast, The Tex and Jinx show, on January 29 of this year.

Out on the West Coast, Klaus Landsberg, owner of KTLA, Hollywood, expects to be the first non-O&O. station operator in town to have color by the end of the summer. Landsberg considers color "the salvation of the indie operator," along with film.

"Color will be the biggest boon to TV since we went on the air," says Landsberg, who hopes to get a head start on other stations by "cracking" the big local department stores before his competitors get in the race next year.

Stations are cagey about discussing local rate plans for color casting at this time. However, it is doubtful if many stations will bill the advertiser for time charges until the color set market increases substantially.

WBAL-TV, Baltimore, for instance, doesn't plan to charge for color broadcasts "until there are about 5,000 sets in the market." Most stations are content to use color as a good-will builder for future business, with advertisers at most footing part of the color production bill.

WMAR-TV, Baltimore, which made its first color slide sale April 22 to the Schmidt Baking Company, has set up a system of

prices, calling it "a service charge." The advertiser pays monochrome rates plus 10 per cent and production costs equal to out-of-pocket expenses plus 10 per cent.

If the sponsor supplies a color photo suitable for reproduction in a 2 by 2-inch slide, WMAR-TV charges \$3 for processing it.

Color slides are playing a major role in the local color drive of both these Baltimore outlets, with both holding that live local program originations are about a year away.

WMAR-TV is building its own library of special color slides for use with a Telechrome flying spot scanner on news shows. It has a daily color broadcast from 9:30 to 9:45 a.m., using slides of documentary interest, and also plans to use a color slide at least once every hour, with the station's sign-on and sign-off also in color.

Altho WBAL-TV has demonstrated color slides on closed circuit for local advertisers, the station will not actually begin airing slide programing until September.

Some 200 color sets are expected in the area by then, with a total of 1,500 by the end of the year. Station engineering veepee John T. Wilner and staff saved WBAL-TV about \$50,000 by building its own network color cast and slide equipment last year. It cost them around \$25,000 as compared to \$75,000 for the same gear from a manufacturer.

## BIG NARTB PUSH

# Major TV Equipment Makers to Sell Hard

NEW YORK, May 22. — The major equipment manufacturers are going all out to sell new station equipment at the National Association of Radio and Television Broadcasters' convention this year, with at least four firms setting up complete studio and station color TV systems to broadcast closed circuit color shows thruout the three-day meet.

The Radio Corporation of America, General Electric, Du Mont and Telechrome will vie for station owners' attention. RCA is planning daily closed circuit colorcasts to a special viewing room included in its exhibit.

The largest ever presented by the corporation, it includes a room featuring all of RCA's new local-live local color origination equipment, with special emphasis on the firm's live action color studio camera chain RCA type TK 40-A. Various stocks of film will be demonstrated on RCA's new Three-Vidicon system, while its transmitter room will feature RCA's new 50-kw. VHF transmitter and 12½-kw. UHF transmitter.

### GE Exhibit

General Electric has an equally ambitious demonstration program, which is designed to present all "the building blocks" for evolving the present black and white station into the "color station of tomorrow" on a gradual conversion from present black and white facilities thru network color

broadcast equipment, color slide and color film originations to local-live color broadcasts.

The local-live display includes a live camera channel, Chromacoder and allied equipment. GE will also demonstrate a new 50-kw. VHF transmitter, a 12-kw. UHF transmitter, a two-camera black and white portable chain and a single operator-control console.

Du Mont Labs hopes to focus advertiser and ad agency attention on its new Color Multi-Scanner by screening a special color film reel 12 hours a day on closed circuit, with the public invited to witness it. The reel is made up of commercials filmed on various types of color stock—Anasco, Eastman's, etc.

Du Mont put the reel together by asking agencies to contribute their latest TV film commercials to the project, so they could use Du Mont's programing as a showcase for prospective clients at the convention.

Du Mont is also demonstrating a new 50-kw. VHF transmitter, some high quality monitors, and the Tele-Cue, the TV prompting device which Du Mont recently took over for distribution.

### Telechrome

Telechrome, Inc., will demonstrate complete station facilities for network color pick-up and local origination of color programs and color test units. The firm manufactures more than 150 dif-

# Most Makers Hold Hue Set Production

NEW YORK, May 22.—Altho the Radio Corporation of America, Westinghouse and Emerson optically plunged into production of 15-inch tube color sets early this year, most of the manufacturers have been reluctant to enter the rainbow receiver race, preferring to wait until it's possible to put out a 19 or 21-inch color set which sells from \$500 to \$600. Not until then, they reason, will color TV become a mass medium factor.

Du Mont unveiled a 19-inch color tube set this month, which it expects to have in production this fall. The set will sell at \$1,000, the price of RCA's currently offered 15-inch model. However, Du Mont says it will be two or three years until the price can be shaved down to the \$500-\$600 price range. Most of the other manufacturers concur with this estimate.

Meanwhile, RCA, which is going ahead full blast with a big color set merchandising campaign, reports that its first production run of 15-inch tube color receivers was nearly sold out less than a month after they first hit the market. In line with this, RCA Executive Veepee Joseph B. Elliott predicts the demand for color TV sets will exceed the supply during 1954 and 1955.

### Westinghouse Sets

Westinghouse, first to put color sets on the market, reports 50 to 60 sets sold to consumers in 15 major markets where they've been offered since March 1. Emerson's color set rental plan hasn't been too successful so far, but President Ben Abrams said he would continue rentals until mass production of larger color screens becomes feasible.

The Emerson sets are leased to dealers, who in turn sub-lease them to consumers at a \$75 monthly rental fee, with the \$200 rental charge for the first month to cover delivery and installation.

With about 95 cities due to have color this year, industry experts predict a top production ceiling of 150,000 color TV sets, with 50,000 to 70,000 set sales anticipated for 1954.

By 1958, they estimate, 10,200,000 color receivers will have been sold over the five-year period, or about one-third as many black and white sets now in use.

Even if a production battle develops unexpectedly this year in the tint TV sets industry, supplies of material used in color picture tubes will be ample, according to the U. S. Department of Interior.

RCA this year plans to turn out 5,000 of its 15-inch tube color sets

(screen size equivalent to a 12½-inch black and white receiver) and a similar number of 19-inch color tube models (equivalent of a 17-inch black and white set).

The latter are due to hit the market this fall. Suggested price on the 15 incher is \$1,000, but no tag has been set on the 19-inch set yet. Altho RCA has said there will be no stockpiling of color sets this year, its Bloomington, Ind., plant is tooled to turn out 2,000 color sets a month if the demand warrants.

Stromberg-Carlson began color set production May 1 on a "very limited schedule," with sets retailing at about \$1,000, while Crosley has delayed its color production start beyond August, awaiting further improvement of the Lawrence one-gun tube.

Zenith says it will not market color sets at all until the one-gun tube is perfected. CBS-Columbia is readying its new CBS-Coloron 205 color tube said to provide a considerably larger screen than the current 15 incher for the market this fall.

### Other Makers

Most of the other manufacturers have made up a few hundred 15-inch color tube models for loan to distributors and demonstration. Aside from this token production, tho, they are all shooting for bigger screens.

Manufacturers with 15-inch pilot set on hand include: Admiral, Bendix, Philharmonic (Motorola), Sentinel, Arvin, Capehart-Farnsworth, General Electric, Hallcrafters, Olympic, Raytheon, Sparton, Stewart-Warner, Hoffman, Philco, Sears, Roebuck (Silver-tone), Sylvania, Stromberg-Carlson, Zenith, Du Mont, CBS-Columbia, Crosley, Emerson, Westinghouse and RCA.

# Color and UHF Viewed Dimly In Los Angeles

HOLLYWOOD, May 22. — A summation of how TV viewers in the greater Los Angeles area see the video picture today indicates that most think color TV for them is more than two years away, that UHF has no present here and that the medium makes no appreciable difference in their movie house attendance.

These are highlights of the 11th Tele-Census which has been presented semi-annually as a public service in 1949 by local college students and instructors under the direction of Hal Evry.

The survey, like the 10 previous ones, reflect the opinions of 2,500 teletest owners in 16 economic districts of greater Los Angeles, which now boasts a total of 1,800,000 sets representing 92 per cent saturation.

On the tint TV scene 86.7 per cent think it will be more than two years before color TV sets will be at a price where they would buy one. This figure reflects similar thinking of last November's survey when 63 per cent of those polled opined that \$500 for a 21-inch color set is too costly, and that if color had been available in January, 1954, an overwhelming majority indicated they would not buy a color TV set.

Only 3 per cent reported that they can tune to this city's two UHF stations while only 8 per cent indicated they would pay \$25 to convert to UHF. A vast majority—75 per cent—of those polled find that the seven channels are adequate to give sufficient choice of programs.

Compared to a year ago, 55 per cent of the viewers indicated they attend the movies the same amount of times. This interest in televiewing was further underscored when 61 per cent said they read the TV pages of local newspapers more often than they do movie sections. On the subject of first-quality movies via home receivers, 59 per cent said they would pay \$1 per program. Likewise, a majority of 60 per cent said their preference of seeing first-run quality movies would be on home TV sets rather than in theaters.

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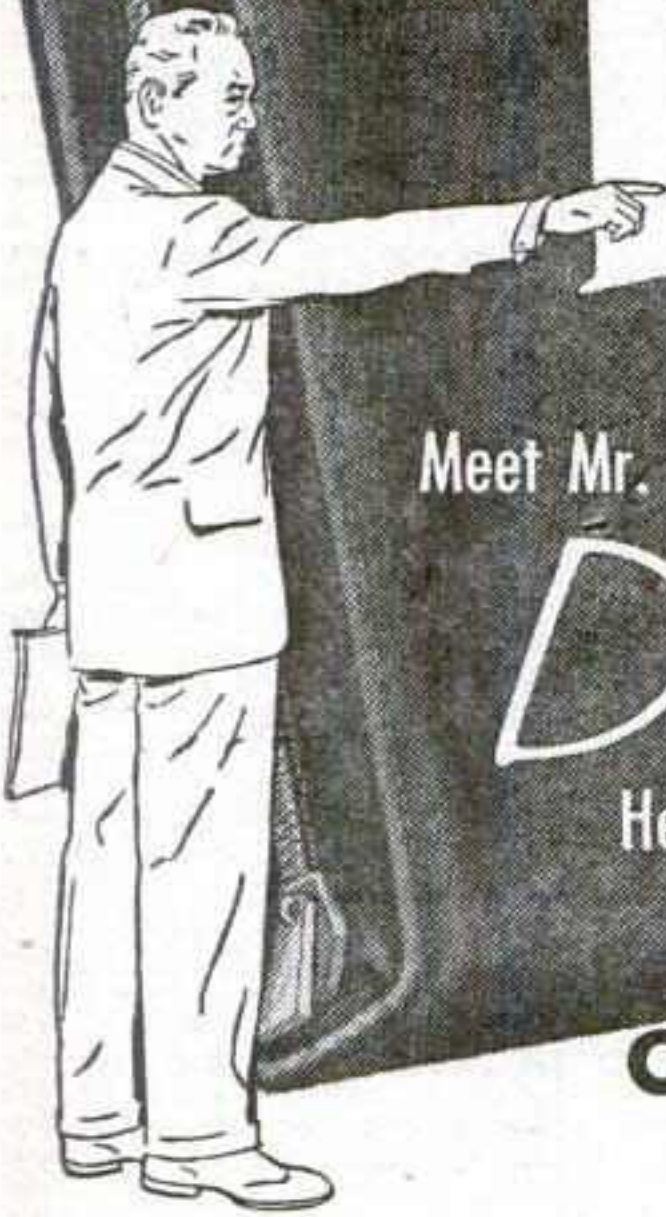
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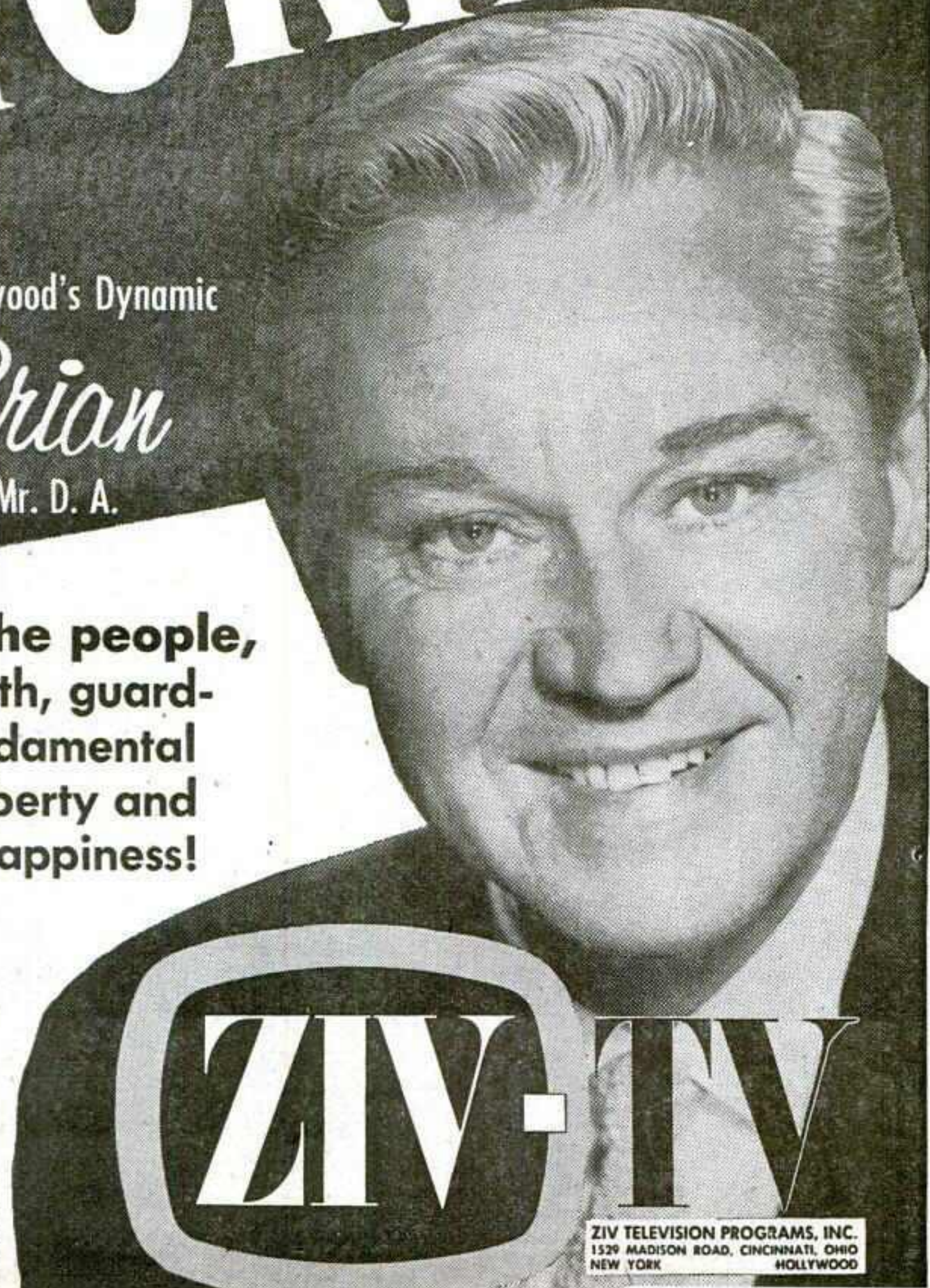
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## STATIONS' HUE TV COSTS

## Outlets Better Have \$165,000 Ready Before Jumping Into Color

NEW YORK, May 22.—Broadcasters ready to take the plunge into color TV need plenty of long green, according to the National Association of Radio and TV Broadcasters. If a station operator is worried about a \$3,000 to \$4,000 cost variation for equipment, he might do well to reconsider taking the multichrome plunge, says NARTB, which estimates it takes \$165,000 minimum to equip a station for complete color transmission—network, local-live, film and slide.

What's more, this \$165,000 worth of equipment doesn't include transmitter charges. However, existing stations can convert their black and white transmitters to color at little or no expense.

The Radio Corporation of

America, for example, handles transmitter color-conversions at no extra charge to the broadcaster, while another manufacturer charges about \$2,500. New broadcasters, starting from scratch, tho, are confronted by color transmitter prices ranging from \$45,000 for a 2-kw. VHF to \$210,000 for a 50-kw. VHF, and from \$50,000 for a 1-kw. UHF to \$145,000 for a 12-kw. UHF.

The NARTB's \$165,000 estimate breaks down as follows: \$18,500 to transmit network color shows; \$12,000 to generate color bar test patterns; \$25,000 to originate color slides; \$45,000 to transmit color film and \$65,000 to originate local live shows in color.

New local color equipment due to go on the market shortly

should cut some of these costs down, tho, and the trade is of the opinion that color equipment costs in general may drop from 25 to even 50 per cent over the next few years.

Simplest and least expensive is the station's color network transmission equipment, which involves only the addition of color network operating equipment (\$9,375) and color test equipment (\$8,756.50) to a black and white transmitter.

The former package, as manufactured by RCA, includes 13 separate items—among them a color monitor chassis, \$3,000; a color stabilizing amplifier, \$1,400, and low and high frequency phase correction networks priced

(Continued on page 14)

## COLOR SPLASH

## Film and Slide Equipment Major NARTB News

NEW YORK, May 22.—The big color equipment news at the National Association of Radio and Television Broadcasters' convention this year is in the color film and slide field. For the first time, station execs will have a chance to view and compare the various systems on the market. Most of the manufacturers are exhibiting complete lines of color equipment, but interest is expected to focus on the following film and slide items:

Allen B. Du Mont Laboratories, Inc. — Color Multi-Scanner for 16-mm. film opaques and slides.

General Electric Company—A two by two scanner for color slides; a continuous motion scanner for 16-mm. color film and black and white film; a scanner channel which replaces film camera channel normally used with

black and white film; slide scanner equipment, approximate price: \$32,500, and film scanner equipment, approximate price: \$36,000.

Philco Corporation—The Philco CineScanner System for color and black and white slides and for 16-mm. and 35-mm. color and black and white film; a two by two automatic slide-changer.

Radio Corporation of America—Three-Vidicon color camera for slides and 16-mm. and 35-mm. film.

Telechrome, Inc.—Color Flying Spot Scanner for color slides.

## CIRCULATION

## Papers Up Rates, But WIP Holds

PHILADELPHIA, May 22. — Radio stations battling for business against the opposition furnished by local newspapers might do well to take a leaf from the book of WIP, here. The station's promotion chief, Ed Wallis, is letting local advertisers know that while newspaper ad rates keep rising along with population, circulation keeps going down. Conversely, while radio families and penetration have continued to go up, there were no rate increases at the outlet since 1950.

According to the most recent figures of Audit Bureau of Circulation, Philadelphia's three dailies collectively lost 2.3 per cent of their circulation during the past four years, a cumulative loss of over 35,800 daily. Yet, their ad rates have jumped 16.1 per cent in the same period.

Meanwhile, the radio picture shows increased growth, with radio families now 15.5 per cent larger with a 99.7 per cent penetration of the area. Thus, the relationship of newspaper circulation to rates in effect amounts to an 18.4 per cent increase in circulation costs against four years ago, while radio costs 15.5 per cent less at WIP, because this is the size by which the radio audience has grown while rates have remained static.

## Parker Pen Mulls Buy of 'Hit Parade'

NEW YORK, May 22.—Parker Pen this week was reported interested in buying half of "Hit Parade" next season from American Tobacco, which bankrolls it for Lucky Strike. Crosley, the current co-sponsor, bows out of the show at the end of this season. Parker already has half of "Four Star Playhouse," which it co-sponsors with Singer Sewing Machine on CBS-TV, and which is to be moved from 8:30 to 9:30 Thursday next season.

The Parker buy of "Hit Parade," which is to remain at 10:30 p.m. Saturdays next season on NBC-TV, is dependent, however, upon the network agreeing to accept the client. The web most likely will accede. J. Walter Thompson is the Parker agency.

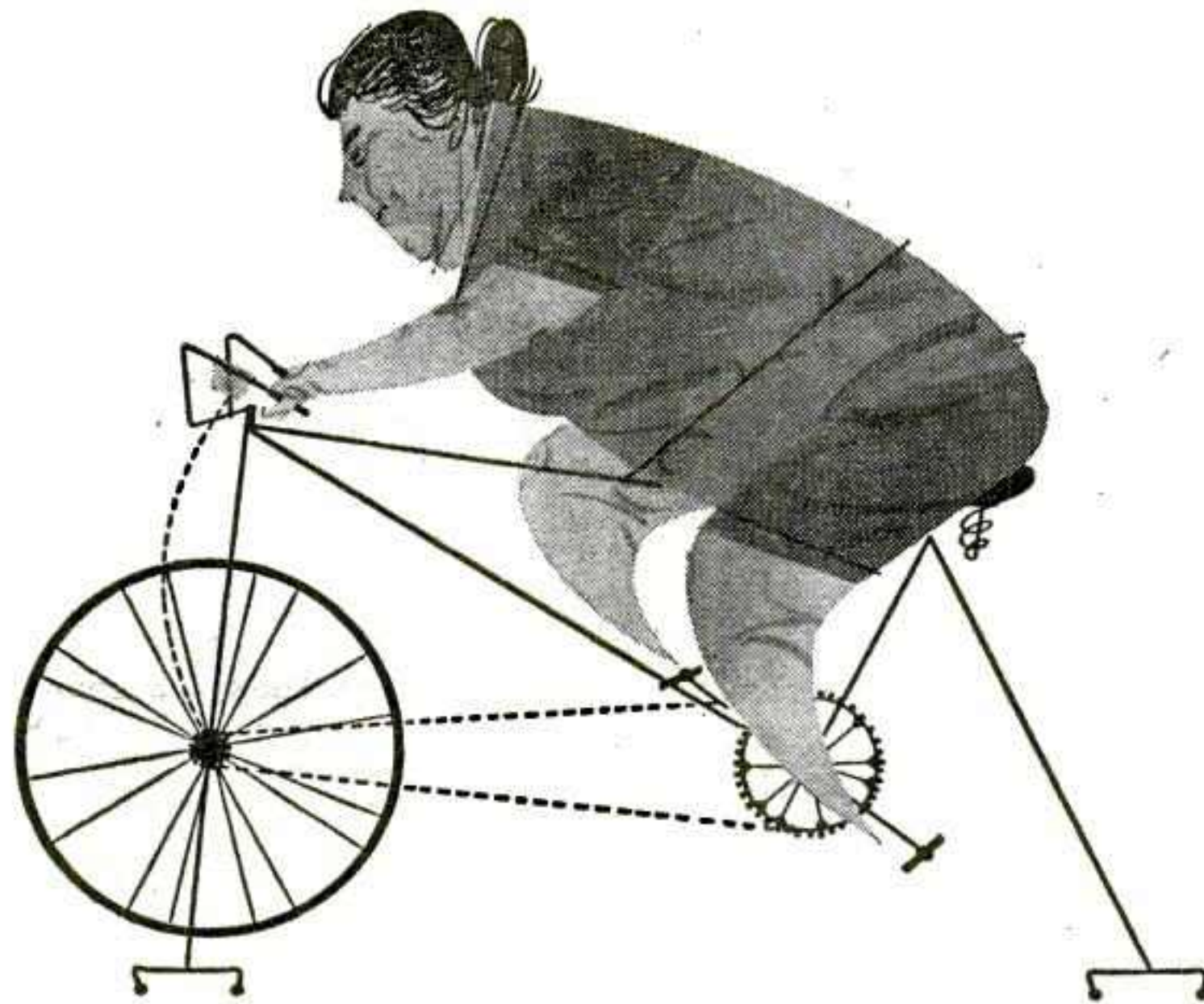
## Westinghouse May Switch

NEW YORK, May 22.—Reports this week were that Westinghouse was considering shifting its \$10,000,000 appliance account from Fuller, Smith and Ross to J. Walter Thompson.

The story is attributed to the fact that J. Walter Thompson recently hired Harry Deines, who was a top executive at Westinghouse before he moved over to the agency as one of its key veepees.

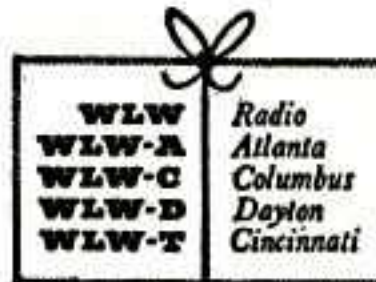
## Air Programs' New Head

NEW YORK, May 22.—Harry K. McWilliams, who recently resigned from Screen Gems, has been named president and general manager of Air Programs, Inc. The firm is planning to transcribe "The Original Amateur Hour" for radio syndication. Negotiations to put the show on the air live on a New York station this fall will begin shortly.



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**Wantmanship** is as inside as an urge. It's the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-A, Atlanta, not only creates the wants but also merchandises with you to the point-of-sold. **Wantmanship** explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.



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**HIGHEST RATINGS... GREATEST SALES...  
of any TV show produced for local sponsorship!**

**FROM THE SECRET FILES OF A COUNTERSPY FOR THE F.B.I.!**

STARRING HOLLYWOOD'S BRILLIANT ACTOR

# RICHARD CARLSON

IN THE TRUE-LIFE STORY OF A PATRIOTIC YOUNG AMERICAN WHO LED 3 LIVES IN THE SERVICE OF OUR COUNTRY!  
1. CITIZEN! 2. COMMUNIST! 3. COUNTERSPY FOR THE FBI!

## "I LED 3 LIVES"

TENSE because it's **FACTUAL!** GRIPPING because it's **REAL!** FRIGHTENING because it's **TRUE!**  
EACH HALF-HOUR A TRUE-LIFE ADVENTURE!



Not just a script writer's fantasy—but the authentic story of the Commies' attempt to overthrow our government! You'll thrill to the actual on-the-scene photography... the factual from-the-records dialogue.

Taken from the secret files of a counterspy for the FBI. Authentic sets and scripts personally supervised by Herbert Philbrick, the man who, for 9 agonizing years lived in constant danger as a supposed Communist who reported daily to the FBI!

**NEVER BEFORE HAS SUCH A DRAMATIC DOCUMENT APPEARED ON TV!**

**TREASON** ON  
OUR DOOR STEP...  
THIS MAN SLAMMED  
THE DOOR!

**YOUR OPPORTUNITY**  
TO HAVE THE MOST  
TIMELY AND IMPORTANT  
TV PROGRAM IN  
YOUR CITY!





## SUCCESS TO THE STRONG

# UHF's Valiant Fight Makes Progress Against Big Odds

By GENE PLOTNIK

NEW YORK, May 22.—Despite all the discouraging developments which have impeded the commercial progress of UHF, operators of these stations are fighting back hard. Abetted by their station representatives in many cases, the UHF outlets are putting up a valiant battle to make the grade in a game in which most of them believe the cards have been carefully stacked against them.

Their weapon is the oldest one in the book: the hard sell. They must sell a network on giving them an affiliation deal. Then they must sell even harder to get network advertisers to use them. Perhaps hardest of all, they are selling to get national business on their outlets.

The affiliation problem is acute. The networks all seem to work on the principle that a VHF outlet gets preference. Where a web does grant a UHF affiliation deal, it mainly is on a short-term contract, worded so that the network can get out if a VHF station becomes available in the area.

### Poller's Success

How much a network affiliation can mean is seen in the case of one of the most successful UHF operators, Lou Poller, who runs WCAN-TV, Milwaukee, and is head of the UHF Association. Poller claims 70 per cent conversion in his market.

With the competing VHF outlet, WTMJ-TV, tied to NBC-TV, many CBS-TV sponsors were blocked out of the most desirable time in Milwaukee. Poller got them to go UHF via his station, but it took a sell job par excellence.

Yet, despite the fact that the station is in a healthy position, in good part because of this network revenue, Poller is uneasy about the future. There is no new VHF competition in the market as yet, but only because competing VHF applications for remaining allocations have not yet been settled.

When that logjam clears up some day, Poller is understandably concerned about whether he'll retain the CBS affiliation, especially if the VHF grant goes to WISN, which is a CBS radio basic.

### Fight for Shows

Even when the UHF has an impressive network affiliation, however, it does not automatically mean getting all the web shows. The next fight is to get the station into the line-up used by various web sponsors. This means overcoming the flat "no UHF" order reported, issued by some sponsors. Success in getting good web shows means having good adjacencies for national spot and local business.

In such cases the rep, as well as

the station itself, will go in and do an individual selling job on the sponsor, for which the rep does not get paid. To overcome the anti-UHF sentiment among New York time buyers, many of whom may never have seen a UHF picture, the reps try to sell each station on the basis of its own special attributes.

Meanwhile, the UHF's also try to sell their medium to their own communities. For the most part these promotions are done thru the dealers. Perhaps an outstanding job of conversion promotion is the one being done by WRTV, Asbury Park, N. J., which is owned by the Walter Reade Theaters.

### WRTV Offers

WRTV has offered: to pay dealers 25 cents a call for door-to-door solicitations, to provide girls to telephone dealers' prospects, to furnish the stores with accessories, to underwrite bank loans to help dealers stock conversion equipment, to give dealers seals of approval to back up their conver-

sion programs, to give dealers free time on the stations to promote all-channel sets.

In addition, WRTV has induced TV Guide to include a four-page centerfold insert listing its programs only. That is to be in 40,000 copies weekly.

Despite these aggressive efforts, the results, according to the testimony of Walter Reade Jr., himself, have been disappointing. The station has paid out over \$1,000 for home visits, but only a dozen dealers took advantage of it. Only three dealers asked for telephone girls. In the three-county area the station serves, there are about 125,000 TV sets, but little more than 6,000 have equipped to receive WRTV in the three months the station has been operating.

But Reade insists "we are in business to stay."

It is this dogged persistence in the face of odds which marks the average UHF station operator today. He's fighting the good fight as perhaps it has never been fought before.

## Future's Still Bleak For UHF Stations

### Reappraisal of Allocations Only Panacea For Long Suffering; Eyes Turn to D. C.

NEW YORK, May 22.—UHF station operators, in the main, must look forward to more of the same economic problems which have beset them up to now. On the eve of gathering for the National Association of Radio and Television Broadcasters' convention, the general feeling among the outlets is that little short of a basic reappraisal of the whole allocations system can provide long-term relief for UHF.

Altho physically in Chicago, many operators will spiritually be in Washington, where the whole situation is expected to be brought out into the open in the hearings due to begin this week before the Subcommittee on Communications of the Senate Interstate Commerce Committee, chaired by Sen. Charles E. Potter (see other story this issue).

Perhaps one of the most searching examinations of the UHF problem was made in a letter to Senator Potter from a UHF licensee in New England. At the end of UHF's second complete year, the letter stated, its "past is black and its future is bleak." The conclusion was that, "appraised as a whole, UHF is a fiasco and steadily deteriorating." In an attempt to size up the

future of UHF, the latter, written by Gerald Morey, president of the Thames Broadcasting Corporation of New London, Conn., declared that a great majority of the people in a position to predict foresee nothing but disaster ahead. "There will be scores of additional failures among UHF stations," as Morey sees it. "The system, thru constant aggrandisement, will become one of the most powerful, invincible, financial monopolies ever perpetuated in this country," he added.

The networks have made no bones about their favoring VHF outlets as affiliates. When considering coverage, sponsors as well as the webs must assess the fact

(Continued on page 12)

### POWERLESS

## UHF's Held Up By Lack of Big Transmitters

NEW YORK, May 22.—Power is all in the UHF equipment field today. UHF station operators consider their low power on TV's power-pole to be a major contributing factor to their current difficulties. A 50-kw. transmitter capable of radiating the maximum 1,000,000 watts would undoubtedly clear up a lot of their problems, but even the most optimistic manufacturer doubts if such a transmitter will be on the market much earlier than 1956.

General Electric has plans for a 60-kw. UHF transmitter which would sell for about \$225,000 in late 1955, while the Radio Corporation of America is laying groundwork for a 50, 75-kw. UHF transmitter to sell for around \$250,000 in 1956. Du Mont is also thinking along 50-kw. lines, but has yet to crystallize its thoughts into terms of price and market date. However, Du Mont, which only offers a 5-kw. now, expects to bring out a 15, 20-kw. UHF transmitter this summer.

Meanwhile the 12½-kw. UHF transmitter offers the UHF operator his biggest power boost to date. Several equipment manufacturers are using the National Association of Radio and Television Broadcasters' Convention as a showcase for their latest UHF line. RCA, of course, will demonstrate its new 12½-kw. transmitter, along with its new high gain UHF slotted pylon antennas and UHF wave guides. RCA's new transmitter (TTU12) is priced at \$144,500, complete with driver

(Continued on page 12)

## Some UHF Stations Beat Opposing Odds

NEW YORK, May 22.—Altho the cards are seemingly stacked against them, some UHF operators are making the grade. Good programming, low operating costs and super-aggressive promotion (on both the advertiser and the consumer level) figure most importantly in these successful operations. A report on some of the more enterprising UHF broadcasters follows:

### WLBC-TV, Muncie, Ind.

One of the few UHF stations operating in the black, WLBC-TV, celebrated its first year on the air last May with more than 60,000 homes converted to channel 49. Veepee W. F. Craig credits this unusual success to the station's policy of paying careful attention to technical excellence (maintenance of equipment, etc.) and putting special stress on quality programming, both local and network.

In line with this, he notes that altho the station is affiliated with all four networks, the sales staff realized earlier that affiliation agreements were not enough to assure network commercial programs.

Consequently, they went directly to the sponsors and agencies and solicited the co-operation of distributors in order to obtain their full share of commercial network shows—Milton Berle, "Hit Parade," "You Are There," "Television Playhouse" and others.

A Videodex survey for March gives WLBC-TV more than 65 per cent of the sets in use day and night, with local shows holding up as well rating-wise as the network offerings. In addition to technical know-how and good programming, Craig considers a well-paid staff—"trained and willing to work"—of prime importance to the successful operation of a UHF station. "However," he warns, "a new station cannot be over-staffed as many have been."

### WTPA, Harrisburg, Pa.

Bucking a pre-freeze station within 30 miles of Harrisburg and another UHF station locally, WTPA went on the air last July. Six months later The American Research Bureau reports UHF saturation jumped from 53.9 to 77 per cent, while TV homes increased from 39.4 to 77 per cent. At the same time the out-of-town VHF channel dropped from 62.7 to 27.8 per cent. In the following three months, UHF circulation increased to 85.6 per cent while VHF circulation dropped to 14.4.

In addition to extensive newspaper and direct mail promotions the station utilized studio tours, personal appearances by artists and station execs at local affairs, merchandising tie-ups with local merchants and special local programming with civic angles.

WTPA has already won several national awards, including a first prize for audience promotion in The Billboard's 16th Annual Promotion Competition this year.

### WJPB-TV, Fairmont, W. Va.

More than 30,000 of some 40,000 TV sets in WJPB-TV's listening area are UHF-equipped, thanks to the extra heavy advertising and promotion campaign waged by the station thruout the six months period directly preceding its air debut last March. As a result, the station was in the black at the end of its first month of operation.

Station owner J. Patrick Beacom credits his quick success to the fact that WJPB-TV's \$8,800 monthly operational budget is probably the lowest in the country and that, "thru long-range planning," the station went on the air at a total equipment cost of less than \$120,000, excluding only building and antenna tower.

Beacom also owns local radio outlets WJPB-FM and WVVW-AM, and WJPB-TV's \$150 rate card is set up to offer special inducements to radio advertisers.

A former member of both houses of the West Virginia State Legislature, Beacom speaks out vehemently against "the apparent discrimination against UHF by the networks, agencies and set manufacturers—the very persons," notes Beacom, "who at its inception did the most to get the

small station operator interested in UHF."

### WVEC-TV, Hampton, Va.

NBC affiliate WVEC-TV, second place winner in the audience-promotion category of The Billboard's 16th Annual Promotion Competition this year, is going strong on the strength of an all-out set conversion campaign last year.

The station's "Beat the Rush, Convert to TV, So You Can See Us Next Fall" campaign backed up local set dealers and distributors with every conceivable type of sales aid, including radio spots, merchandising tie-ups, UHF information booklets, "Miss WVEC-TV" beauty contest and a J. Fred Muggs personal appearance, along with other NBC stars.

As a direct result of the drive, UHF sets in use rose from a near zero mark in July, 1953, to around 45,000 last fall, and almost 90,000 as of April 1, and all this in an area where 70 per cent of families owned only VHF sets.

### WDAK-TV, Columbus, Ga.

This station has been in the black since the very beginning of its operation, and, according to a recent Telepulse survey, it is pulling a higher rating than its local VHF competition from 7:30 to 10 p.m. Monday thru Friday. ARB reports that 86 per cent of the market is UHF-converted.

The conversion picture was aided greatly by the fact that few Columbus people bought sets before WDAK went on the air, because it was difficult to get Atlanta's VHF stations across the mountains. Consequently VHF and UHF hit Columbus locally at about the same time, and when people bought, they bought dual sets.

The station controls a sizable share of the town's local advertisers (including the entire budgets of the city's largest department stores.) However, station owner Allen M. Woodall goes along with other UHF broadcasters in lamenting the anti-UHF attitude of time buyers for national advertisers and agencies.

### WCOS-TV, Columbia, S. C.

With better than 86 per cent of Columbia's TV sets converted to UHF, WCOS-TV has more than 40 local sponsors, many of whom have been with the station since its inception last May. However, Stewart Spencer, director of TV for the station, decries "the reluctance of many network and national advertisers to consider a market on its specific merits rather than dumping UHF all into the same sad category."

The results, says Stewart, "show in our network and national spot program schedule, which is not as strong as those of our VHF competitors."

He also laments the cost of film and the film distributors' "practice of establishing a flat rate for a market, regardless of a station's rates and coverage."

"Waste coverage," notes Stewart, "is a much more important factor in TV than it is in radio. As surrounding communities acquire their own stations, expensive fringe area antenna installations are becoming a thing of the past."

WCOS-TV has sought the local advertiser aggressively with a realistic rate based on a coverage area reaching the people he serves and no more. Program-wise, WCOS-TV makes an "intensive and consistent effort to keep Columbia citizens in front of our cameras in great numbers."

"When the program is strong," opines Stewart, "UHF constitutes no disadvantage." In line with this, a Hooper survey made since the first of the year, gives WCOS-TV 148 first and second place quarter hours out of a total of 228 quarter hours surveyed. This was against CBS and NBC compe-

(Continued on page 10)

pledged  
to  
service

## WGAL-TV

NBC • CBS • ABC • DuMont

Lancaster, Pa.

Steinman Station

Claire McCollough, President

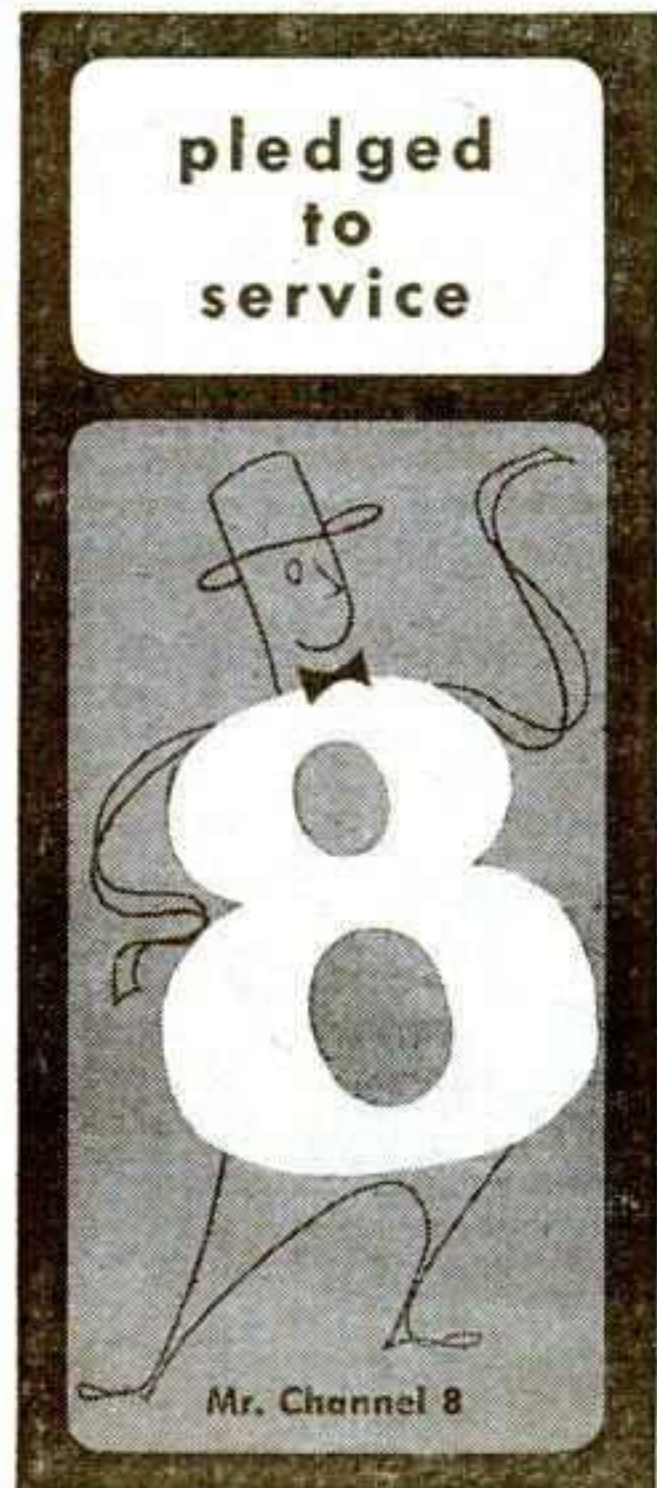
Pledged to the welfare of  
the many communities  
it serves, with a continuing  
series of programs and  
projects designed to  
enlighten, strengthen and  
support the best interests  
of the public.

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New York  
Chicago

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Mr. Channel 8





# 2nd GREAT YEAR

## NOW IN PRODUCTION!

### A grand new total of 78 magnificent half-hours!

These leaders have  
**RENEWED FOR 2ND YEAR!**

- **BLATZ Beer** in 3 markets!
- **DREWRY'S Beer** in 9 markets!
- **OLYMPIA Beer** in 6 markets!
- **GENESSEE Beer** in 5 markets!
- **SCHAEFER Beer** in New York City!

**TOP RATINGS in market after market!**

- **SEATTLE, 1st Place!**  
Sat. eve. - rates 53.3 - Telepulse, June 1953  
Beats Robert Montgomery, Mr. & Mrs. North, Eddie Cantor, Ford Theatre, Playhouse of Stars.
- **WASHINGTON, D. C. - 2nd Place!**  
Tues. eve. - rates 21.4 - Telepulse, Aug. 1953  
Beats Danger, Suspense, Kraft TV Theatre, Douglas Fairbanks Presents, Lux Video Theatre.
- **KANSAS CITY, 1st Place!**  
Fri. eve. - rates 32.3 - Telepulse, Aug. 1953  
Beats Filco-Goodyear TV Playhouse, Ford Theatre, Kraft TV Theatre, This Is Your Life, G. E. Theatre, What's My Line, Godfrey's Talent Scouts.

**TOP RATINGS in market after market!**

- **PITTSBURGH - 1st Place!**  
Thur. eve. - rates 41.5 - Telepulse, Aug. 1953  
Beats This Is Your Life, Down You Go, Ford Theatre, Playhouse of Stars, Robert Montgomery.
- **SAN ANTONIO - 2nd Place!**  
Tues. eve. - rates 26.3 - Telepulse, Aug. 1953  
Beats Suspense, Blind Date, Burns & Allen, Kraft TV Theatre, Toast of the Town, Beulah, G. E. Theatre, Robert Montgomery, Lux Video Theatre.
- **PORTLAND - 2nd Place!**  
Tues. eve. - rates 58.5 - Telepulse, Sept. 1953  
Beats Break the Bank, Chance of a Lifetime, Playhouse of Stars, The Goldbergs, Big Story.

TRULY THE  
**MOST MAGNIFICENT SERIES**  
OF TELEVISION DRAMAS EVER PRODUCED!

# ADOLPHIE MIENJOU

YOUR STAR AND HOST IN

# "FAVORITE STORY"

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE  
IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length  
Commercials Plus Opening  
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Identification!



ZIV TELEVISION PROGRAMS, INC.  
1529 WASHINGTON ST., CLEVELAND, OHIO  
NEW YORK HOLLYWOOD



# Some UHF Stations Beat Opposing Odds

• Continued from page 8

tion from three other stations. An ARB survey conducted during the same period shows substantially the same results.

### Others Making It in UHF

KGUL-TV, Galveston-Houston, another Billboard Promotion Competition winner, is in a previously all-VHF market. The station, which debuted March 22, 1953, increased its penetration from 76.8 in May to 94.9 in December as a result of a "Don't Be a One-Channel Family" ad campaign in three local newspapers. A "Channel 26 Sweepstakes" contest helped put UHF over for WTOB-TV, Winston-Salem, N. C., which won a second place award this year in The Billboard's Pro-

motion Competition. The contest was conducted in co-operation with local distributors.

Situated in an all-VHF area where there are 10 accessible metropolitan channels, WICC-TV, Bridgeport, Conn., faces a real challenge in trying to build a UHF audience. However, the station is doing a job by making a constant appeal to all segments of the population with strong accent on public service.

The local UHF conversion program has been accelerated recently, since WICC-TV acquired telecasting rights to all the Brooklyn Dodger home games, as well as a number of games away. Station manager Philip Merryman considers the Dodger acquisition the "station's biggest break to date."

## ONWARD AND UPWARD

# Slow, Steady Growth Seen For UHF With Gov't Help

By BEN ATLAS

WASHINGTON, May 22.—More than 200 UHF stations will be on the air by mid-1955 despite economic difficulties as ultra-high plows ahead toward an ultimate potential of more than 1,400 outlets possible under the Federal Communications Commission's allocation plan.

With strong encouragement from Capitol Hill and the FCC, ultra-high is figured certain to overcome its technical difficulties even tho the current outlook is nowhere near as rosy as the UHF picture appeared some months ago when there were considerably fewer turnbacks and when ultra-high stations were going on the

air at a far swifter pace. (See other stories on UHF Washington hearings this issue.)

It is likely that the roster of UHF's in business will be about 155 by the year's end and around 200 by June, 1955, compared with some 130 already on the air. In this transitional period, the most conspicuous evidence of UHF's growth will appear in the numbers of new stations rather than in gross revenue.

Yet FCC officials are confident of UHF's ultimate future, and see some outstanding landmarks in its progress so far. Ultra-high stations already on the air, for instance, provide service to communities of almost 30,000,000 people. FCC chief economist Hy

Golden has turned up figures showing that among the 100 top markets of the nation, 35 must look to UHF for their first and second local stations. "It is inconceivable," observed Golden, "that UHF should not succeed eventually in these markets."

The problems of UHF, however, cannot be understated. As has been emphasized in Capitol Hill testimony and in FCC findings, major difficulties still include a lack of buyer enthusiasm for more expensive UHF-equipped sets in markets where ultra-high competes with VHF stations; blanketing of UHF-owned communities by powerful nearby VHF stations; absence of network affiliation for UHF-ers in mixed markets; a conspicuous dearth of interest in UHF by national advertisers; high costs of producing local UHF shows and getting quality film fare; public indifference in getting UHF equipment even where UHF stations offer popular and attractive programs.

A bright spot for UHF-ers is a growing availability of higher powered ultra-high transmitters and sharp improvements in tubes for UHF tuners. The long-range view for UHF in the coming color era is highly favorable. Manufacturers will turn more and more toward producing rainbow sets equipped to receive UHF signals. Radio-Electronics-Television Manufacturers' Association brass say this trend is growing and will be accelerated if Congress goes along with a recently hopped proposal to waive the current 10 per cent excise tax for all UHF-equipped sets as a spur to the industry.

What the coming year's increase in numbers of UHF stations will mean in terms of gross revenue is uncertain. The bulk of the new stations will be going into small market areas where grosses are limited. At the same time, in most of these communities, UHF will be free from competition.

The FCC, which earlier this year reported a neck-and-neck race for profit between UHF and VHF outlets, is aware that the going will continue tough for UHF for some time to come. Consequently the Commission is certain to take a lenient attitude toward UHF CP holders, is likely to give them plenty of time to go on the air. Right now a CP holder can take as long as eight months to get on the air, but if he needs more time, the Commission undoubtedly will let him have it. Several are already on extended time. Despite more than three-score dropouts, there are some 250 UHF CP holders.

In the judgment of government and industry experts, time and improved selling methods will solve UHF's biggest problems. In the transitional period, however, the pace of stations going on the air is apt to continue slow; it won't surprise FCC-ers if there are several more turnbacks of permits.

While Capitol Hill and the FCC have voiced anxiety over UHF's tough fight in mixed market areas, some FCC-ers have pointed out that UHF's current troubles are no worse than those experienced by VHF at a similar stage of development. Surveys have demonstrated that the money-making stations have averaged more than six months on the air and that all of the UHF stations which are in the chips are located more than 50 miles from the nearest VHF outlet. UHF stations in big cities have been better off than most small towners.

"It is a hard, long pull for those who have VHF competition," said Commissioner George E. Sterling recently, "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."

Undoubtedly there will continue to be prophets of both doom and success for UHF, but one forecast can be made unqualifiedly: Ultra-high is certain to gain as long as it continues to get attention from both Capitol Hill and the FCC.

# WTPA HARRISBURG

## Provides Service To MORE TV HOMES THAN THERE ARE IN

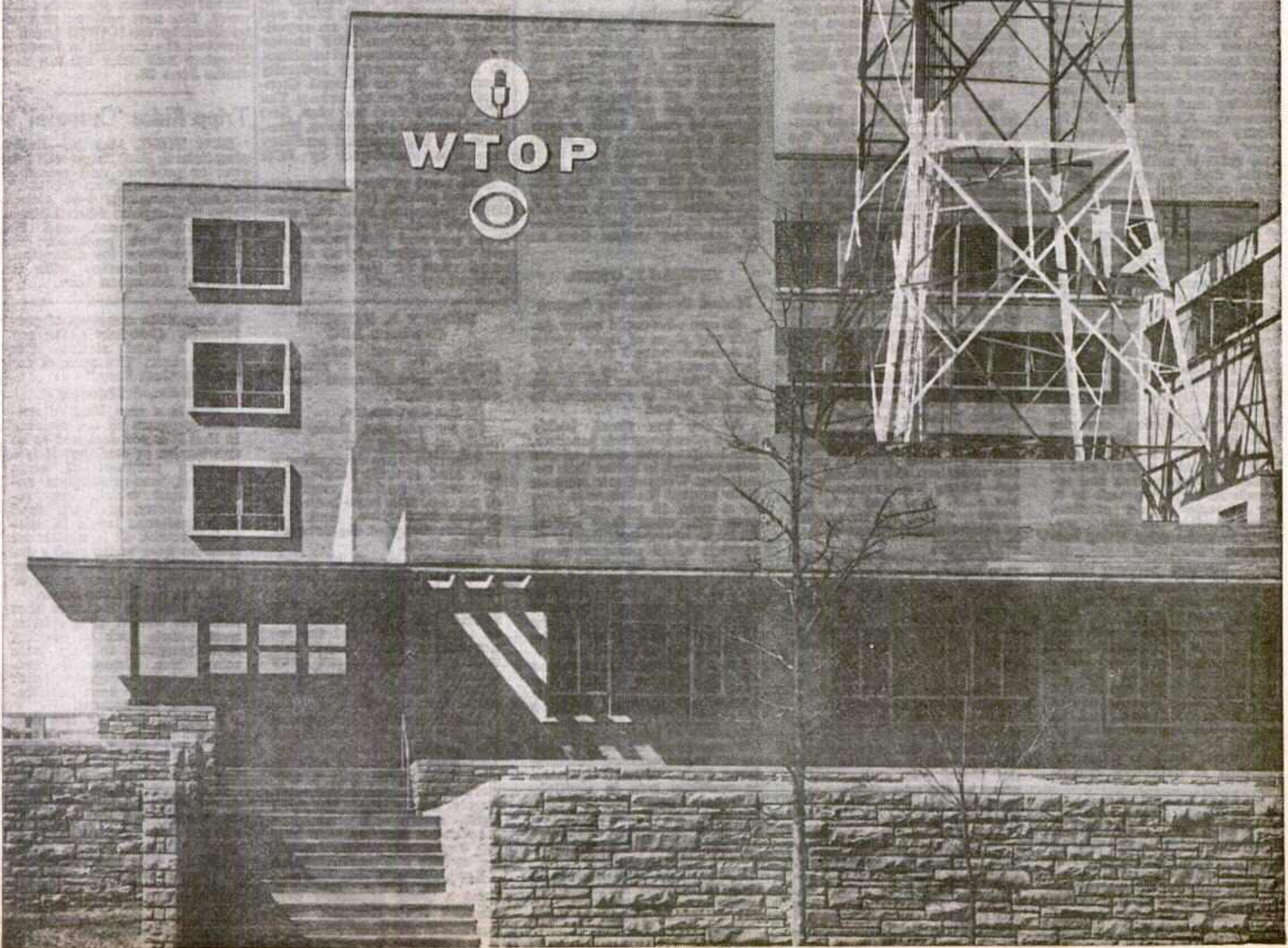


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**This is  
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a new landmark towering on the Washington scene. It is Broadcast House, the new home of WTOP Radio and WTOP-TV —the only building in the nation's capital that is specially designed and built for broadcasting. Next time you're in Washington, make *our* home *your* home.





# EXPERTS 'CRYSTAL BALL' RADIO'S FUTURE HEALTH

NEW YORK, May 22.—Is network radio in a period of crisis? With billings still apparently in a slow decline and no dramatic moves in evidence indicating either a mass return by advertisers nor an effective high-powered drive by the networks themselves, the question of network radio's future still seems moot.

## ADRIAN MURPHY President, CBS Radio

CBS radio operates on the confident assumption that network radio is indispensable in the lives of America's listeners—and advertisers. In its ability to reach out across an entire globe and present that globe's finest entertainment and broadest information, network radio serves the listener as no other kind of broadcasting can. Duplicate a New York Philharmonic. Find an Ed Murrow—or an overseas news staff—for every town in the U. S. Uncover the writers, performers, production people that account for not only the big star programs, but also the superb day-to-day fare of network radio. From the advertiser's point of view, no other medium can take this message to so many customers so economically as network radio. Or enables him to deliver that message with such ease and uniformity. Because of its confidence, CBS radio continues to invest very substantially in network programming. The past year saw many new programs created: "Cathy and Elliott Lewis On-stage," the Robert Q. Lewis show, the Johnny Mercer show, the Peter Lind Hayes show, "Stagestruck," "Night Watch," "21st Precinct," to name only a few. Network radio promises to be with us in a big way far, far into the future.

## R. B. HANNA JR. Manager of Broadcasting, General Electric Co.

The present crisis in network radio is the result of the failure of both stations and networks to realize that radio's future depends on their mutual cooperation and a unity of effort to improve the product and meet competition and changing times. The starting point in solving the present problem will have been reached when stations and networks meet with open and objective minds and redefine their proper functions. A revision of traditional thinking and relationships is necessary. All facets of the industry must be prepared to meet the problem mutually. Our faith in radio encourages belief that by starting with those principles in mind, an equitable solution can be reached.

## FREDERIC R. GAMBLE President, AAAA

I believe network radio has a great future. Radio itself has a great future, and network radio is the best way so far developed to make available types of program which aren't feasible for transcriptions or local live broadcast or are better live. There will always be value in this kind of live performance, so long as people are people. Advertising agencies will stay alert to the uses of network radio for their clients. It is their duty to do so, and to use fresh imagination and research in their approach to it, for agencies must consider every possible and proper medium to make advertising succeed.

## ROGER PRYOR Vice-President, Radio-TV, Foote, Cone & Belding

My personal opinion is that there is not now a crisis in network radio broadcasting. To be sure, television has made tremendous inroads, but it seems to me that the downward trend of radio sets in use is decreasing in intensity, and the worst would appear to be over. I don't foresee any uptrend in the future, but I do think the decrease is definitely lessening.

I think there are many things the networks and affiliates can do to help radio retain its effectiveness even in the face of a certain loss in audience. Not the least of these would be accenting promotion and merchandising. I realize that broad steps have been taken toward this end recently, but I believe

That there is a definite place in the advertising world for web radio is beyond cavil. But what that place is and how the challenge will be met are questions still to be answered.

The Billboard has requested several leaders in the industry to supply their views on this vital subject. Their replies follow:

that continuing emphasis will help considerably.

I think, too, that radio may be obliged to look forward to further changes in the rate structures in order to maintain its very realistic cost pattern. I do think there is a genuine need for network radio today, call it supplementary coverage if you will, and I think there will continue to be need for this supplementary coverage ad infinitum.

In short, while I anticipate that the sales pattern of network radio may undergo certain changes, there will continue to be room for it as a national medium, and as long as it continues to provide us with audiences at a relatively low cost, it seems to me that it will have a place in all well-rounded media plans.

## SYLVESTER L. WEAVER JR. President, NBC

Network radio is indispensable to the people of America. Radio receiver sales are growing and show greater sales volume in markets with strong television coverage than in areas with little or no video service.

The radio set has multiplied itself. It is no longer confined to the living room. The listener can be reached in his bath, in the garage, the workshop, the bedroom and the kitchen. He can be reached in his automobile and via his portable. We at NBC recognizing the change in listening habits, are programming the network's time to attract both "in and out of the living room" listening.

We are programming for Americans who have become dependent on broadcasting because radio network services bring them instantly the great events and issues and personalities of the day and the hour. The radio network has easy access to nationally known performers, to great orchestras and great dramas and to the products of nation-wide and world-wide news organizations.

**Revised Concepts**  
NBC has completely revitalized network radio. New program concepts, exploiting the inherent flexibility of the radio medium, have been developed. The result is that the NBC radio network is giving the nation a greater measure of public service, better presentation of news and new entertainment formats.

On the sales side, new and smaller packages, making big-time radio exposure available to low-budget advertisers has placed the best in the audio medium within reach of many advertisers who could not earlier afford it.

These packages also supply supplementary coverage to national advertisers in other media. Today's network radio offers low cost-per-thousand rates. It delivers sales messages to the products' point of use—the workshop, the kitchen, the car—where the message does the most good and sets the message within the framework of programming indispensable to the listener.

We look forward to a profitable future for network radio. We will provide our stations with programs of the quality which will continue to attract national audiences and national advertisers in competition with all other media.

## TERRENCE CLYNE Vice-President, TV-Radio, The Biow Company, Inc.

In our opinion, there will always be a need for and a recognition of the services that radio can perform. Whether or not there will always be a place in the advertising economy for network radio is difficult to prophesy.

Let's assume that some day, in the foreseeable future, 90 per cent of all the homes will have television. Will it pay the advertiser to try to reach the other 10 per cent? Will the cost that will make this limited circulation attractive to the ad-

vertiser be sufficient to provide a profit for the network? We don't think anybody, either in broadcasting or in advertising, has solved this eventual problem.

It may be that radio eventually will revert to a local broadcasting service rather than network—except for outstanding public events.

## T. F. FLANAGAN, Managing Director, Station Representatives Association, Inc.

It would be a distinct loss to the broadcasting business if network radio is to suffer decline, or, as John Crosby predicts, disappear. Network radio programs have brought to the public great entertainers, great sporting events, national events, political events and acquaintanceship with the voices and thoughts of our Presidents.

Network radio has built great audiences, has created the habit of listening, so much so that listening to radio has become a national day-and-night, indoors-and-outdoors, at work and at leisure habit.

Now it is individual. Altho radio sets sold at the enormous rate of 13,500,000 last year, the details of radio have changed. The smaller and local stations have grown relatively fast. The audience is larger but more scattered in time and place. Local programming has outstripped network programming in size of audience, in impact of its local news shows, in the total spectrum of music. Network time sales have steadily declined, national spot and local time sales have steadily increased.

### Growth Continues

No matter what happens to networks, the fact is that radio has had a continuous growth, including 1953. The total revenue of radio in 1953—national spot, network, local, all combined—was up 4 per cent.

The income of the stations is increasing, since the loss of network income is more than replaced by the growth of national spot and local.

However, the radio industry has problems. It has the problem of declining network sales and programs, the necessity for more local programming and the inroads of television in all segments.

The networks have been energetic on their own behalf, and have subjected their affiliated stations to many abuses. In spite of all the history of radio, it would be to the best interests of advertisers and stations and networks if the networks could have a new birth of character and enterprise, if they could keep their relative position of their early years, at the same time that they withdraw from cut-rate competition with their own affiliates and treat their affiliates as associates rather than as victims.

## THOMAS F. O'NEIL President, Mutual Broadcasting System

As one who could never detect any signs of rigor mortis in network radio, I am particularly gratified by the great vitality this medium has shown in 1953 and is continuing to show this year.

As for the fiscal, bodily health of radio at this juncture, the temperature chart of our own network is better than reassuring. When clients increase their annual investments here by a solid 10 per cent (1953 over '52), when they add to their use of our facilities by an average of 19 per cent more stations per broadcast and when the over-all result is the second biggest year in our history, then my personal beliefs about network broadcasting seem to be shared by an important panel of judges.

On its over-all dimensions alone, radio set new records in 1953. The ownership and maintenance of 110,000,000 receivers by 45,000,000 U.S. families is a landmark in itself. So, too, is the emergence of the medium as an unprecedented personal force, thru continued uptrends in multiple sets in multiple places to listen. And so is the development of America's automobile audience, enormous in mass and mobility, tho still inadequately measured.

I hope this brief review of radio's liveliness reaffirms the medium's indispensability to the American people in their round-the-clock living.

# Future Still Black for UHF-ers

• Continued from page 8

that VHF outlets have managed to boost their coverage by superpower and high-antenna developments, that many VHF's are selling on the basis of their 100-microvolt contour, and that the price of new VHF sets have come down to the point where, in many cases, they are cheaper than converting an old set to UHF.

When the freeze was ended two years ago, the UHF applicants came forth with hope and vigor. Today it is a matter of record that 10 UHF stations have either been sold or suspended operation, and 48 additional UHF licenses have been turned back.

Lou Poller, president of the Ultra High Frequency Association and operator of one of the most successful UHF stations in the country, says: "It is generally known that a mistake was made in the original allocations. To date no one in authority has spoken up and admitted to this error, nor proposed a solution to correct it. The sins are being heaped on the UHF operators as the 'given sufficient time' they will mature like VHF. Nothing can be farther from the truth. It takes courage to face up to the mistake. Once brought into the open, the solution will not be far off."

Morey's letter breaks down the reasons for UHF's problems as follows: Sets—(1) All-band TV sets, at one low price, are not yet available; (2) no sincere effort has been made by leading manu-

facturers to produce UHF receiver tubes and circuitry capable of adequate performance; (3) the sensitivity of UHF converters is highly inadequate; (4) over-all cost of conversion remains prohibitively high.

Stations — (1) Manufacturers have failed to produce a UHF transmitter with power anywhere near comparable to VHF; (2) life span of UHF transmitter tubes is but a fraction of VHF tubes; (3) UHF transmitter tubes are ridiculously costly; (4) maintenance costs for UHF transmitters are fantastically high; (5) manufacturers have found engineering bugs in UHF equipment to be innumerable and almost insuperable.

In short, squeezed between equipment problems on both the transmitting and receiving ends, the UHF station operator is having a life and death struggle to get programs and advertisers. They hope that out of the Washington hearings will come tidings of hope in what seems almost a hopeless situation.

# GE Can Produce 4 by 6 Color Pic

NEW YORK, May 22.—A new piece of color television projection equipment for use in closed circuit showings has been developed by the General Electric Company. The equipment reportedly can present a color picture four feet by six feet in size.

The company is currently investigating the market demand for such equipment before making a decision on whether or not to produce it in quantity.

The only large screen color television equipment thus far available for commercial use has been manufactured by CBS in conjunction with Remington Rand.

# Meagher NARTB V.-P.

WASHINGTON, May 22.—John F. Meagher, general manager of KYSM-AM-FM, Mankato, Minn., has been named vice-president in charge of radio for the National Association of Radio and Television Broadcasters, NARTB President and Board Chairman Harold E. Fellows announced this week. The new position was established by the NARTB board of directors at a meeting in January. Meagher will take up his new duties June 15.

# Tripp Rides 'Carousel'

NEW YORK, May 22.—Beginning June 5, Paul Tripp will take over as producer and emcee of "On the Carousel," on WCBS-TV Saturday mornings 9-10 o'clock. Tripp will replace Allen Ludden, the current emcee, and Hal Thompson who produces. The station produces the educational series in conjunction with the Board of Education here.

its own little company of performers. Certainly a far cry from a local station disk jockey show. The name of the show is "Just Easy."

### Relaxed Listeners

This is a new kind of network program in the evening in that it is not designed to be spectacular or exciting. It is a relaxing program of easy, soothing, non-pretentious entertainment which, our research shows, produces good radio audience levels in television homes. It is a pleasant show to hear while you're doing something else—whether it's reading, playing cards or putting around the house.

Our research indicates that since the advent of television, most people look to evening radio programs to help them relax. Yet, historically, network evening programs (with few exceptions) have been designed for excitement.

I believe that TV has now usurped this old radio role and that the future of radio lies in fulfilling the corollary public need of relaxation.

If network radio is to emerge from the terrific psychological beating at the hands of television, if it is to come back, it must revamp its evening schedule. The new programs must relax and thus entice the public. Thus, paradoxically, true excitement can be restored to sponsors' interest in evening network radio.

# UHF's Held Up

• Continued from page 8

and associate equipment, or \$99,500 without driver.

### Other Equipment

Also getting into the increased-power-for-UHF picture at the meet will be General Electric with a new 12-kw. UHF transmitter; Federal Telecommunications Laboratories with its FTL-20-B 1-kw. transmitter and FTL-100B 12.5-kw. UHF TV amplifier; Sarks Tarzian, Inc., and new UHF portable microwave equipment; General Precision Laboratory, Inc., and the GPL-Continental 1-kw. UHF transmitter, featuring a new development in frequency control between visual and aural carrier tagged "Frequilock."

In addition to the activity on the transmitter front, RCA and GE are both working on experiments to increase UHF station power, via boosters and satellites, on special temporary authority permits from the Federal Communications Commission. The RCA booster field test plan, first tested over WJTV, Jackson, Miss., utilizes a low-powered auxiliary transmitter developed by RCA engineers.

With most of the major manufacturers getting into the 12-kw. UHF transmitter field this summer, it's probable that prices on lower powered UHF transmitters will drop accordingly as the demand rises for the new higher powered equipment.

## ROBERT E. KINTNER President, ABC

The Billboard asked the question, "Is there a genuine crisis in network radio broadcasting today?"

In the daytime, no.

In the evening, there certainly is. Here's why.

Advertisers are demanding a new kind of radio programming—evening radio programs of all networks have been singularly ineffective. And this explains many of the network cancellations.

Since the growth of television, the independent stations have gained in share of evening radio audience and now exceed the evening audience of any network. And the independents have done this with a basic music and news formula, i.e., a kind of programming which radio can do better than television.

ABC is now executing plans to make it the first music and news network in the evening. This new programming will be of a type which only a network—not a local station—can supply. For example, the ABC radio network has just launched a Monday thru Friday live music program starting at 8:00 and continuing for a full hour. This program features a fresh, appealing personality, Jack Gregson, with live music and guest stars, and



# Radio Web Outlook Hopeful As NARTB Session Opens

NEW YORK, May 22.—All four radio webs looked forward to the National Association of Radio & Television Broadcasters convention with hope for the future, despite the various problems which are plaguing network radio at the moment.

As the first gavel descended to open the convention, ABC was working on a dramatic approach to its future programming; both NBC and Mutual had exciting billings stories to tell; CBS could look back upon another season of web radio leadership.

The ABC development, perhaps portending a dramatic switch in the entire approach to network programming, has that skein blue-printing its place as the first music and news network in the prime evening hours. ABC chief Bob Kintner, in his contribution to The Billboard's symposium on network radio's future in this issue, gives some details on this plan. Behind it lies the conviction that network radio has strong points which can over-ride the fierce competition of video. These lie in airing non-visual shows, rather than bucking TV with such visual matter as dramas and variety stanzas.

ABC thus is airing and preparing radio programs which could not be enhanced by the eye. It is this very approach which has been forced upon the indie radio outlet, but ABC thinks there are aspects of this which would be outside the realm of a local station. Live talent, rather than a deejay, is one obvious answer. Still in its developmental stage, the ABC plan will attract much attention in the months to come.

### MBS Increases

Mutual increased its billings by 5.1 per cent in the first quarter of this year as against the same period in 1953, which was the second highest in its history. For the past 24 months thru April, MBS has shown a rise in billings every month as against the same month the year previous. At its upcoming affil meetings, MBS will propose expansion of its multi-message plan and will seek to get affiliates to go along with a plan whereby they will co-operate with the network in providing advertisers with greater merchandising services.

NBC execs are gleeful about a 357 per cent jump in radio sales since December 1 over the comparable six-month period a year ago. Sales since last December have totaled \$9,083,000, and renewals have accounted for an additional \$16,116,000—a hefty \$25,199,000 gross billings total for the period. The web noted that this score coincided with the six-month tenure of the management team of President Pat Weaver

## WMGM Signs for Busy Sports Sked

NEW YORK, May 22.—WMGM this week signed for about 200 hockey and basketball games from Madison Square Garden—in addition to broadcasting home games of the New York football Giants and the Army's pigskin clashes—during the season of 1954-'55.

It is expected that not more than 25 per cent of the WMGM schedule will be duplicated on TV. The budget required for sports broadcast rights to the events, sports announcers, line and engineering charges, and travel expenses, is in excess of \$100,000.

## CEILING ZERO ON TV GRANTS

WASHINGTON, May 22.—As a coincidence to the Hill hearing on UHF television, the Federal Communications Commission this week issued nary a single TV grant this week. This was the second week in which no TV grants were made since the Commission lifted the freeze two years ago. This leaves total authorizations at 681, of which 573 are post-freeze grants, including 29 non-commercial, educational grants. With 77 grants canceled, outstanding authorizations now number 604.

and exec veepee Bob Sarnoff.

Also of major interest is the fact that one-fourth of the new business, or \$2,269,000, is being spent for participations in the web's new "flexible" advertising proposals. This acceptance, according to radio veepee Bill Finestriber, is "essential to broaden the base of network radio, to make it available to all types of advertisers, with small or large budgets." He noted that a one-minute participation in the two-hour "Sunday with Garroway" show costs only \$2,000 for full national coverage via 200 affiliates.

### CBS Problems

CBS-Radio faces a 1954-'55 season with indications that NBC will give it a stiffer battle for network leadership. The latter network was in a position to capture and hour and a half of CBS

business—"Lux Radio Theater" and "People Are Funny"—because it had TV time to offer. Now CBS finds itself with what might become a Sunday evening problem next season. Neither "Amos 'n' Andy" nor Bing Crosby has been renewed by Rexall or General Electric, tho such renewals may be forthcoming in the summer.

On the plus side, CBS has added the hour-long Edgar Bergen deejay show and has also managed to sell Chesterfield one of its top sustainers, "Gun Smoke."

In billings, the network was about holding its own during the first quarter, but may slump somewhat during the summer. Also inevitable, unless affiliate reaction precludes it, is some sort of spot participation plan similar to the one used by NBC-Radio.

## COST: DOLLAR AN HOUR

# New World Service Gives Stations Top Talent Segs

CHICAGO, May 22.—World Broadcasting System will unveil a new program service for subscribers at the broadcasters' convention here next week. The service will give radio stations top talent, hour-long programs five days a week, 52 weeks a year. The only additional cost to World affiliates will be a dollar for each hour-long recording to cover the cost of manufacturing and handling.

The new service has been tagged the World ComET plan, ComET standing for "complete electrical transcription." Each hour has 15 spot availabilities. The service is accompanied by a complete promotion kit.

Pierre Weis, World general manager, said the firm is able to offer the new service at no talent cost because of the fact that its subscribers now total well over

1,000. He revealed that as the result of presentations made on the ComET plan over the past five weeks, an additional 167 stations have subscribed to World.

### IBM's Closed Circuit

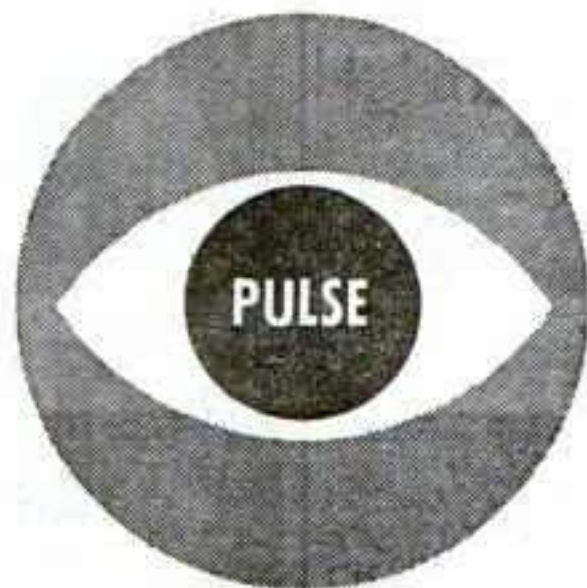
NEW YORK, May 22.—Another major industrial concern, International Business Machines, has hopped aboard the closed circuit TV bandwagon. Utilizing the services and facilities of Theater Network Television, IBM arranged to transmit on Monday (24) from its plant in Poughkeepsie, N. Y., a closed circuit telecast demonstrating a new super-electronic "brain." The telecast will be picked up at the Waldorf-Astoria in New York and viewed on a 20 by 30-foot screen by IBM's sales staff.



# "eyes" HAVE IT ON WBNS-TV

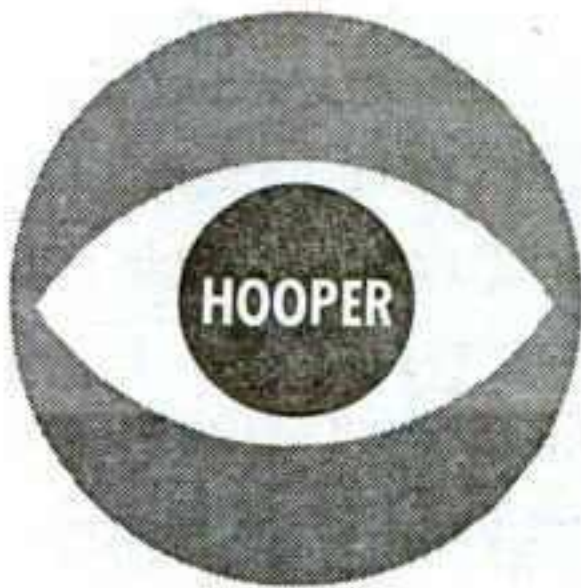
COLUMBUS, OHIO

FOR TOP RATINGS IN CENTRAL OHIO



MARCH '54—12 OUT OF 15

|                            |         |      |
|----------------------------|---------|------|
| 1. I Love Lucy             | WBNS-TV | 48.5 |
| 2. Godfrey's Talent Scouts | WBNS-TV | 46.5 |
| 3. Jackie Gleason          | WBNS-TV | 42.4 |
| 4. Godfrey and His Friends | WBNS-TV | 41.4 |
| 5. Dragnet                 | WBNS-TV | 41.0 |
| 6. Burns and Allen         | WBNS-TV | 39.5 |
| 7. Toast of the Town       | WBNS-TV | 38.9 |
| 8. What's My Line          | WBNS-TV | 35.5 |
| 9. Mama                    | WBNS-TV | 33.5 |
| 10. Red Skelton            | WBNS-TV | 32.3 |
| 11. This Is Your Life      | WBNS-TV | 29.8 |
| 12. I Led 3 Lives          | WBNS-TV | 29.5 |
| 13. Topper                 | WBNS-TV | 29.0 |
| 14. T-Men in Action        | WBNS-TV | 29.0 |
| 15. Two for the Money      | WBNS-TV | 29.0 |

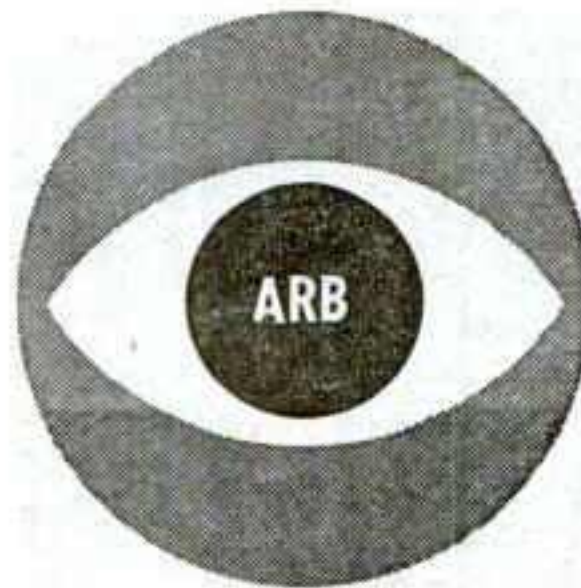


FEB. '54—13 OUT OF 17

Last Report

|                            |         |    |
|----------------------------|---------|----|
| 1. Godfrey Talent Show     | WBNS-TV | 52 |
| 2. I Love Lucy             | WBNS-TV | 50 |
| 3. Godfrey and His Friends | WBNS-TV | 47 |
| 4. Dragnet                 | WBNS-TV | 46 |
| 5. Jackie Gleason          | WBNS-TV | 46 |
| 6. Burns and Allen         | WBNS-TV | 40 |
| 7. Roy Rogers              | WBNS-TV | 39 |
| 8. Jack Benny              | WBNS-TV | 38 |
| 9. You Bet Your Life       | WBNS-TV | 34 |
| 10. What's My Line         | WBNS-TV | 33 |
| 11. Strike It Rich         | WBNS-TV | 33 |
| 12. I've Got A Secret      | WBNS-TV | 32 |
| 13. Treasury Men in Action | WBNS-TV | 32 |
| 14. Two for the Money      | WBNS-TV | 32 |
| 15. Toast of the Town      | WBNS-TV | 31 |
| 16. Red Buttons            | WBNS-TV | 31 |
| 17. This is Your Life      | WBNS-TV | 31 |

(5 ties in top 15)



MARCH '54—10 OUT OF 15

|                            |         |      |
|----------------------------|---------|------|
| 1. I Love Lucy             | WBNS-TV | 65.0 |
| 2. Godfrey Talent Scouts   | WBNS-TV | 62.1 |
| 3. Dragnet                 | WBNS-TV | 53.8 |
| 4. Godfrey and His Friends | WBNS-TV | 53.2 |
| 5. Jackie Gleason          | WBNS-TV | 49.5 |
| 6. Burns & Allen           | WBNS-TV | 46.5 |
| 7. You Bet Your Life       | WBNS-TV | 46.4 |
| 8. This is Your Life       | WBNS-TV | 41.9 |
| 9. What's My Line          | WBNS-TV | 39.5 |
| 10. Roy Rogers             | WBNS-TV | 38.9 |
| 11. I've Got a Secret      | WBNS-TV | 37.1 |
| 12. Two for the Money      | WBNS-TV | 35.8 |
| 13. Private Secretary      | WBNS-TV | 34.9 |
| 14. Liberate               | WBNS-TV | 34.9 |
| 15. T Men in Action        | WBNS-TV | 34.7 |

This is not an isolated instance! Year in . . . Year Out . . . WBNS-TV consistently remains an undisputed leader among TV stations as reflected in the full program log, for WBNS-TV takes 10 out of 10 top rated multi-weekly shows, 5 of which are WBNS-TV's own local productions. (Telepulse March 1954)

**WBNS-TV** CHANNEL 10 • COLUMBUS, OHIO

WBNS-TV . . . Ohio's honored station, recipients of Billboard awards '52 and '53, Sigma Delta Chi '53, du Pont '52, Zenith '54.

REPRESENTED BY **BLAIR TV**

CBS-TV NETWORK — Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.





We're putting up the  
**HIGHEST, fanciest antenna**  
you ever saw . . .  
in Portland, Oregon

**1530 feet**  
above  
average terrain

we call it our  
**"customer catcher"**

. . . 708 feet above the ground . . . 1530 feet above average terrain . . . this gigantic antenna will be completed by July 15th and will be the highest TV antenna this side of the Cascade range from Alaska to Southern California.

Combined with KOIN-TV's new increase in power to the maximum 100,000 watts, it will deliver a consistent picture as far as 150 miles from Portland! It will blanket the rich, productive Oregon and Southern Washington market.

Special antenna design will virtually eliminate any ghosting. Built-in electric heating rods will automatically melt any ice that forms in the wintertime—*everything* is being done to assure advertisers the finest picture quality and the greatest coverage possible.

Reach the people with money to spend—schedule KOIN-TV, Portland's only VHF station. Write, wire, or phone for complete availabilities or contact our representatives AVERY-KNODEL INC.

**MAXIMUM POWER**  
(100,000 watts)



**KOIN-TV CHANNEL 6**  
PORTLAND'S ONLY VHF STATION

**Outlets Better Have Color \$\$**

Continued from page 6

at \$875 and \$1,875 in that order. RCA's color test equipment package has eight different parts, most expensive of which are the color signal analyzer, \$1,900; color monitor analyzer, \$1,850; linearity checker, \$1,750; burst controlled oscillator, \$1,550, and television oscilloscope, \$1,180.

Essential station equipment needed to generate a color bar test pattern includes a matrix unit, color bar generator, color frequency standard and burst flag generator. RCA, for one, has a new color signal generator ready for use in stations to expedite installation and performance checks of color TV sets while black and white programs are on the air.

Color slide equipment (color slide camera, color monitor and various power supplies) has been available on a limited basis for some time. Du Mont, RCA and Telechrome, among others, supply stations with this gear.

Philadelphia station WPTZ chalked up a "first" last December, when it aired a color slide commercial the day after color was okayed by the Federal Communications Committee. WMAR-TV, Baltimore, has been showing color slides since January.

Color film equipment (two modified 16-mm. projectors and auxiliary gear) may eventually be replaced by magnetic tape. However, tape still is believed some years away from the local station level, and film equipment should play a big part in local station color programming for some time to come. (See chart elsewhere in this issue for more detailed information about new color film equipment in production.)

Most expensive and complex of all color TV operations for the station is the origination of live local shows, which require at least one color camera chain and associated equipment. RCA, this March, shipped the first live-action color camera chain, type TK 40-A, priced at \$66,963.90, including camera view-finder, heavy duty pedestal, cradle-type pan and tilt-head, tri-color monitor, camera

controls, power supplies and auxiliary equipment.

T. A. Smith, veepee in charge of RCA Engineering Products Division, told a group of RCA set licensees earlier this year that RCA expects 25 stations to be equipped with these camera chains for local live color shows in 1954.

In a status report on color TV last January, The Katz Agency noted that in addition to the initial outlay for color equipment, there are some hidden color costs for stations. Operating costs, for instance, said Katz, are almost certain to go up, since "telecasting slides and film in color demands much more critical maintenance and control than in black and white."

Speaking of slides, Katz observed, "while tolerable, if annoying, in black and white, would be distorted to such an extent in color that satisfactory viewing would be impossible."

Bearing out this theory, Katz noted NBC's experimental network color operation requires from 30 to 40 per cent more technical man-hours than similar programming in black and white. Katz also estimated that station "technicians now working in black and white need at least three months of intensive training even to master the intricacies of network color transmission," let alone local originations.

Then, too, the American Telephone and Telegraph Company has given notice that charges for relaying network color TV may run from 25 to 50 per cent higher than charges for black and white, an "extra" the networks might pass along—at least in part—to local stations.

Other hidden color TV costs for stations, said Katz, are "air conditioning units or ventilating systems capable of coping with the additional load of increased lighting necessary for local live color originations." Production costs on color shows and commercials, said Katz, should be approximately 10 per cent higher than on black and white.

**SELLING WITH TELEVISION**

is all a matter of audience . . .  
and, the fact of the matter is,

**KRON-TV HAS...**

**8 OF THE TOP 10\***  
MULTI-WEEKLY SHOWS

**13 OF THE TOP 20\***  
ONCE-A-WEEK SHOWS

\*April, 1954 ARB

NOT ONLY DO YOU  
**SEE MORE ON 4**  
IN SAN FRANCISCO

BUT MORE PEOPLE  
**SEE MORE ON 4**  
IN THE CITY BY THE  
GOLDEN GATE

Represented Nationally by FREE & PETERS



proof from ABBOTT KIMBALL CO., San Francisco



## THE BILLBOARD SCOREBOARD

### Top 25 Non-Network Vidfilm Series, and Their Weighted U. S. Pulse TV Ratings

This monthly feature of The Billboard's TV Film Department shows the relative standing of the 25 top-rated TV film series sold on a syndicated or national spot basis. The average rating is weighted according to the TV population of the markets studied. The H. U. T. column shows the percentage of TV homes using television during the period when each program was airing, and represents the total amount of TV viewing of all stations in the combination of markets showing the film.

The figures are adapted from material prepared by the Pulse, Inc., as part of its national U. S. Pulse TV reports. For additional information on audience size and coverage, please consult the Pulse, Inc., 15 West 46th Street, New York.

| Rank | Title of Show              | Avg. March Rtg. | Avg. H.U.T. |
|------|----------------------------|-----------------|-------------|
| 1    | Crown Theater              | 19.3            | 43.5        |
| 2    | Superman                   | 18.3            | 36.0        |
| 3    | Favorite Story             | 17.8            | 50.0        |
| 3    | Foreign Intrigue           | 17.8            | 45.2        |
| 5    | I Led Three Lives          | 16.9            | 46.5        |
| 6    | Range Rider                | 16.7            | 45.0        |
| 7    | Death Valley Days          | 16.5            | 47.0        |
| 8    | Cisco Kid                  | 16.3            | 36.4        |
| 9    | Wild Bill Hickok           | 16.2            | 33.1        |
| 10   | Amos 'n' Andy              | 15.4            | 37.0        |
| 11   | Badge 714                  | 15.3            | 49.8        |
| 11   | Kit Carson                 | 15.3            | 35.2        |
| 13   | Douglas Fairbanks Presents | 14.7            | 46.0        |
| 13   | All Star Theater           | 14.7            | 45.2        |
| 15   | Gene Autry                 | 13.3            | 34.4        |
| 16   | Liberace                   | 13.2            | 47.5        |
| 17   | Hank McCune                | 13.0            | 35.0        |
| 17   | Victory at Sea             | 13.0            | 37.6        |
| 19   | City Detective             | 12.8            | 45.6        |
| 20   | Captain Midnight           | 12.4            | 28.4        |
| 21   | Ramar of the Jungle        | 12.1            | 34.6        |
| 22   | Hopalong Cassidy           | 11.9            | 37.5        |
| 23   | Annie Oakley               | 11.8            | 35.0        |
| 24   | Abbott and Costello        | 11.7            | 38.0        |
| 25   | Boston Blackie             | 11.5            | 57.0        |

## FILM POT O' GOLD LIES 'NEATH COLOR RAINBOW

### Industry Sees Tint TV Future Along Pictures' Road as NARTB Meets

Continued from page 1

the switch, and more are expected to climb on the bandwagon as every month goes by from here on.

The odds facing the local outlet airing live originations in monochrome will loom even larger after the networks get their color shows into full gear. A station's kitchen expert, for example, no matter how strong her personality, will find it difficult to look good in black and white with limited local production facilities, after an outlet begins carrying web color shows, including spectaculars costing \$300,000 each.

Such locally produced shows as have held their own until now are seen losing ground, even before the full entry of color, in the face of the potent film entries aired by competing outlets in local time periods.

For example, in the Los Angeles market, the Spade Cooley show in April fell to 23d among syndicated film or locally produced stanzas. This is the same show which month after month led the pact in that market. The rating decline may be due less to any essential weakness in the Cooley opus than the formidable rise in ratings scored by TV film series.

If local productions are hard

put to compete with monochrome films, this situation will become even more acute when color film flows into the market. Once the dam breaks, it is doubtful if it ever can be stemmed.

Consequently, in addition to the cost factor confronting stations considering live local color originations, the question also arises as to the value of such airings in the face of the coming film boom, which is certain to be qualitative as well as quantitative.

The cost factors break down this way:

First, it is assumed that any station going to color will initially equip itself to air network multichrome shows. RCA will modify any post-World War II transmitter without charge, but a station must buy certain auxiliary color equipment which is added. This comes to \$9,375 for the package. Color test equipment runs another \$8,756.50.

When a station decides to equip itself for local originations, whether live or film, it must add color sync equipment. This runs about \$8,500 from RCA unless a station has black and white sync equipment which can be modified. In that case it would cost about \$4,500.

It is at this basic point that a

station must decide whether to buy local film equipment, local live equipment, or both.

On the film side, the remainder of the equipment can cost from \$43,099.90 to \$62,659.90 for RCA equipment, including two projectors. The variation depends upon adaptability of present black and white equipment.

For live local outings a station must spend \$68,963.90 for each RCA camera chain it wants, and it is assumed that a station will require at least two and probably three. Each chain includes one camera, power supply, camera control equipment, color monitor and colorplexer.

Significantly, Du Mont Laboratories so far, is placing all its eggs in the film basket. It is selling only local film broadcast equipment to stations, and thus far has shied away from equipment for local live airings. Its film package for stations buying all new equipment, including two color slide machines and two projectors, runs to about \$60,000.

However, if a station now has a Du Mont black and white Multiscanner, it can convert two projectors to color at considerable savings—of almost \$26,000. This would ring the cost down to under \$35,000 for a film color system with two projectors and two slide machines. This can be done at a cost of \$4,500 for the conversion of each black and white projector, but saves \$9,800 for the color Multiscanner and \$12,500 for each projector, with two projectors figured as par.

#### RCA Prices

The variation in the RCA price for film equipment, between the \$62,659.90 figure and that of \$43,099.90, stems from the possibility of adapting current black and white equipment to color. The higher figure is the cost for a station buying a full package, including an RCA 3-V camera, a multiplexer, two 16mm. projectors, a slide projector a color monitor and a colorplexer.

However, if a station currently has RCA's standard black and white TP6A studio film projectors, these can be modified for

(Continued on page 63)

## Tele-Vista Gets 4 in Big Deal

HOLLYWOOD, May 22.—The recently formed Tele-Vista Films this week concluded negotiations with Hollywood Film Enterprises, Inc., by which it acquires four film properties for TV distribution. Deal reportedly exceeds \$1.5 million.

The new firm acquired 13 silent comedies not previously seen on TV, 195 two-reel and 50 one-reel subjects, and 40 feature-length movies. Additionally, Tele-Vista has optioned 39 original color film shorts of 10 minutes duration from the World Jungle Compound, Thousand Oaks, Calif.

## Settlement of Ireland Case

HOLLYWOOD, May 22.—Actor John Ireland this week reached an out of court settlement of his \$1,756,000 slander and breach of contract suit he had filed in March because of his failure to get the starring role in "The Adventures of Ellery Queen" telefilm series.

The actor's attorney, Jacques (Continued on page 68)

## Roach Sets Romero ABC Skein, Others

HOLLYWOOD, May 22.—Hal Roach Jr. said this week that cameras will roll within seven weeks on the first of 26 Cesar Romero starring telefilms for ABC-TV syndication, and at the same time revealed production plans on two of his own series, while two of his others are in the sales presentation stage by the network, and a sixth, "Bozo the Clown," is being readied for sponsorship.

The producer said that Romero was due here over the weekend, which will enable a production schedule to be finalized for "Passport to Adventure." Roach said that a total of 26 half-hour episodes will be shot at the Roach Studios in Culver City.

This would indicate that "Passport to Adventure" will be the initial series to be produced by Roach under his deal with the network's syndication division. It appeared highly likely that ABC was prepared to launch additional productions, now that one of the series in the Roach-ABC set-up

## FOR SUMMER-FALL PROGRAMING

### NBC Prepping 'Gildersleeve,' 'Life,' 'Great Life,' 'Baby Snooks,' 'McGee'

HOLLYWOOD, May 22.—NBC-TV here is prepping nine new half-hour shows, including five telefilm series, for late summer or fall showing, it was disclosed here this week by Frank Cleaver, TV program director for NBC's Western division. Three of the four series pilots already are in the can, with a fourth set for filming after cast selections have been completed.

"The Great Gildersleeve," starring Willard Waterman, already is being shown to New York agencies. The pilot was produced by veteran movie man Frank Tashlin for Conne-Stephens Productions at American National Studios.

The Alan Young starrer, "That's Life," was shipped east this week. The pilot was shot by Richard Bare Productions and Varieties, Ltd., with Ed Beloin serving as NBC producer. He also created the format which includes no dialog (The Billboard, May 1).

The tentatively titled pilot of

another proposed series, "It's a Great Life," currently is being prepared for agency showings. The series, a comedy about two ex-G.I.'s recently returned from Korea and seeking to readjust themselves to civilian life, co-stars Mike O'Shea and Bill Bishop. "It's a Great Life" was completed at Roach Studios several months ago

#### ANKLES NARTB

### Projectionist Row Cues Exit By Official

HOLLYWOOD, May 22.—Demands, reportedly from the management of the Palmer House, Chicago, that a union motion picture projectionist be hired to show 16mm. telefilms at the NARTB convention headquarters site prompted the retirement from the conclave of at least one major TV film distributor-delegate and exhibitor.

Herman Rush, Official Films vice-president here on business, revealed that he had been advised yesterday morning (21) from Chicago that he must hire a union projectionist to run his firm's (Continued on page 68)

## Henry Fonda In TV Series

HOLLYWOOD, May 22.—Henry Fonda, for the past few years active in New York theater thesping, joined the ranks of videofilm regulars this week as host of a new anthology series tagged "Henry Fonda Presents."

Series is scheduled to start via CBS-TV's Pacific Coast network June 19 and will be seen in 14 Western States only. Produced by Warren Lewis and packaged by Don Sharpe, plans for further distribution of the property are currently being mulled.

Footo, Cone & Belding handled the deal.

by Ray Singer and Dick Chevillat for NBC with Christian Nybe directing.

A fourth film series, "Baby Snooks," based upon the character made famous by the late Fannie Brice, will go before the cameras immediately upon casting of the child's role. Testing of two children is slated for this weekend, Cleaver said. Fred Clark, who some time ago ankleed a principal supporting role with Burns and Allen, has been set for the part of "Daddy." Ronald Kibbee is scripting. Norman Foster will direct.

Cleaver also disclosed that he has scheduled tests for leads in the proposed "Fibber McGee and Molly" telefilm series.

Shows tentatively slated for live presentation by the network, audition kinescopes of which already have been made or are due for recording, include "Uncle Dudley" starring Rudy Vallee with the Bell Sisters. The audition episode already is being shown in New York. Show, like the Alan Young program, was produced by Beloin. Two other kines making the rounds are "Your Day in Court," produced by Albert McClery and co-starring (Continued on page 68)

## Canova and Hubby Acquire Hot Camera

HOLLYWOOD, May 22.—Judy Canova and husband, Philip Rivero, have obtained control of Camera Vision Productions, Inc., a firm which has developed a camera reportedly able to cut film production costs 30 to 50 per cent and which enables the director to view the action as it will appear on the screen.

It was said the camera is usable for kinescoping live TV programs as well as filming motion pictures. It can produce rushes within an hour after shooting.

## RCA Service Acquires 18 British Features

NEW YORK, May 22.—RCA Recorded Program Services has expanded its stake in TV film distribution with the acquisition of 18 British produced feature films, which it has tagged "The Empire Film Package." The pictures were produced in the '30s and early '40s and are largely first-run for TV. The 18 films will be offered for a special package rate.

Among the titles are "Wings of the Morning," starring Henry Fonda and Annabella, 1937; "Under the Red Robe," with Annabella and Raymond Massey, 1937; "Dark Journey," with Vivian Leigh and Conrad Veidt, 1937; "Forever and a Day," 1943.

Also, "Call of the Blood," "Broken Barrier," "Amazing Adventure," "Ten Days in Paris," with Rex Harrison and Leo Genn, and "South Riding," with Ralph Rich-

ardson and Ann Todd. Until this acquisition, RCA Recorded Program Services' only TV film activity had been with a group of Western musical shorts, and "The Little Match Girl," a single film for Christmas airing.

## Guild Distributing 26 'Signet' Dramas

NEW YORK, May 22.—Guild Films this week took over distribution of 26 half-hour dramatic films titled "The Signet Circle Theater." The vidfilm series was produced in Rome by Andre Lutotto and Aldo de Dominicis, owner of WHNC-TV, New Haven. It contains adaptations of famous short stories by such authors as Balzac, Chaucer, Prosper Merimee and Pushkin.







# Adventures of THE FALCON

## SURE TO BE THE HOTTEST SHOW SINCE DRAGNET

### NOW ON TELEVISION

#### ...39 brand new half-hour films

Thrilling adventure. Mike Waring, The Falcon, is an undercover intelligence agent for the government. His assignments take him all over the world—on both sides of the Iron Curtain. Wherever he goes, The Falcon meets mystery and adventure.

Outstanding production. Exciting foreign backgrounds add to the superb realism. Inspired production by Hollywood's Harry Joe Brown keeps the action trigger-fast!

A great new star. Charles McGraw, as Mike Waring, is the most dynamic personality on TV since Jack Webb. His pictures include "The Killers," "War Paint," and the soon to be released "The Bridges At Toko-Ri."

Ready-made audience. The Falcon has proved popular during nine great years on radio for such sponsors as Procter & Gamble, General Mills, and Kraft.

Low cost per thousand. Nielsen says, "Mysteries deliver the lowest cost-per-thousand in night-time television."\* And the best new mystery-adventure show on the market is THE FALCON.

THE FALCON carries with it NBC FILM DIVISION'S exclusive merchandising package.

- to help bring in every possible viewer
- to help bring in every possible customer

For high-flying sales in your market, ride with THE FALCON. Call, write or wire today.

\*Based on Sept.-Oct. 1953 Nielsen Television Index. Evening shows half-hour or longer.

## NBC FILM DIVISION

SERVING ALL SPONSORS... SERVING ALL STATIONS

NBC FILM DIVISION — 30 Rockefeller Plaza, N. Y. 20, N. Y. • Merchandise Mart, Chicago, Ill. Sunset & Vine Sts., Hollywood, Calif. • In Canada: RCA Victor, Royal York Hotel, Toronto



FILM SUPPLY AND DEMAND

# 95% of Color Stock Okay for TV; More, Cheaper Needed

NEW YORK, May 22.—Fully 95 per cent of existing color films will be commercially usable for color TV transmission. This is the conclusion reached by representatives of the major film labs, technical experts with the networks and color equipment manufacturers.

What's more, 80 per cent of 16-mm. color film produced over the last 10 years is deemed equally usable, thus clearing the way for theatrical film distributors to market virtually all of the color features currently in their catalogs.

Lewis Mansfield, color supervisor of Pathe Labs, speaks highly of the closed circuit film color-casts he has seen thus far transmitted, and is particularly enthusiastic about Du Mont's automatic masking device, which enables station technicians actually to control density and quality of color film as it is transmitted. General Electric's new color scanner is also designed to solve color problems of registration, shading and slicing.

**Hue Outlook**

Despite this rainbow-hued outlook, price and scarcity of color film product—particularly in the feature film field—may give station operators headaches for some time to come. Unless the film labs and stock manufacturers work out some way to reduce the present costs of color prints drastically, prices on color series and features are sure to be much higher than on the same product in black and white.

A feature film print in black and white, for instance, costs between \$50 and \$60, whereas a color print of the same feature today would run from \$250 to \$300. At the same time, the black and white print, even with rough handling, is good for about 10 plays, while a color print is much more perishable and gives less than half the number of plays.

Eastman Kodak and some of the other labs are working on plans to bring color prints down to a black and white level. Right now, tho, high prices on color films are a sure thing. When Joe Smith sold his "Tinderbox" color film to WCBS-TV, New York, for a special color promotion showing, he sold it at its regular black and white price, but the station reportedly agreed to shell out for its own color print of the film.

It's possible that some distributors may adopt similar sales policies on color film sales to other stations across the country until color becomes a mass medium.

**Reverse Set-Up**

With comparatively few color features available, color film se-

ries specially made for TV will undoubtedly dominate the color film field for sometime program-wise, the exact reverse of what the situation has been in black and white TV.

More than 60 per cent of the top TV film producers are shooting most of their series in color today, using either Eastman, Ansco or Technicolor film stock. None of these producers has actively campaigned to sell its product for color programing as yet, and nothing has been done about pricing policies and packaging.

However, as soon as more stations are equipped with local film transmission equipment, they'll undoubtedly go all out on color film sales campaigns. This should take place sometime next spring.

Meanwhile, some distributors are building good public relations with station-clients by lending color films for screening to help push color set sales. Blinkie Productions, for instance, lets station-clients use its "Adventures of Blinkie" color cartoons gratis if stations pay color print costs.

**Theatrical Distributors**

In contrast to the long-range color planning of series producers, the theatrical film distributors frankly want no part of color

right now, and predict it will be a long time before it has any effect on the black and white theatrical field.

With less than 60 color films out of some 3,000 features available to TV at present (see theatrical color feature list elsewhere in this issue), the theatrical distributors opine it would be almost impossible for a station to obtain enough color features for regular programing, not to mention the increased price on prints.

Aside from their big musicals and super-A pictures, Hollywood didn't really start to concentrate on color production until TV reared its antenna in the late 1940's, so it's doubtful if too many more color features will be available for quite a spell, even if the studios should release a flock of new products to television this year.

**Not Necessary**

Entertainment-wise, theatrical distributors argue that color isn't necessarily a factor in the success of a movie. David Savage, film procurement director for the NBC Film division, points out that the 1954 Academy Award winner, "From Here to Eternity," was in black and white.

He also noted that even if a station uses theatrical color films, the shortage of product will necessitate mixing in several black and white features on the same series.

Jay Williams, head of Official Films International division, concurs with Savage's opinion, adding that stations will probably start their color-black and white feature series as a late night program. Arche Mayers, Unity Television prexy, thinks color features will eventually have tremendous sales value, but that black and white features will always be in demand.

## GF Scrounges For Film as Buttons' Sub

NEW YORK, May 22.—General Foods this week shifted into high gear its search for a film package to replace Red Buttons on CBS-TV.

There are three half-hour shows getting prime consideration—"Country Doctor," which stars Charles Coburn and which is produced by Jess Oppenheimer; "Halls of Ivy," now owned by Television Programs of America and which stars Ronald Colman, and "Amelia," the Jane Wyman package which MCA-TV is selling.

The advertiser believes the film will make it possible to know better what is being programed before it is telecast. General Foods has also asked for the right to reject certain episodes in each series if they are not up to its requirements. This privilege is not expected to be given to the sponsor.

## KTTV in Second Regional Film Buy

HOLLYWOOD, May 22.—KTTV has made its second regional purchase of a TV film series, following the precedent it created with "Stories of the Century." The new show is "Fabian of Scotland Yard," which the station acquired from Telefilm Enterprises. KTTV has the rights to the show in the 11 Western states and Texas.

The deal marks the first sale for TE, which entered the distribution field only a month ago.

## For TV film commercials... SERVICE

RKO PATHE does it right . . .

RKO PATHE is equipped to do it that way through successful film-making experience over 31 years . . . with facilities as modern as tomorrow . . . by experts with know-how in tune with today's most advanced advertising practices . . .

RKO PATHE . . . on the ball with showmanship from story board to screen!

as near as  
your  
by RKO  
PATHE  
professionals!

**RKO PATHE, INC., "The Professional Company"**  
625 Madison Ave., New York 22, N.Y. • Phone: PLaza 9-3600

## FIRST COLOR TV LIST OF FEATURES AND SHORTS

NEW YORK, May 22.—With the fact established that theatrical feature films and shorts which were shot in Technicolor or other processes can successfully be transmitted via color TV, interest is mounting in the availability of such product.

The current video catalogs of the leading theatrical film distributors for TV list more than 50 such features and a like number of shorts. The Billboard herewith presents the first compilation of these color films. The list is made alphabetically by distributors, with the titles shown wherever available. Where shorts are listed, the running time in minutes is noted in parentheses. For the distributors' sales plans on these films see story in adjacent columns.

**Atlantic Television Corporation**  
130 West 46th Street, New York  
"Stallion Canyon," "Love Island," "Born to the Saddle," "Sunset Carson Rides Again," "Fighting Mustangs," "Battling Marshall," "Cavalleria Rusticana," "La Traviata."

**British Information Service**  
30 Rockefeller Plaza, New York  
"Bridge of Time" (17), "Britain's Livestock" (18), "Channel Islands" (10), "Charley's Black Magic" (9), "Color" (15), "Color in Clay" (10), "Dancing Piece" (20), "Falkland (eq.) Islands" (11), "Farmer Charley" (10), "Fly About the house" (9), "Gardens of England" (11), "Gold Coast People" (10), "Journey into History" (10), "Let's See" (17), "London Style" (10), "Make Fruitful the Land" (17), "New Town" (9), "People's Land" (11), "Queen of the Border" (10), "Road to Canterbury" (23), "Robinson Crusoe" (10), "Royal Scotland" (10), "Snowdonia" (10), "West of England" (11), "White Continent" (20).

**General Teleradio Film Division**  
1440 Broadway, New York  
"Northwest Stampede."

**Hoffberg Productions**  
362 West 44th Street, New York  
Gilbert and Sullivan Operettas (one completed in planned feature-length series).

**Hollywood TV Service**  
4020 Carpenter Street  
North Hollywood  
No information available.

**Hygo Television Films, Inc.**  
60 West 46th Street, New York

"Tulsa," "Big Cat," "Mickey," "Island of Destiny," two other features and 13 shorts.

**Motion Pictures for Television**  
655 Madison Avenue, New York  
"Jungle Book," "Elephant Boy," "Drums," "Dancing Pirates," "Becky Sharp," "Four Feathers," "Hitler, Dead or Alive," "God's Country," "Sixty Glorious Years," "Unknown Island," "Victoria the Great," "Red Stallion," "Wildfire," "Broken Melody," "Northwest Trail," "Death Valley" and four other features.

**National Telefilm Associates**  
625 Madison Avenue, New York  
"Curley," "Here Comes Trouble," "Who Killed Doc Robin?," "Fabulous Joe."

**Quality Films**  
1040 Las Palmas Avenue, Hollywood  
No information available.

**Telecast Films, Inc.**  
112 West 48th Street, New York  
"My Village," "Land of Beauty," "Immortal Rome" (20), "Our Lady of the Cape" (20).

**Television Exploitation**  
1450 Broadway, New York  
"Miraculous Journey," "Daughter of the East," "State Department."

**Unity Television Corporation**  
1501 Broadway, New York  
Twelve features, titles not available.

## Colgate Options Spillane Show

NEW YORK, May 22.—Colgate-Palmolive this week reportedly took an option on the Mickey Spillane film show, which is being sold by MCA-TV. The sponsor is said to want the program to replace the nighttime version of "Strike It Rich," Wednesdays 9-9:30 on CBS-TV.

The Spillane series stars Brian Keith and is owned by Charles Moss and Dick Lewis.

## Official Films Sets Hwd. Office

HOLLYWOOD, May 22.—Due to its expanded activities, Official Films will establish a branch office here staffed by a district sales manager and two salesmen, according to Herman Rush, vice-president. This will raise to 14 the total number on the sales force, tho this, too, will be increased when a Chicago office is established shortly after the conclusion of the NARTB convention there.

Until the local office is opened, within 30 days, Tom J. Corradine & Associates will continue to handle Official's properties. Selection of personnel to man the branch here has not yet been made.

Meanwhile Rush indicated he has been having talks with various telefilm producers regarding new product his distributing firm would handle. Earlier, he and Official Films' president, Hal Hackett (who returned to New York over the weekend) had concluded a deal with Roland Reed Productions for the production of a comedy starring David O'Brien, "Bird Brain O'Brien," in which Official has a financial interest and will distribute (The Billboard, May 22). The new series, starring the comic who had been featured for years in Pete Smith's shorts, is set to roll June 1, according to Guy V. Thayer Jr., vice-president in charge of production for Reed. Series will be made available for national sponsorship.

NEW YORK, May 22.—ABC Film Syndication has added Richard Morgan to its staff to assist President George Shupert with the business affairs of the firm.

Morgan, a lawyer, spent 10 years at Paramount Pictures. More recently, he has been with other theatrical film organizations, as well as legal advisor to General Television Enterprises.

SPRAYS OF IVY

He wouldn't dare coach Shakespeare. If he ever tampered with any work of the Bard, it would be the Shaming of the True.

A line from the script of **The Halls of Ivy** starring Ronald Colman and his wife Benita Hume—coming soon.

Television Programs of America, Inc.  
720 SEVENTH AVENUE, NEW YORK 16, N. Y.



\* Take MODERN for TV. Film Traffic Problems

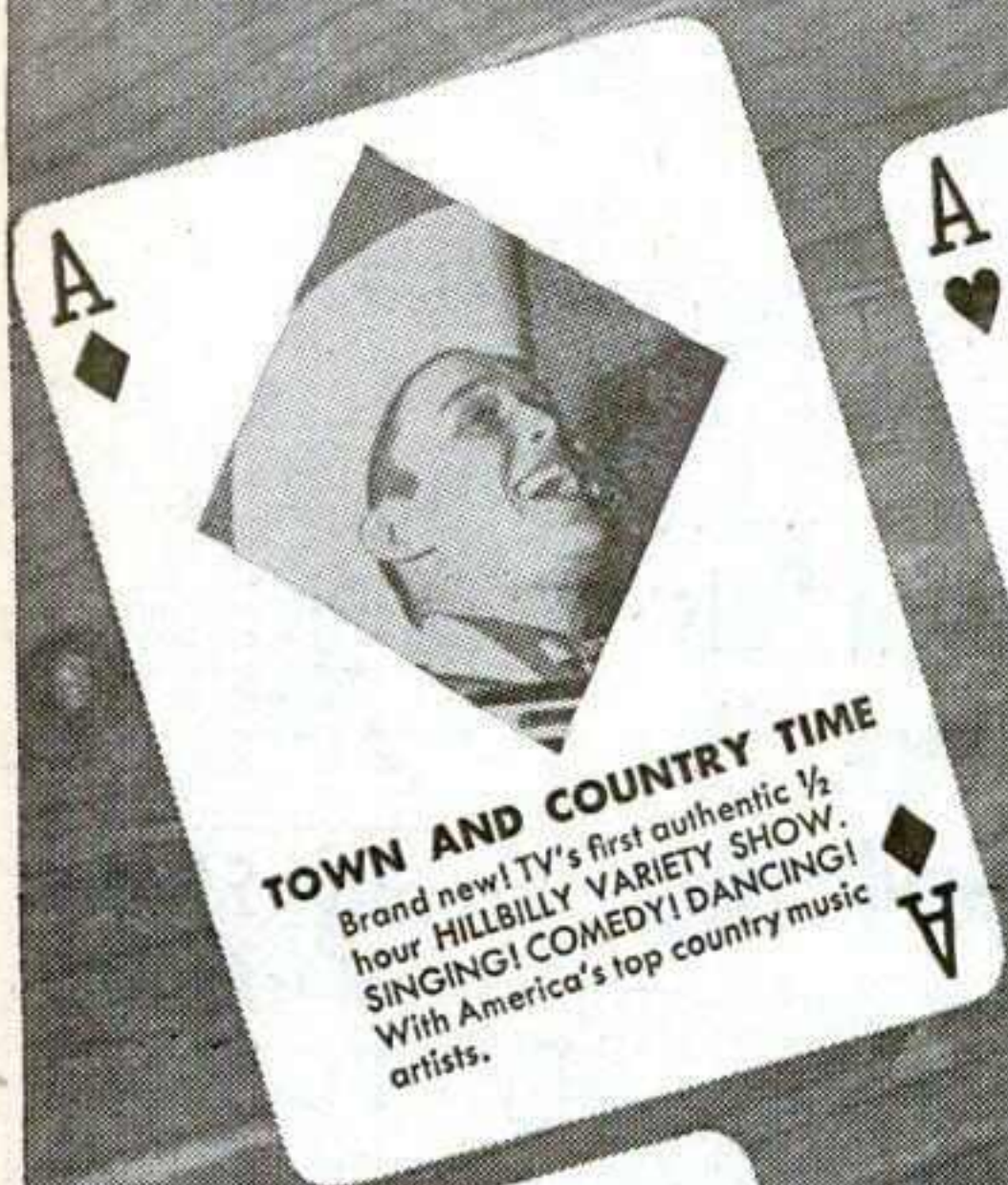
Modern fills the gap between production and telecast projection to supply agencies, syndicators, and producers with a reliable custom tailored service for the traffic of television films.

Clients being served by Modern can be assured that their film program with its proper commercial content will be at the right TV station on the right date, at the right hour for advance scheduled telecast.

**MODERN TALKING PICTURE SERVICE**  
219 East 44th St., NEW YORK 17, N. Y.  
140 East Ontario St., CHICAGO, ILL.  
3450 Wilshire Blvd., Los Angeles, Calif.



# They're ALL ACES take a card, any card, for TV films that SELL!



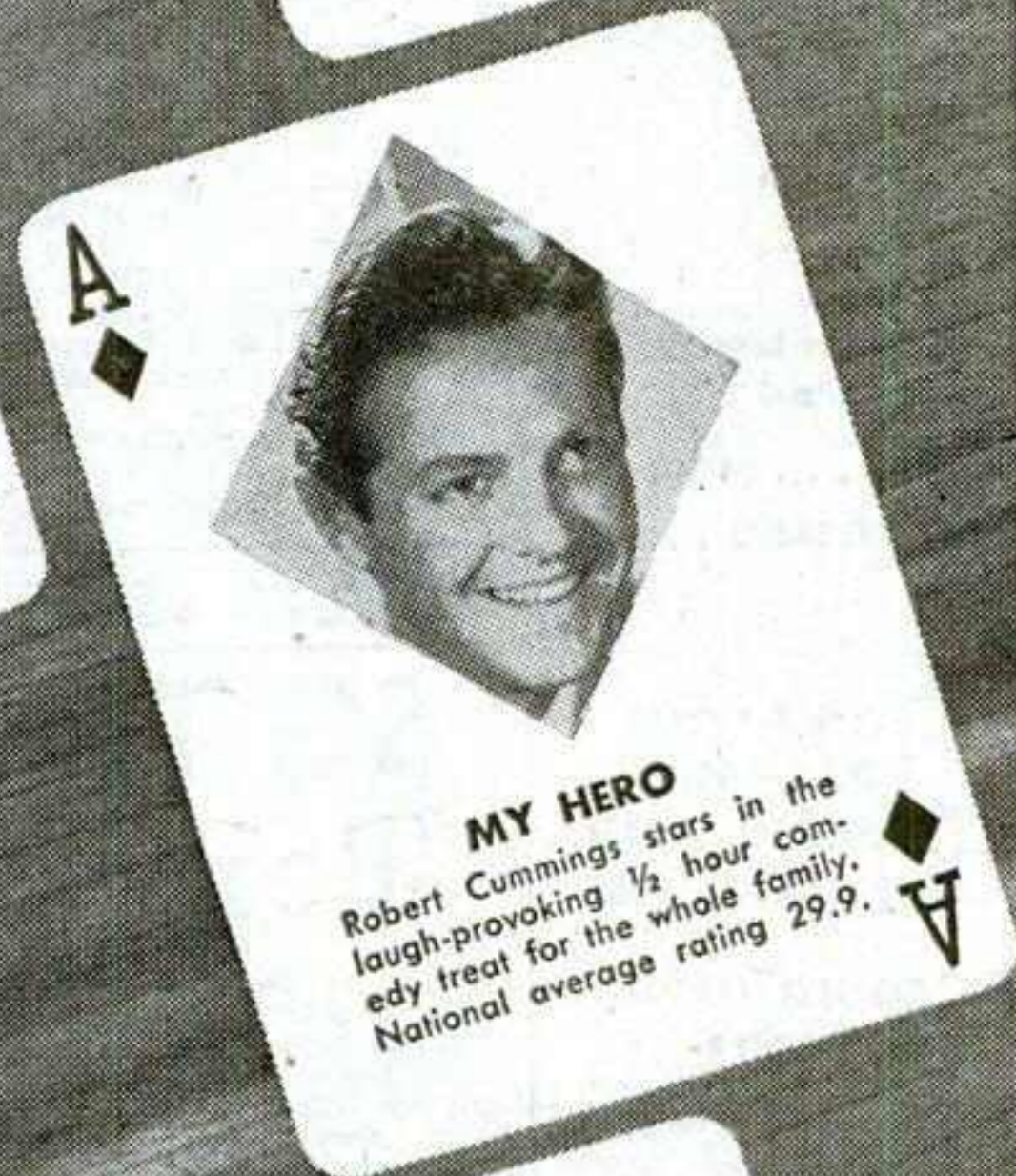
**TOWN AND COUNTRY TIME**  
Brand new! TV's first authentic 1/2 hour HILLBILLY VARIETY SHOW. SINGING! COMEDY! DANCING! With America's top country music artists.



**SECRET FILE U.S.A.**  
Brand new! Robert Alda stars as Major Bill Morgan, ace Intelligence agent in taut tales of espionage — a semi-documentary 1/2 hour series of suspense.



**COLONEL MARCH OF SCOTLAND YARD**  
Boris Karloff as a well mannered, witty, implacable enemy of crime in this unusual 1/2 hour detective thriller.



**MY HERO**  
Robert Cummings stars in the laugh-provoking 1/2 hour comedy treat for the whole family. National average rating 29.9.



**MUSIC HALL VARIETIES**  
A library of three minute films featuring America's top artists, bands, vocalists and comedians.



**CARTOONS**  
A library of 75 cartoons, running from six to nine minutes including: The Little King, Felix the Cat, Merry Tunes, and others.



**TERRY AND THE PIRATES**  
Stirring 1/2 hour adventure series employing America's best known comic strip characters that appear in 220 newspapers. A proved TV success.



**FEATURE PICTURES**  
100 up-to-date feature films — all produced between 1946 and 1954, starring Hollywood's top names. Many first run!



**MISCELLANEOUS SHORT SUBJECTS**  
Famous news and sports events; instructive sport series; religious hymns; puppet series; magic spots; complete stock film library.

**OFFICIAL FILMS INC.**

25 W. 45th St. • N. Y. 36, N. Y. • PLaza 7-0100  
America's Leading Distributor of Quality TV Films



CONGRATULATIONS . . . !

NARTB

.....

TV'S  
BIG 3!

#1.

NINETEEN  
TOP FEATURE  
FILMS . . . . .Dana Andrews  
Richard Conte  
John Ireland  
Randolph Scott  
Lon Chaney  
Lex Barker  
Constance Bennett  
Bela LugosiALL NEW! . . . MOST ARE  
1952 RELEASES . . . !

#2.

HALF-HOUR  
DRAMATIC  
SHOW WITH  
AN OFF-BEAT TWISTTHIS COULD HAPPEN  
TO YOU!13 half-hour shows soon to go into  
production with Big-name casts in  
each episode.

#3.

NOW ON  
FILM!  
SOUTHERN  
CALIFORNIA'S TOP  
CHILDREN'S SHOWADVENTURES OF  
PATCHES

SEE . . .

JOHN A.  
ETTLINGERSUITE 804  
PALMER HOUSE  
Chicago.

CHERYL TV CORP.

Offices in every major city.  
630 9th Ave., N. Y.  
442 N. La Cienega, Los Angeles

## SG Color Tests Inconclusive, Says NBC; Others Scheduled

NEW YORK, May 22.—An argument over what constitutes a valid test of the relative merits of the different color film processes arose within the trade this week. It was precipitated by NBC-TV's closed-circuit airing of a special test film prepared by Screen Gems.

The film, which ran about an hour, included still-life scenes of 55 different name-brand packages. Each scene was given in Technicolor, Eastman negative-positive and their Kodachrome.

Peter Keane, technical director of Screen Gems, said that production of all three processes was done under as uniform conditions as possible. He said that the labs processing each were informed of the nature of the test and worked under optimum conditions.

Stan Parlan, NBC's color film director, told the audience of ad agency men that he did not think the Screen Gems film was a fair or valid method of appraising the different processes. He indicated that the effort at uniformity was misleading since each had its peculiar characteristics and each could have given better results with special handling.

### Other Tests Ready

Meanwhile the Film Producers Association of New York has all the prints lined up in its own three-process color film test, which will also highlight name-brand packages. Parlan is due to meet with David Pincus, FPA president, next week to set a date for the screening.

Pincus indicated this week that he intended to show each process separately. Parlan said he ex-

pected the FPA test to be more valid since he understood each process was being handled separately.

In the Screen Gems film, the differences between one process and the next was most striking (see other story). Generally, while the Technicolor sequences seemed to make a strong impression on the viewers present, each process appeared to have its individual advantages and shortcomings. Some thought the Technicolor tended to be too grainy.

## Fremantle Steps Up Activity in TV Pix, Changes Name

NEW YORK, May 22.—In recognition of its stepped-up TV film activity, Fremantle Overseas Radio, Inc., program exporter, this week changed its name to Fremantle Overseas Radio & Television, Inc. The firm also revealed that it has gone into Spanish production of two U. S. programs. A Latin version of "Jolly Gene and His Fun Machine" is currently in production in Mexico, and "Candid Camera" is being filmed in Puerto Rico.

FORTV also distributes to foreign TV stations hour-long "Hop-along Cassidy" films, "Ballets de France," "Jungle Macabre" and features and shorts.

Lee Volker was this week named secretary-treasurer of FORTV's New York Corporation. Paul Talbot continues as president.

## RESULTS RELATIVE

## SG Tests Show No 'Best' Color Stock

NEW YORK, May 22.—The experimental color commercial film footage shot by Screen Gems and shown on a closed circuit by NBC-TV this week (see other story) has shed light on two important questions facing a color-hungry industry: (1) the advantages currently inherent in each of the color stocks, and (2) the comparative costs of shooting in each of the different processes.

On the information gleaned from the tests, it has been roughly estimated that typical 20-second live action film commercial, which costs \$2,500 to produce in black and white, will cost \$2,900 to produce in 35-mm. Technicolor; \$2,700 in 35-mm. Eastman; \$2,600 in 16-mm. Kodachrome.

The cost figure for Technicolor is based on the assumption that Technicolor cameras and crews are available in New York. Up to now, it has been necessary to import Technicolor equipment and personnel from Hollywood at an additional cost of approximately \$1,000. This situation, however, is considered to be only temporary.

In addition to the production costs noted above, the approximate cost of providing 50-16-mm. release prints of the 20-second commercial is estimated to be as follows for each process: \$85 for black and white; \$125 for Technicolor; \$135 for Eastman; \$257 for Kodachrome. The cost per print, of course, will vary with the number of prints ordered.

### Good & Bad Points

According to Peter Keane, Screen Gems technical director, among the advantages offered by Technicolor are: (1) it permits the greatest possible control in color saturation and use of optical effects; (2) provides better quality sound track; (3) offers the lowest cost for release prints ordered in quantity. Technicolor's disadvantages lie in its high cost of original production and in its relatively poorer quality of resolution.

Eastman's advantages, Keane said, are: (1) larger size of film; (2) ability to make prints from a negative rather than from a positive; (3) ability to make use of optical effects and to incorporate them on a duplicate color negative; (4) resolution that is better

than in most other processes. Among its disadvantages is that some prints seem somewhat more grainy than in other processes.

The advantages of Kodachrome are two-fold: its low cost of original film and the fact that if the original film is used for telecasting, excellent definition and color quality can be obtained. Its disadvantages were listed by Keane as follows: (1) its inability to utilize optical effects other than dissolves and fades; (2) the loss of color quality in its release prints are higher than any of the other processes; (3) the cost of release prints are high; (4) the sound track is not as good as that offered by other processes; (5) the difficulty of handling and editing 16-mm. film.

Keane stressed that no one single process is best in all cases. Advertisers and producers, he said, must decide which process would be best on the basis of each specific commercial to be shot.

For example, he noted, Kodachrome would probably be best in the case where it is desired to produce a low cost commercial which can be telecast from the original and which doesn't need a sound track, optical effects or superimpositions.

## Explore Silhouettes Idea For Use in Commercials

NEW YORK, May 22.—The entry of General Teleradio Film Division into the TV film commercial production business is being given serious consideration by the company's execs following interest this week by several advertising agencies in an animation process used in one of General Teleradio's film shows.

The process is one that is utilized in "Tell Me a Story, Daddy," which General Teleradio began pitching this week. It makes use of silhouette cut-outs of characters animated against drawn backgrounds. The silhouette characters, all black, are so constructed that their limbs can be moved. Animation of the sil-

The Eastman was deemed by some to be occasionally lacking in color saturation, while emphasizing vivid blue. The Kodachrome duplicates came out with deep contrast, and the gray background registered green. But the feeling was that Kodachrome provided the best resolution for lettering, either black or white, when it was on a red surface such as a Coca-Cola machine, Colgate boxes or Lucky Strike packages.

### Factors Involved

Parlan declared that the variations could result from any number of factors. He claimed that in the production of an actual commercial and shortcomings of each process would be corrected.

Keane admitted not only that each could be corrected but that even as shown each would have been considered satisfactory if viewed alone. But he insisted that production and processing under uniform conditions was the acid test of the relative values.

The cost of the production to Screen Gems was said to be in the neighborhood of \$10,000. The cost of the screening was borne by NBC-TV, which held it at the request of the agency men attending.

## Flamingo Puts Two Series Up For Syndication

NEW YORK, May 22.—"The Adventures of Superman" and "Wild Bill Hickok" are being put up for syndication sales by Flamingo has the right to sell the two shows into over 70 markets still open. Kellogg's has the shows in 87 markets.

Meanwhile, the distributor this week decided on "Flamingo Theater" as the working title of the 29-segment dramatic anthology that was the first run as "Your Jewelers Showcase" in 1952. "Televideo Theater" was the title tentatively used. The series was sold to WXYZ-TV, Detroit, this week.

Flamingo is handling 52 segments each of "Superman" and "Wild Bill." Kellogg's has had them on the air for about two years each. Flamingo itself owns the "Superman" show, which is produced by the TV film subsidiary of National Comics, which owns the property. Bill Brody produces "Wild Bill." The former show stars George Reeves. The latter stars Guy Madison, with Andy Devine.

## Vague in Film Series

HOLLYWOOD, May 22.—Comedienne Vera Vague has been linked to emcee a series of 26 telefilms, "A Scene With a Star," which gets under way immediately by H-L Productions at General Service Studios. The 15-minute episodes feature the appearance of established personalities and use of old silent movie clips. Initial production will be 13 films.

## Makers of Pic Plugs See Big Color Future

NEW YORK, May 22.—Producers of TV film commercials are now quite confident that they're going to have a thriving place in the color TV age. At the end of last year there was widespread anxiety in film producer ranks that they were going to be left out in the cold. But developments since January 1 have spread optimism thru the field.

The leading producers have been doing quite a bit of color shooting, tho it mostly still falls into the experimental category. The producers have done this color production individually for their own information, they have done it partly on behalf of their clients and they have done some in concert.

This month several thousand feet of color package shots were made under the aegis of the Film Producers Association of New York. At the studios of Robert Lawrence Productions and Transfilm the same scenes were shot in Eastman negative, commercial Kodachrome and three-strip Technicolor. All have been reduced to 16mm. for a closed-circuit airing at NBC-TV for comparative purposes.

An indication of the confidence in producer circles was the offer made by Filmways, Inc., recently. Filmways will produce its clients' present monochrome scenes in color, too, for an additional 15 per cent at most. This would enable advertisers to begin stockpiling color scenes against the day they can reach a color audience.

The major obstacle to these efforts at this point has been the shortage of color-film transmission equipment.

## 'Family' Show May Be Axed By ABC-TV

NEW YORK, May 22.—ABC-TV's "Pride of the Family" is being ousted from its Friday night 9-9:30 slot come fall and unless it can come up with one or more new sponsors will probably be off the net altogether. Both Armour and Bristol-Myers, its current alternate sponsors, have indicated they are dropping the show.

ABC-TV meanwhile sets plans to put "Dollar a Second," which it captured away from Du Mont, into that Friday time period starting October 1. The show, starring Jan Murray, is now sponsored by Mogen David Wine on Du Mont Sunday nights. Mogen David will continue to bankroll the show on ABC-TV.

The web also set its "Smilin' Ed Gang" film series for a return engagement this fall under the banner of Brown Shoe Company. The show will be seen, as it was this past season, in the Saturday 10:30-11 a.m. slot.

"Pride of the Family," an MCA-TV film property, may be put into syndication if ABC-TV finds itself unable to come up with another sponsor.

## 'Big Town' Series Gets Rolling Soon

HOLLYWOOD, May 22.—Film tests of 12 actors and actresses seeking the lead roles in Gross-Krasne Productions' new "Big Town" telefilm series were completed here this week with final selections to be made after showings in New York. Resumption of production is slated for early next month at California Studios.

Tested for the role of Steve Wilson were John Bromfield, Joe Graydon, Chuck Connors, Hal Baylor and Kenneth Tobey, while candidates for the role of Lorelei were Barbara Lawrence, Sally Blaine, Vera Miles, Marcia Patrick, Marion Ross, Marian Carr and Trudy Wroe.

Series is telecast over the CBS-TV network and is sponsored by Lever Bros.

## WCPO Buys Cartoons

CINCINNATI, May 22.—WCPO-TV, Cincinnati, has purchased the 18 original, fully animated Superman cartoons produced by Dave Fleischer and formerly distributed in theaters. The cartoons are slated to run in an early afternoon slot Sundays.



# Looking... at a great clip!

Take any scene from any CBS Television Film Sales show and you'll see frames at work — building huge audiences in record time.

In Chicago, *Annie Oakley* racks up a 23.0 rating—  
*311% greater than all competition combined!*

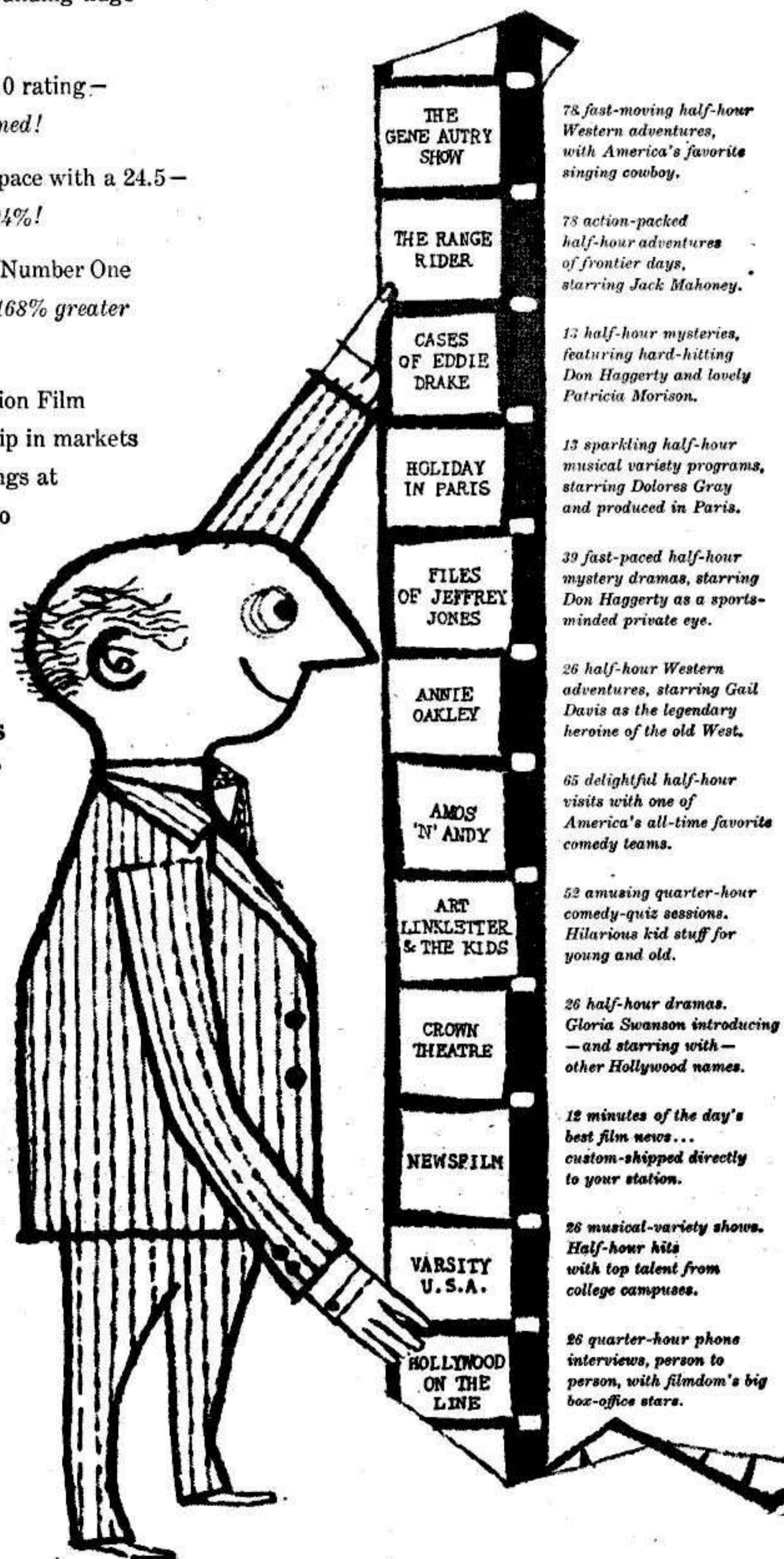
In Los Angeles, *Amos 'n' Andy* sets the pace with a 24.5—  
*beating out top network competition by 94%!*

And, in Boston, *The Range Rider* is the Number One syndicated film program, with a 40.5—  
*168% greater than live network competition!*

The story's the same for *all* CBS Television Film Sales shows. They're going at a great clip in markets all over the country... winning top ratings at lowest cost. See for yourself—in Chicago at our NARTB Convention exhibit, Room 786, The Palmer House—or ask any CBS Television Film Sales representative for a private showing.

### CBS TELEVISION FILM SALES

with offices in New York, Chicago, Los Angeles, Boston, Atlanta, Detroit, St. Louis, Dallas and San Francisco. Distributor in Canada is S.W. Caldwell Ltd., Toronto



THE GENE AUTRY SHOW

78 fast-moving half-hour Western adventures, with America's favorite singing cowboy.

THE RANGE RIDER

78 action-packed half-hour adventures of frontier days, starring Jack Mahoney.

CASES OF EDDIE DRAKE

13 half-hour mysteries, featuring hard-hitting Don Haggerty and lovely Patricia Morison.

HOLIDAY IN PARIS

13 sparkling half-hour musical variety programs, starring Dolores Gray and produced in Paris.

FILES OF JEFFREY JONES

39 fast-paced half-hour mystery dramas, starring Don Haggerty as a sports-minded private eye.

ANNIE OAKLEY

26 half-hour Western adventures, starring Gail Davis as the legendary heroine of the old West.

AMOS 'N' ANDY

65 delightful half-hour visits with one of America's all-time favorite comedy teams.

ART LINKLETTER & THE KIDS

52 amusing quarter-hour comedy-quiz sessions. Hilarious kid stuff for young and old.

CROWN THEATRE

26 half-hour dramas. Gloria Swanson introducing — and starring with — other Hollywood names.

NEWSPILM

12 minutes of the day's best film news... custom-shipped directly to your station.

VARSIY U.S.A.

26 musical-variety shows. Half-hour hits with top talent from college campuses.

HOLLYWOOD ON THE LINE

26 quarter-hour phone interviews, person to person, with filmdom's big box-office stars.



## It's COMMONWEALTH for CARTOONS

- Audience tested.
- Sponsor tested.
- Rating tested.

38 FLIP  
THE FROG  
in Sound

13 WILLIE  
WHOPPER  
in Sound

13 MOLLY  
MOO COW  
in Sound

ALSO the famous  
group of...  
300  
AESOP'S FABLES  
(silent)

Communicate with us for  
our latest list of

- Major Company Features
- Westerns
- Serials
- Comedies

**COMMONWEALTH**  
Film and Television, Inc.  
MORT SACKETT, Pres.  
723 Seventh Avenue, New York 19, N. Y.

# Film Due for Even Greater Splash at NARTB Than 1953

## Increase in Business and Ratings, Decrease of Costs Mark Good Year

NEW YORK, May 22.—TV film was the No. 1 topic at last year's National Association of Radio and TV Broadcasters' convention in Los Angeles. With stations stepping up their film programming more and more, the celluloid packagers are expected to make even a bigger splash at the 1954 meet.

Syndicated film, both new and re-run, has made tremendous rating inroads against network competition this year. A conservative estimate of the gross take anticipated from syndicated series sales (not including features) in 1954 is in the neighborhood of \$60,000,000.

Prices on theatrical films are beginning to come down, and better series buys loom in residuals for stations and sponsors, as a result of the increasing amount of product available and the distributors' fear of obsolescence.

In keeping with this new trend towards a buyers market, the film syndicators are going all out for merchandising and promotion on the local station level.

Film programming by local stations continues to gain on local live originations. Film usage in Manhattan alone—heretofore considered the hardest market for the syndicators to crack—has risen 50 per cent over the past year. A five-city survey of local programming by Ross Reports during April uncovered some startling film versus live figures.

In Los Angeles, April 18 to 24, the six main stations carried 206½ hours of film (64½ hours of series, and 142¼ hours of features) as compared to 186½ hours of local live shows. KTTV alone screened 40¼ hours of features and 24 hours of film series, against 41 hours of local live programs during the week.

Over-all, the Ross survey showed that during the April week the 15 most important stations in New York, Los Angeles, Cleveland, Denver and St. Louis programed 49¼ hours of local film series and features contrasted to 44¼ hours of local live shows.

In market after market, syndicated TV film series—both new and re-run—are racking up giant audiences against network competition, and in most cases without the benefit of huge sums spent for promotion and publicity by the webs.

Last February, for instance, an American Research Bureau survey showed that "Badge 714" (NBC Film division's "Dragnet" re-runs) topped all competition in 23 out of 34 markets. Other re-run properties are making similar high-rating showings.

The advent of color and recent influx of new product into the syndication field is bringing the price down on residuals, particularly in the dramatic anthology field. Film buyers now have available over 425 residual run dramatic half hours.

United Television Programs is selling all of its residuals on unlimited play deals, while ABC's Film division made a deal with WFIL-TV, Philadelphia, whereby the station plays the show across the board.

Most distributors refused to go along with such deals a year ago. Stanton Osgood, production manager of the NBC Film division, thinks the re-run pattern will eventually resolve itself to a maximum of four times over a three-

year period before a film loses its effectiveness.

Altho most distributors are starting to pay more attention to multi-market sales, more than 75 per cent of present syndicated film sales are still made directly to stations. The station starter plans, which made such big news immediately following the freeze lift, have simmered down a bit now that the new-station market is beginning to level off.

However, the distributors are still giving new markets a break price-wise. A case in point is Television Programs of America, which gives new broadcasters price-cuts up to 50 per cent.

Out in Hollywood, some stations are invading the syndication field on their own. The Los Angeles Times station KTTV, last March signed to handle Republic's "Stories of the Century" series for the entire West Coast, with the station's sales staff seeking sponsors to carry the show on stations in California, Oregon, Washington and Arizona as well as on KTTV.

Thinking behind KTTV's \$250,000 buy was to accommodate advertisers who are reluctant to sponsor a film series on the Hollywood station unless they can place it in more than one market.

Klaus Landsberg's KTLA is following suit, but in this case the station will film and distribute its own shows, beginning with "Frosty Frolics."

Split sponsorship plans on half-hour shows—similar to tandem, power and multi-message plans of the networks—are growing in popularity with local stations. KTTV's "triple play" plan offers advertisers a one-third sponsorship of any film series in its high-rated 7-7:30 p.m. film strip at a price lower than station break spots between shows of comparable ratings on two major TV outlets in Hollywood.

WFIL-TV, Philadelphia, has a similar sales arrangement for the same time slot, which offers a one-third sponsorship on any five of the film series (also top-rated)

carried at that time. The across-the-board film plan has boosted WFIL's ratings considerably.

In line with the split sponsorship theory, Flamingo Films is packaging its new 15-minute fiction series as a two-show, half-hour package to meet the growing use of syndicated film as spot carriers for stations.

Some stations — KELO, Sioux Falls, N. D., for one—are filming spots themselves at a nominal fee as a courtesy to sponsors of film series on the station.

Merchandising and promotion on a local station level is big news this year. Ziv and the NBC Film division have carried the ball for the last year, but more and more distributors are becoming aware of the need for increased publicity and promotion of syndicated shows in the local markets.

Premiums are also showing up in the local picture. Guild Films has arranged for over 200,000 Liberace records to be handed out by the series' bank and food sponsors in each city, while United Television Programs has equipped its salesmen with complete lines of glassware, jewelry and stationery tied up with its "Lone Wolf" series.

Distributors are expanding their staffs and sending out special publicity men on the road to fill this need for local level promotion and merchandising.

In the theatrical film field prices are coming down, as a result of a tightening up of the TV feature market. A flood of new features have made their way onto the TV scene in recent months.

Hygo bought 10 new-to-TV movies from Chesapeake Industries and General Teleradio acquired distribution rights to the Bank of America's 30 big name features.

Italian Film Export is readying 1,000 Italian pictures with English narration for distribution to U. S. stations this fall, and Fortune Films has another package of Italian features dubbed in English. RKO Pictures is expected to release a batch of old pictures to TV shortly.

## UHF'S MALNUTRITION

### Likes Films' Vitamins, Lacks Program Meat

By JACK SINGER

NEW YORK, May 22.—To UHF stations suffering from network programming malnutrition, TV film is proving to be a tasty morsel indeed. But there's a big jump between a healthy appetite and the ability to buy food to satisfy it, as many UHF stations are discovering.

Generally speaking, the economic whirlpool in which UHF stations are caught is not being eased much by the availability of top quality film. The reason, for the most part, is that the price of quality film shows is often too rich for UHF stations' blood.

Film syndicators, operating on a first-come-first-serve basis, are finding that the more wealthy VHF stations are the ones that are "coming first." Part and parcel of the picture is the fact that

the advertisers, at least those that can afford it, for the most part are taking the film shows that they buy to the VHF stations in preference to the UHF's.

The UHF stations hardest hit  
(Continued on page 68)

## 'Smilin' Jack' and 'X-9' Sign In for Minot TV

NEW YORK, May 22.—Minot TV, Inc., has made a deal with the King Features Syndicate for the TV rights to two veteran comic-strip properties, "Smilin' Jack" and "Secret Agent X-9." Minot has acquired the negatives of the motion picture serials made on these two titles by Universal Pictures between 1942 and 1945. The firm will put the existing films into syndication immediately and then will seek to make arrangements for further half-hour production.

There are 13 chapters in the "Smilin' Jack" serial and 26 in the "Secret Agent X-9." Tom Brown is starred as Smilin' Jack, and "X-9" has Scott Colt, Jean Rogers and Lon Chaney Jr.

Minot, which was organized only last month by Charles Amory, former vice-president of Pathe Laboratories, is currently peddling only the Hank McCune show, which is still in production in color by Filmcraft Productions. But Amory has made deals for at least three other series.

They are a variety show starring Rudy Vallee to be produced in Rome by Marion Parsonnet, a series in color on the Royal Canadian Mounted Police starring

## Stations Fancy Combo Buying, But Fail to Act

### 3 Film Reps Still Only Ones Active In Purchase Field

NEW YORK, May 22.—The idea of combined film buying has been enthusiastically accepted by TV stations at large. But so far this year they have not made very great strides in putting the principle into further practice.

The three buying representatives which were virtually the sole embodiment of the combined-buying concept in the beginning of this year are still actually the only operatives in this field today. Otherwise, there has been much talk but little action which can be reported.

The three actively functioning buying reps are still Sid Barbet's Buyers Associates, Lew Ginsburg's Amalgamated Buying Service and Bob Salk's Station Films.

Mark Hawley Associates, which was conceived as a brokerage operation rather than a buying rep, is still involved in its basic spade work. The one tangible step reported on this organization this year was the signing of a long-term exclusive contract with a new outfit known as TV Film Co-Operative Sales Company to serve as the station-contact side of the Hawley operation.

Marcel Leduc

Marcel Leduc, head of Co-Op, has been out soliciting the stations, and Hawley himself has been lining up the distributors and drawing up price lists for the stations which have named him their exclusive film buyer.

So far Hawley has only a dozen stations under contract, tho he claims to have been buying on a corresponding basis for some 40 more.

The station-owning members of the Theater Owners of America gave serious deliberation this year to the idea of forming their own TV film buying combine, but finally decided it had too many legal loopholes. Ginsburg's Amalgamated is the beneficiary of this turn of events, since the theater stations have now informally indicated they would all turn their buying chores over to him.

In addition, Ginsburg recently was out on a month-long, nine-State station tour drumming up accounts. Out of all this, Ginsburg expects to have over 30 stations under contract in due time.

Salk's Station Films has had any number of requests from stations to take on their film buying. But Salk and company still do not have any intention of taking on any station not represented for time sales by The Katz Agency, of which Station Films is a subsidiary. Meanwhile, Salk has taken on a few more Katz stations, and now has a total of 22. No other station representative  
(Continued on page 68)

## Crosley's Olympus Films Expands, Steps Up Output

CINCINNATI, May 22.—H. S. (Bert) Somson, recently named executive vice-president of the Crosley Broadcasting Corporation to head up the firm's two corporate divisions, WLW Promotions, Inc., and Olympus Film Productions, Inc., this week announced an expansion program for the two facets to further enhance services to advertisers.

Olympus Films, Inc., as part of the expansion program, will enter the field of syndicated films for TV. At the same time its production of commercial and industrial films is being stepped up, as well as the program for producing low-

cost TV commercials for sponsors, Somson says.

With newly added facilities in Hollywood and Chicago, Olympus will soon use prominent motion picture personalities to aid in broadening the scope of its national operations, Somson announced. Another new feature to be added will be more complete animation facilities for advertisers.

Somson was formerly president of Famous Features Motion Pictures of Hollywood, as well as president of Premier Radio Enterprises. He also has been a sales executive for Ziv in St. Louis and for Kling Studios in Chicago and Hollywood.

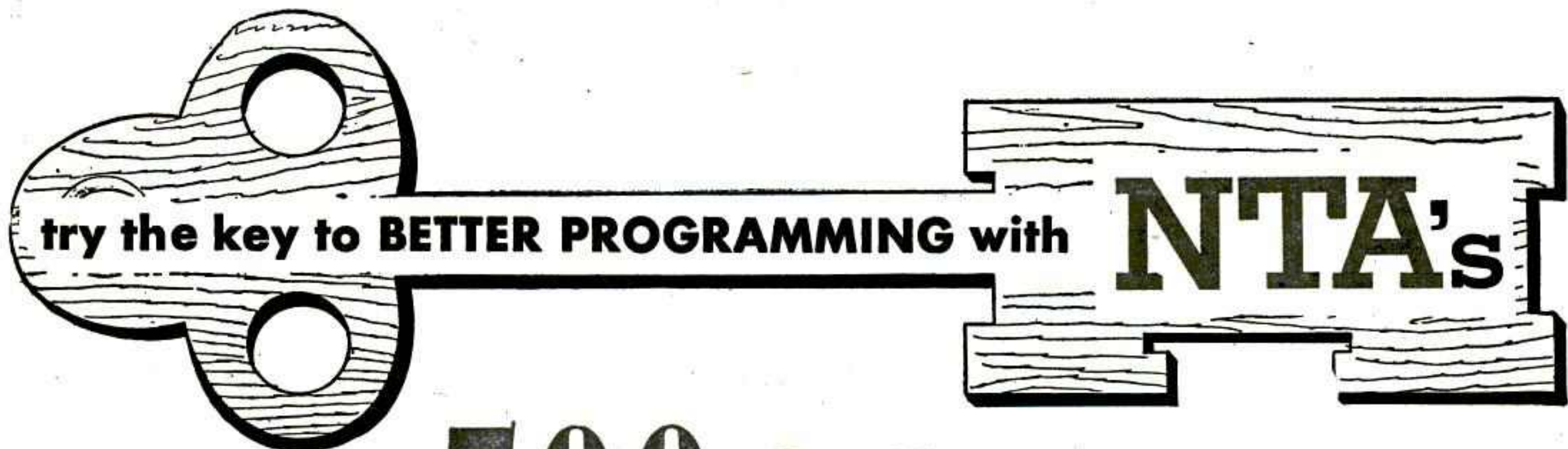
SPRAYS OF IVY

An open mind is not  
necessarily the equivalent  
of a hole in the head.

A line from the script of  
**The Halls of Ivy** starring  
Ronald Colman and his  
wife Benita Hume—  
coming soon.

Television Programs of America, Inc.  
729 SEVENTH AVENUE, NEW YORK 19, N. Y.





# 500 Golden Hours OF TELEVISION PROGRAMS ON FILM

"Trade Excitement" is the best way to describe the largest... most diversified library of quality television programs on film. We have it... you'll see it... at the NARTB convention in the Palmer House... Room 700 1/2.

**ASK ABOUT:** **THE JAMES MASON SHOW** featuring James and Pamela Mason and Richard Burton.

**HOLIDAY** with Ida Lupino, Edmund O'Brien, Joan Fontaine.

**THE PASSERBY** with exciting dramatic celebrities like Veronica Lake, Jackie Cooper, Fay Bainter, Kent Smith.

**INTERNATIONAL PLAYHOUSE** loaded with mystery, melodrama, intrigue.

**CHINA SMITH** featuring Dan Duryea.

**ORIENT EXPRESS** featuring Jean-Pierre Aumont, Patricia Roc, Cathy O'Donnell, Colette Marchand.

**PLAY OF THE WEEK** with top Hollywood names like Eddie Albert, Joan Leslie, Teresa Wright, Cesar Romero, Pat O'Brien and others.

**THE BILL CORUM SPORTS SHOW** with 26 of the GREATEST ATHLETES of the last half century.

**BOBO THE HOBO** with tuneful, musical puppets in each program.

**plus... OVER 250 HOURS OF AMERICA'S TOP FEATURE FILMS including:**

**CHAMPAGNE FOR CAESAR**, Ronald Colman, Celeste Holm, Vincent Price.

**MILLIONAIRE FOR CHRISTIE**, Fred MacMurray, Eleanor Parker, Richard Carlson.

**D.O.A.**, Edmund O'Brien, Pamela Britton, Luther Adler.

**THE FIREBALL**, Mickey Rooney, Pat O'Brien, Marilyn Monroe.

**MY DEAR SECRETARY**, Laraine Day, Kirk Douglas, Keenan Wynn, Helen Walker.

**MR. UNIVERSE**, Jack Carson, Janis Paige, Bert Lahr.

**IMPACT**, Brian Donlevy, Ella Raines, Charles Coburn.

**THE THIEF**, Ray Milland.

**AND... 31 of the FASTEST ACTION "WESTERNS" THAT EVER SWEEP ACROSS A SCREEN... REAL ACTION FROM START TO FINISH! Many of these series are now delivering mass audiences to advertisers... at low, low cost... in many markets.**

**If you want "real excitement"... TRY THE NTA KEY TO TOP TELEVISION PROGRAMMING... IN THE PALMER HOUSE, ROOM 700 1/2... NARTB CONVENTION.**



try this key to

**NTA's**

Golden Treasure Chest

You might be the lucky winner of 500 pieces of "gold" worth  
**\$ 250.00**

**VISIT THE NTA EXHIBIT ROOM 700 1/2 Palmer House, Chicago NARTB CONVENTION**

Look for the NTA Golden Girl at the convention. She has your lucky key.

or wire — write — phone



**National Telefilm Associates, inc.**

Executive Office: 625 Madison Ave., New York 22, N. Y. • Plaza 5-8200

Other offices: Boston, Beverly Hills, Detroit, Pittsburgh, St. Louis, Minneapolis, Denver, Chicago, District of Columbia, Dallas, Memphis, Miami, Philadelphia



PIX DISTRIBUTOR GUIDE

All Film Series Handled by Major Distributors Ready for September Air

With more TV film series available for airing this fall than ever before, The Billboard has compiled for use by all prospective purchasers of film, a complete directory of all product handled by major distributors which will be ready to go on the air as of September 1.

The following listing is made by distributors in alphabetical order. In addition to listing pertinent information about the distributors themselves, and showing the program series by program type and running time, this directory also shows two other key points of information. The number of episodes available for screening as of September 1 is given. Where designated by an asterisk (\*), sales effort is being made from a pilot film and production may be under way before September is sold. Also shown is the manner in which a program is being sold.

Under the "how sold" column, those series listed as "A" are new and are being made available for sale now for the first time; thus they are sold on a first-run basis only and are therefore not available for re-run sales in any market. A series listed as "B" is a series which has been available for sale prior to September 1, but those episodes sold on a "B" basis are new episodes and are being sold on a first-run basis only. A "how sold" listing of "C" also designates series hitherto available, so those episodes available are not new and thus are being sold as re-runs in markets where they have been seen in the past but are still available on a first-run basis where not shown up until now.

It is thus possible for a series to be listed twice, with some episodes sold on a "B" basis and some on a "C" basis. In such a case, the "B" films are new ones, not previously shown and not available on a re-run basis, while the "C" films may be purchased for re-showing in markets where they were already shown.

Table listing distributors and their programs. Columns include Title & Program Type, How Sold, Running Time, and Episodes Avail. 9/1. Includes ABC Film Syndication, Academy Film Productions, American Society of Interior Design, Associated Program Service, George Bagnall and Associates, Beekman-Leeds, Bengal Pictures, Blinkey Productions, Borden Productions, CBS Television Film Sales, Coffman Film Co., Combined Television-Pictures, Consolidated Television Sales.

Table listing distributors and their programs. Columns include Title & Program Type, How Sold, Running Time, and Episodes Avail. 9/1. Includes Paradise Island, Cornell Films, Coronet Films, Herman Hack Productions, Harley Productions, Imperial World Films, Independent Producers Film Exchange, International Film Bureau, Interstate Television Corp., Flamingo Films, Flight Lore, Franklin Television Productions, General Teleradio, Harry S. Goodman Productions.

Table listing distributors and their programs. Columns include Title & Program Type, How Sold, Running Time, and Episodes Avail. 9/1. Includes Streamlined Fairy Tales, Guild Films Co., Herman Hack Productions, Harley Productions, Imperial World Films, Independent Producers Film Exchange, International Film Bureau, Interstate Television Corp., Flamingo Films, Flight Lore, Franklin Television Productions, General Teleradio, Harry S. Goodman Productions.

Table listing distributors and their programs. Columns include Title & Program Type, How Sold, Running Time, and Episodes Avail. 9/1. Includes Playhouse 15, MPTV Syndication Corporation, Charles Michelson, Inc., Minot TV, NBC Film Division, National Telefilm Associates, Official Films, Post Pictures Corporation, Walter Schwimmer Productions, Screen Gems, Snader Productions, Sportsvision.

Table listing distributors and their programs. Columns include Title & Program Type, How Sold, Running Time, and Episodes Avail. 9/1. Includes Sterling Television Co., Inc., Syndicated Films, The TeeVee Company, Tel Ra Productions, Telefilm Enterprises, Telenews Productions, Telescene Film Productions, Television Programs of America, Texas Rasslin Sportatorium, J. Walter Thompson, 20th Century Fox TV Productions, United Press Associations, United Television Programs, United World Films.

(Continued on page 68)



**FIRST COLOR FILM DIRECTORY**

**Series With Some or All Episodes Now Available From Distributors**

The interest in color TV developments has raised the question of the availability of TV film series which can be shown in multichrome. Altho admittedly the rush to color production still is in the future, a sufficient number of series have had some or all episodes shot in color to make a recapitulation worth while. The following directory, then, is of any series being handled by major distributors of which at least some episodes are available in color. Distributors are listed alphabetically. The number of episodes available in color, as of September 1, is shown after the listing of each series.

| Title & Program Type   | Running Time | No. Color Episodes Avail. 9/1 |
|--|--------------|-------------------------------|
| <b>Associated Program Service</b><br>221 Fourth Ave., New York |              |                               |
| Americans at Work (Docum.)                                     | 12           | 13                            |
| American Standard of Living (Docum.)                           | 12           | 52                            |
| Made in America (Docum.)                                       | 12           | 26                            |
| Arts and Crafts (Educ.)  | 12           | 13                            |
| Nature Time (Child.)   | 12           | 39                            |
| Science for Living (Educ.)                                     | 12           | 39                            |
| Safety Campaign (Educ.)  | 12           | 6                             |

| Title & Program Type                 | Running Time | No. Color Episodes Avail. 9/1 |
|--------------------------------------|--------------|-------------------------------|
| Here's to Your Health (Health)       | 12           | 18                            |
| What Do You Know About You (Health)  | 12           | 13                            |
| Armchair Traveler (Travel)           | 12           | 39                            |
| Know America (Travel)                | 12           | 13                            |
| Children All Over the World (Travel) | 12           | 18                            |
| Home Making Series (Women's)         | 12           | 13                            |
| Storyland (Child.)                   | 12           | 9                             |

| Title & Program Type   | Running Time | No. Color Episodes Avail. 9/1 |
|--|--------------|-------------------------------|
| Junior Science (Science)   | 15           | 39                            |
| Paris Precinct (Drama)   | 30           | 39                            |
| <b>Official Films, Inc.</b><br>25 West 45th St., New York          |              |                               |
| Town and Country Time (Music)                                      | 26           | 26                            |
| <b>Sterling Television Co., Inc.</b><br>205 East 43d St., New York |              |                               |
| Hollywood Is the World (Misc.)                                     | 15           | 26                            |
| Betsy and the Magic Key (Child.)                                   | 15           | 39                            |
| World We Live In (Travel)  | 15           | 52                            |
| Armchair Adventure (Adv.)  | 15           | 104                           |

| Title & Program Type  | Running Time | No. Color Episodes Avail. 9/1 |
|---|--------------|-------------------------------|
| <b>George Bagnall &amp; Assoc.</b><br>109 N. La Cienega Ave., Beverly Hills, Calif. |              |                               |
| This Is Hawaii (Music)  | 30           | 13                            |
| <b>Thos. J. Barbre Productions</b><br>1215 East Virginia Ave., Denver               |              |                               |
| Valley of the Standing Rocks (Adv.)   | 24           | 1                             |

| Title & Program Type   | Running Time | No. Color Episodes Avail. 9/1 |
|--|--------------|-------------------------------|
| <b>Bengal Pictures</b><br>3102 Quincy St., N. E., Albuquerque, N. M. |              |                               |
| Tales of the Old West (West.)  | 12           | 13                            |
| Adventures of Col. Idaho Ellison (West.)                             | 26           | 13                            |

| Title & Program Type   | Running Time | No. Color Episodes Avail. 9/1 |
|--|--------------|-------------------------------|
| <b>Blinky Productions, Inc.</b><br>106 West End Ave., New York |              |                               |
| Adventures of Blinky (Child.)                                  | 12           | 39                            |

| Title & Program Type                                     | Running Time | No. Color Episodes Avail. 9/1 |
|--|--------------|-------------------------------|
| <b>Coffman Film Co., Inc.</b><br>4519 Maple Ave., Dallas |              |                               |
| Meet the Stanfords (Comedy)                              | 12           | 26                            |

| Title & Program Type                                  | Running Time | No. Color Episodes Avail. 9/1 |
|---|--------------|-------------------------------|
| <b>Cornell Films, Inc.</b><br>1501 Broadway, New York |              |                               |
| Jimmy Demaret Show (Sport)                            | 13           | 13                            |
| Adventures Out of Doors (Sport)                       | 13           | 13                            |

| Title & Program Type                                   | Running Time | No. Color Episodes Avail. 9/1 |
|--|--------------|-------------------------------|
| <b>Coronet Films</b><br>65 E. South Water St., Chicago |              |                               |
| Getting Along Socially (Educ.)                         | 13           | 13                            |
| Democracy at Work (Educ.)                              | 13           | 13                            |
| The World of Yesterday (Educ.)                         | 13           | 13                            |
| Nature in Action (Educ.)                               | 13           | 13                            |
| Science in Action (Educ.)                              | 13           | 13                            |
| Dating, Marriage and Family Living (Educ.)             | 13           | 13                            |
| Home Management (Educ.)                                | 13           | 13                            |
| Sport Skills (Educ.)                                   | 13           | 13                            |
| Reading Enjoyment (Educ.)                              | 13           | 13                            |
| Your Health and Safety (Educ.)                         | 13           | 13                            |
| Your Days at School (Educ.)                            | 13           | 13                            |
| American Heritage (Educ.)                              | 13           | 13                            |
| Personality Development (Educ.)                        | 13           | 13                            |
| Animal Adventures (Child.)                             | 13           | 13                            |
| How Others Live (Educ.)                                | 13           | 13                            |
| Career Planning (Educ.)                                | 13           | 13                            |
| Stories for Children (Child.)                          | 13           | 13                            |

| Title & Program Type                              | Running Time | No. Color Episodes Avail. 9/1 |
|---|--------------|-------------------------------|
| <b>Dynamic Films</b><br>112 W. 89th St., New York |              |                               |
| Funny Bunny (Child.)                              | 15           | 26                            |

| Title & Program Type                                | Running Time | No. Color Episodes Avail. 9/1 |
|---|--------------|-------------------------------|
| <b>Flamingo Films</b><br>509 Madison Ave., New York |              |                               |
| Top Secret (Adv.)                                   | 15           | 13                            |

| Title & Program Type                                       | Running Time | No. Color Episodes Avail. 9/1 |
|--|--------------|-------------------------------|
| <b>Guild Films Co., Inc.</b><br>420 Madison Ave., New York |              |                               |
| The Liberace Show (Music)                                  | 26           | 13                            |

| Title & Program Type   | Running Time | No. Color Episodes Avail. 9/1 |
|--|--------------|-------------------------------|
| <b>Hartley Productions, Inc.</b><br>20 W. 47th St., New York |              |                               |
| Inside Decoration (Women's)                                  | 13           | 5                             |
| Marion Palmer Workshop (Women's)                             | 13           | 5                             |

| Title & Program Type                                  | Running Time | No. Color Episodes Avail. 9/1 |
|---|--------------|-------------------------------|
| <b>Imperial World Films</b><br>49 E. Oak St., Chicago |              |                               |
| Wrestling From International Amphitheater (Sport)     | 57           | Con.                          |
| Wrestling From International Amphitheater (Sport)     | 26           | Con.                          |

| Title & Program Type  | Running Time | No. Color Episodes Avail. 9/1 |
|---|--------------|-------------------------------|
| <b>Independent Producers Film Exch.</b><br>6327 Santa Monica Blvd., Hollywood |              |                               |
| Africa and Animals  | 15           | 13                            |

| Title & Program Type   | Running Time | No. Color Episodes Avail. 9/1 |
|--|--------------|-------------------------------|
| <b>International Film Bureau, Inc.</b><br>57 E. Jackson Blvd., Chicago |              |                               |
| How Does Your Garden Grow? (Misc.)                                     | 26           | 52                            |

| Title & Program Type  | Running Time | No. Color Episodes Avail. 9/1 |
|---|--------------|-------------------------------|
| <b>International 16mm. Corp.</b><br>165 W. 46th St., New York |              |                               |
| Musical Moods (Music)   | 10           | 16                            |

| Title & Program Type  | Running Time | No. Color Episodes Avail. 9/1 |
|---|--------------|-------------------------------|
| <b>Kling Studios, Inc.</b><br>1058 W. Washington Blvd., Chicago |              |                               |
| King Catco (Child.)   | 13           | 65                            |
| Sleepy Joe (Child.)   | 26           | 13                            |

| Title & Program Type                                    | Running Time | No. Color Episodes Avail. 9/1 |
|---|--------------|-------------------------------|
| <b>Lakeside TV Co., Inc.</b><br>1465 Broadway, New York |              |                               |
| Adventure Is My Job (Adven.)                            | 13           | 13                            |

| Title & Program Type                                | Running Time | No. Color Episodes Avail. 9/1 |
|---|--------------|-------------------------------|
| <b>Minot TV, Inc.</b><br>509 Madison Ave., New York |              |                               |
| Hank McCune Show (Comedy)                           | 30           | 52                            |
| Royal Canadian Mounted Police (Adv.)                | 30           | 26                            |

| Title & Program Type  | Running Time | No. Color Episodes Avail. 9/1 |
|---|--------------|-------------------------------|
| <b>MPTV Syndication Corp.</b><br>655 Madison Ave., New York |              |                               |
| Duffy's Tavern (Comedy)                                     | 30           | 26                            |

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**26 More for Weiss**  
HOLLYWOOD, May 22.—Adrian Weiss, of Adrian Weiss Productions, revealed this week that he plans to produce an additional 26 "Craig Kennedy, Criminologist" telefilm mystery episodes for fall syndication. His decision to film more shows was based on increased sales and generally high-level ratings, Weiss said. Louis Weiss & Company will distribute.

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## UNIONS BATTLE IT OUT OVER CANADA EXHIBIT

### CNE Caught in Midst of Variety Artist-Musician Bitter Warfare

NEW YORK, May 22. — A knock-down, drag-out battle between the American Federation of Musicians and the American Guild of Variety Artists, both on the eve of their annual conventions, with the Toronto AFM local leading the fight, has made the Canadian National Exhibition grandstand show the latest battleground for the two unions.

CNE's general manager, Hiram McCallum, and CNE's Jack Arthur, booker and producer, were induced to come to New York by Eddie Elkort, American rep of Lew & Leslie Grade, British talent agency, to discuss terms with Jack Irving, AGVA head. No agreement was reached.

Irving insisted that CNE sign a minimum basic agreement with AGVA by June 3, or the CNE, which starts rolling August 2 and winds up September 11, would be placed on the unfair list. He also demanded that 300 former AGVA members who left to join the Toronto musicians local be returned to AGVA.

McCallum returned to Toronto suggesting that Ontario's Labor Minister may be asked to intercede with AFL President George Meany to settle the differences. McCallum charged both unions with sabotaging the grandstand show which is to be headed this year by Roy Rogers. McCallum charged the unions with trying to force CNE to settle their differences, "over which we have no control."

#### Foreign Offer

Earlier, Thursday (20), Walter M. Murdoch, president of the Toronto AFM local, offered a certified check to CNE to pay the round trip fares of a British or Continental headliner, thereby avoiding CNE's use of an AGVA star.

Murdoch had previously informed Jack Arthur that musicians would play for acts signed before January. But apparently an exception was made in Roy Rogers' case, who was signed last

October. Rogers, however, is a member of AGVA and the Associated Actors and Artistes of America, parent body of AGVA and the Screen Actors' Guild.

If AGVA places CNE on an unfair list, Rogers would play the date on pain of being penalized by SAG. Murdoch implied other action. "Roy Rogers has signed a \$10,000,000 contract with a major studio in Hollywood where we (AFM) have a contract."

A Metropolitan Opera troupe is also scheduled to open in Toronto May 24. The troupe consists of members of the American Guild of Musical Artists, also part of the Four A's. Murdoch hasn't ruled on whether his musicians will play for them.

#### British Variety

Jack Irving, AGVA head, said he was phoning the British Variety Artists Federation to inform it of Murdoch's offer of \$10,000, and warning the English union of the current battle between AGVA and AFM. "I'm sure the VAF will co-operate with us," Irving said.

Previously Murdoch said, "It is distressing but not surprising to learn that AGVA, which is not

even registered under Canadian law as a legitimate trade union, has declared it will attempt to carry out its threatened 'boycott' of the Canadian entertainment field and particularly the Canadian National Exhibition. . . . The alternative for CNE is now as inviting as it is clear. Commitments previously made by the Toronto Musicians' Association have made it possible for the CNE to produce any type of show it desires, utilizing AGVA or any other talent it finds useful. If the AGVA boycott means a preponderately all-Canada talent show, so much the better."

#### Irving Statement

AGVA's Jack Irving replied that "Canadian people are being used by Walter Murdoch as cannon fodder to aid Petrillo's (James C. Petrillo, AFM president) improper campaign. It is astonishing how the people of Toronto have capitulated to Murdoch's tyranny. He has apparently frightened everybody of consequence into inaction. For no reason at all he has decreed that

(Continued on page 69)

## EDITORIAL

### No Time to Be Weak

Meekness is sometimes an asset — but not when it endangers the economic lives of many people. The proposed New York City 5 per cent admissions tax on amusements poses just such an economic threat, and amusement enterprises throughout the country must be forewarned to combat similar moves by local government administrations. Such a tax can be ruinous and throws into a state of jeopardy not only the actor and performer, but also the entrepreneur and operator. In the long run, such a tax weakens a municipality's trade channels even while it offers the spurious lure of ready cash.

It is difficult to secure relief once a tax law is passed. And when relief is obtained, it is only a partial lifting of the impost. Night clubs and cabarets, for instance, still are burdened with the Federal 20 per cent tax. Other segments of the entertainment industry found relief only after long and costly battling.

#### \$16,000,000 Haul

The New York City bill is estimated to yield \$16,000,000. The city has the power to impose, at a rate not to exceed 5 per cent, a tax on theaters, operas, bowling alleys, billiard parlors, athletic fields, sporting arenas and "other similar places of entertainment" except boxing, sparring and wrestling. Entertainment in hotels, cabarets and night clubs fall within the scope of the bill.

Show business executives opposing the levy termed it "ruinous," "a shocking thing" and "discriminatory." James F. Reilly, executive director of the New York League of Theaters, called the tax "an oppression." Ralph Bellamy, president of Actors Equity, said the levy, on top of the federal 10 per cent impost, would hurt the financing of legit shows, cut the run of plays and cause unemployment. Night club spokesmen declared the impost, added to the federal tax and the 3 per cent sales tax, makes a total tax of 28 per cent—an "unconscionable" burden.

It is unfortunate that these colorful phrases are true. True to such a degree that show business across the country must be motivated to plan ahead and combat effectively all such ill-advised revenue-raising maneuvers.

You're asking for it if you take it lying down.

## NEWS AT A GLANCE

### Talent Boards Show Train; Tour Set for Champions; Newark Test

PITTSBURGH, May 22.—Acts will be used for the first time in recent history to amuse passengers on a round trip "show-train" set to start here for New York June 4. The deal was made by travel agent Robert C. Deitz for about 300 passengers on a chartered train. Each passenger will get a dinner at the Latin Quarter, go to Radio City Music Hall, take

a Circle Line tour around the city and stay overnight at the Henry Hudson Hotel. The cost will be \$49 each. Talent will work the round trip but will pay for their own rooms and board while in New York.

#### CHAMPIONS SIGN FOR "TONIGHT" TOUR . . .

HOLLYWOOD—Marge and Gower Champion have been set as the stars of a drama, music and dance presentation tagged "Three for Tonight" which Paul Gregory will produce this fall.

The Champions, who recently completed "Three for the Show" for Columbia Pictures, will have the backing of the Walter Schumann choral group integrated with their dance sequences.

"Three for Tonight" is scheduled to open a West Coast tour on October 28, and continue thru to the following spring.

#### NEWARK ADAMS TO TRY VAUDE-BURLY POLICY . . .

NEWARK, N. J.—The Adams Theater, here, will try with a vaude-burly policy starting May 28. The act portion will headline The Four Knights as part of a Harlem revue. If the policy works, the management will go out for similar packages headed by fair record names.

#### MURPHY, LOMBARDO OPENINGS THE SAME . . .

NEW YORK—Elliot Murphy's 10th annual "Aquashow" will open at Flushing Meadows, here, the end of June, coincidental with the opening of Guy Lombardo's "Arabian Nights" at Jones Beach. The Lombardo spectacle will be a semi-book show; the Elliot Murphy package will maintain the same format it has in the past.

#### YMA SUMAC LOSES DOUGH IN BRITAIN . . .

LONDON — Yma Sumac claimed she lost money on the first 10 of her 20 British concerts thru lack of publicity. The singer, who received \$5,000 a show on her recent Italian tour took a big cut for the English season and played here to half houses.

### Cornell Cracks Detroit Record

DETROIT, May 22.—Don Cornell broke the all-time record at the Gay Haven, here, held by Christine Jorgensen. His first time in, a year ago, Cornell played to 5,500 people on his 10-day date. Up to Thursday (20) he played to about 5,600 people, with three days left to go. Mickey Chiado, Gay Haven operator, estimated that the total for the Cornell date will be about 7,000 people.

Christine Jorgensen, who held the previous record, worked for 10 days to 5,900 people.

## SPEAKING OF LEGIT

By BOB FRANCIS

Comes mid-May and Dan Blum, editor of Theater World, pictorial annual history of the Broadway season, picks his selections for the most promising contributions to the 1953-1954 Broadway scene. This year's plaque winners received their awards at the Barberry Room Tuesday (18). The 12 award winners are: Orson Bean ("Almanac"), Harry Belafonte ("Almanac"), James Dean ("Immoralist"), Joan Diener ("Kismet"), Ben Gazzara ("End as a Man"), Carol Haney ("The Pajama Game"), Jonathan Lucas ("The Golden Apple"), Kay Merrill ("Lullaby"), Scott Merril ("Three Penny Opera"), Elisabeth Montgomery ("Late Love"), Leo Penn ("Girl on the Via Flaminia") and Eva Marie Saint ("Trip to Bountiful"). Each of the winners will get a full-page spread in the new edition of the Theater World, Vol. 10, which will be published next September. . . . Incidentally, Dan Blum, after years of putting the Broadway scene on paper, is tipping his hand toward producing. If all goes well, next season he is tying up with Tom Ewell on sponsorship of an intimate revue, in which Carol Channing has

expressed more than considerable interest.

It is pleasant to have an Actors' Equity head who doesn't mince words. Prexy Ralph Bellamy sounded off against the League of New York Theaters a week or two ago and latest he is telling off J. J. Shubert, an outfit which for some reason or other has seemed to be sacrosanct from criticism. Nobody disputes Bellamy's courage, but it is the more delightful that an Equity head has the guts to tell off the Shubert interests when his union ox is gored. Bellamy lost no time in replying to J.J.'s criticism of Equity by pointing out that "as the largest single theater owner" with "the largest proportion of all theatrical productions," that Equity was not impressed "that Mr. Shubert or any one in the Shubert office seems to be greatly distressed." To paraphrase a line from Justin Huntley McCarthy's "If I Were King," it seems that "A man has come to court!"

This department's face is exceedingly red due to some glaring errors which have crept into the eligibility listings for voting in the 11th Annual Donaldson Awards. (1) "Teahouse of the August Moon" is not a first play by its author to reach Broadway. "Tea and Sympathy" obviously is, and is therefore eligible for votes in that category. (2) The cast of "The Little Hut" was inadvertently omitted from the credits. For the record it is here-with given: Colin Gordon, Anne Vernon, Roland Culver, John Granger and Ray Gil. (3) "The Girl on the Via Flaminia" is listed as playing at the Circle in the Square, it should be the 48th Street Theater. Also cast corrections should credit Lola D'Annunzio as playing Adele Pulcini and Emelie Stevens as Nona. (4) Furthermore, the following members of "Flaminia" cast are

(Continued on page 30)

## ACTS AND ATTRACTIONS

Leo Morgan will be the new producer of the Sid Caesar TV show. . . . George De Witt and the Novelites will be on the Marjha Raye show at the Miami Beach Beachcomber next summer. . . . Bambi Linn and Rod Alexander will be the permanent fixtures on Max Liebman's TV show. Judy Holiday may also do spots on the same show. . . . Jane Fraw in will play the Desert Inn, Las Vegas, June 22.

Incidentally Miss Froman's summer replacement on General Electric's CBS-TV show will be Merv Griffin. . . . Leonard Romm became Dick Contino's new personal manager. . . . American Guild of Variety Artists will give RKO Palace a plaque on theater's fifth anniversary with flesh "for bringing back vaudeville and in commendation for its efforts to encourage and foster live talent."

Jules Munshin will be the first headliner on Colgate's "Comedy Hour" which starts June 6. Format will be "New Faces." Nat Carson will produce. . . . Jerry Levy is Joey Bishop's new manager. . . . Charlie Gracie (on Cadillac Records) will get his first cafe date at Detroit's Hay Haven coincidental with the release of his "Boogie-Woogie Blues." Reason for the hold-back was his coming of age, making him old enough to work night clubs.

Allen Jones will start a series of concerts in Australia and New Zealand. . . . Singer Bob Ellis, who owns the Town and the Mahogany clubs in St. Thomas, Virgin Islands, is in town on a buying trip. . . . Montreal's Seville Theater now on a spot booking policy. . . . Three Suns just wound up eight months at the Astor Hotel and open June 7 at the Casino Royal, Washington. . . . Fred Hellerman and Tom Avera, folk singer and piano-vocals respectively, start the new policy at The Bonfire on the East Side.

Jeff Cain, co-author of Du Mont's "Marge & Jeff," now working on a solo act for clubs. . . . Kurt Maier is back at the Little Club. . . . Arthur Semon became "casting director" (whatever that is) for Trend Artists. . . . Dean Martin and Jerry Lewis' one-nighter last week in Kansas City's Municipal Auditorium drew a near-capacity crowd of more than 9,000. . . . The East Side Show Bar, Detroit, operated by Peter and Helen Christy, is changing to black and tan policy. Current show includes Little Willie, tap dancer; Cha Cha Hogan, emcee, and Lord Benjamin and His Royal Four.

British comic Bob Monkhouse collapsed from overwork after the first of his new BBC-TV series "Fast and Loose" last week. . . . British singer Pat Kirkood leaves for the U. S. June 29 for the opening of Val Parnell's "Palladium Show" at the Desert Inn, Las Vegas, Nev., on July 6.

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Betty Reilly replaces Yvonne Adair in the show at the Palmer House, Chicago, for the rest of the

(Continued on page 30)

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# "LIKE NBC SAYS, GEORGE GOBEL IS A SENSATION!"



Bill Smith—

Billboard Front Page

# George Gobel

## The Billboard

By BILL SMITH

It was a shy, diffident George Gobel who came on the raised platform of the Waldorf-Astoria's Empire Room Thursday (6) here in New York looking somewhat pathetic, like a lamb being taken to slaughter. But he wasn't on for more than 30 seconds before he proved his ability. He may have looked like a lamb, but he worked and came off a proverbial lion—a smash hit.

Announced as "NBC's newest comedy sensation," Gobel at once took himself off the spot by explaining, "It's not the best act in the world," immediately ingratiating himself with a jammed room.

### A Funny Lad

It can be said that Gobel, tow-haired, crew-cropped and pint-size, is a very funny lad. His underselling style, previously caught at the Pierre Hotel, is now better than ever. An offhand delivery, almost a series of throwaways, is loaded with yock-provoking tag lines.

He began on the subject of losing weight, gave his marital life a few gentle onceovers, took a couple of pokes at the medical profession and ended on a series of atrocious puns.

All thruout, however, there was a skein of audience identification which is the hallmark of the skilled comedian. The audience reaction was tremendous.

May 15, 1954  
Waldorf-Astoria, N. Y.

**Variety:** . . . Seldom does a performer make his case in so sock a fashion as opening night at the Empire Room. The customers not only were in continuous uproar, but they were converted on the spot into Gobel propagandists.

Gobel can play any theatre or cafe in the world where English is understood. His humor is urbane, sly but never malicious, meaningful but never mean. He demonstrated that he is one of the great entertainers of the 1950's. Land.

**Jack Benny says:** "George Gobel is one of the brightest new comedians to come along in years. I think he's terrific."

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Personal Management:

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# HOCUS-POCUS

By BILL SACHS

**CHARLES McDONALD**, manager of **Blackstone** the Magician, phoned from Philadelphia to deny a report carried last week in another trade paper to the effect that the Blackstone show had been sold lock, stock and barrel, including title, to **Harry Albacker**, Pittsburgh baffle, for \$40,000. According to the story, Blackstone would soon announce his retirement, and Albacker would tour the unit next season under the Blackstone billing. McDonald disclaimed any knowledge of such an arrangement, and surmised that the rumor got rolling over the fact that Albacker had dickered with Blackstone over some equipment which the latter had stored at Colon, Mich., and which Blackstone planned to unload. The Blackstone show closed its season a month ago in Peoria, Ill., after a 15-week tour. While the season was a brief one, it was most gratifying from a financial standpoint, McDonald says. He further reports that Blackstone will be back on the road next October for another swing around his established stands. Blackstone has been vacationing the last several weeks in Biloxi, Miss. . . . **Princess Yvonne**, one of the more successful mentalists of a few seasons back, and her husband-manager, **Doc Irving**, are still active in the Philadelphia area, where they settled after quitting the road a dozen years ago. The Princess still keeps her hand in the mental business with an occasional show in the Philly territory, while Doc keeps busy dabbling in magic or anything that will net him a fast buck. Currently he is promoting and managing a new amusement park and beach located in the Greater Philadelphia area. . . . **The Fabulous Mr. Lyle**, formerly known as **Lyle and Company**, who has been clicking handsomely on Canadian dates in recent weeks, has at least another month to go in Canada before returning to the States. He recently played Montreal and

Rouyn, Que.; last week was at the St. Maurice Hotel, Three Rivers, Que., and this week is current at Sorel, Que. He follows that with Quebec City, a return in Montreal, and then Ottawa and Toronto.

**BRANDON** and His "Arabian Nights" mystery show winds up the season at the Lewis & Clark Auditorium, Spokane, May 25, sponsored by the Spokane Central Labor Council. According to **Chuck Burnes**, of the show, advance ticket sale has already hit 5,100, a record for any similar attraction in Spokane. **Jack Knight**, who handled the advance for Brandon, will resume his duties ahead of the Clyde Beatty Circus for the summer. Brandon plans to reopen in Northern California the first week in September. . . . **The Chaudets, Bill and Mary**, are playing club dates thru the State of Washington. . . . The Southeastern Magicians' Convention to be held in Columbia, S. C., will this year be a two-day event instead of one as in the past, according to **Isadore L. Culler**, president and treasurer of the group, who says the boys are going all out to put on a real magic wing-ding. Dates are August 20-21; the place, the Hotel Wade Hampton. Culler typewrites that his furniture business and other interests have curtailed his magic activity, altho he did find time recently to do a TV show in both Columbia, S. C., and Augusta, Ga. **Preston the Magician** is doing a weekly show on WBJF, Augusta, sponsored by the Culler furniture marts. . . . **Lester (Marvelo) Lake** has been appearing on various TV shows over WLW-T, Cincinnati, in recent weeks in connection with the promotion on the Columbia picture, "The Mad Magician." The Marvelo shows were also beamed over the other Crosley TV outlets, WLW-C, Columbus, O., and WLW-D, Dayton, O. Lake also served as judge on the station's Greatest Magician Contest. . . . **George Schindler**, Brooklyn necromancer and comic, after winding up at Scotty's Highland Lounge Miami Beach, Fla., May 17, hit out for Washington for a pair of lush club dates. . . . **John Siems**, magical clown, set for a return date at Soldier Field, Chicago, July 4, by **Sam Levy**, of the Barnes-Carruthers office.

# BROADWAY SHOWLOG

Performances Thru May 22, 1954

| DRAMAS                         |                |
|--------------------------------|----------------|
| Anniversary Waltz              | 4-7, '54 53    |
| Caine Mutiny Court             |                |
| Martial                        | 1-20, '54 141  |
| King of Hearts                 | 4-1, '54 60    |
| Ondine                         | 2-18, '54 108  |
| Oh, Men! Oh, Women!            | 12-17, '53 180 |
| Praise of Folly                | 2-23, '54 87   |
| Sabrina Fair                   | 11-11, '53 220 |
| Tea and Sympathy               | 9-30, '53 268  |
| The Fifth Season               | 1-23, '53 558  |
| The Remarkable Mr. Pennypacker | 12-30, '53 165 |
| The Seagull                    | 5-11, '54 14   |
| The Seven-Year Itch            | 11-20, '52 630 |
| The Solid Gold Cadillac        | 11-5, '53 228  |
| The Tea House of August Moon   | 10-15, '53 255 |
| MUSICALS                       |                |
| By the Beautiful Sea           | 4-8, '54 52    |
| Can-Can                        | 5-17, '53 436  |
| Comedy in Music                | 10-2, '53 267  |
| Fledermaus                     | 5-19, '54 5    |
| John Murray Anderson's Almanac | 12-10, '53 188 |
| Kismet                         | 12-3, '53 196  |
| Pajama Game                    | 5-13, '54 12   |
| Pianorama World                | 5-12, '54 13   |
| The Girl in the Pink Tights    | 3-5, '54 91    |
| The Golden Apple               | 3-10, '54 85   |
| The Three-Penny Opera          | 3-10, '54 85   |
| Wonderful Town                 | 2-25, '53 516  |
| CLOSING                        |                |
| Pinafore                       | 5-18, '54 8    |
| Confidential Clerk             | 5-11, '54 16   |
| Showboat                       | 5-5, '54 13    |
| COMING UP                      |                |
| The Sorcerer                   | 5-25, '54      |

## Danny Thomas

Continued from page 28

(stepped on by a horse) is turned into a hilarious dialog. Songstress **Larti Stevens**, on her first Las Vegas date, is throatily pleasing, altho attired in a ridiculous gown making her look like an upside-down champagne glass. Her numbers include "Sing You Sinners," "A Song of Love," "La Vie en Rose," "Paper Moon," "Birth of the Blues" and a calypso number "It's Hot Down There on the Island of Jamaica." The audience enthusiasm is dampened by its anticipation of **Danny Thomas**, however. In a brief routine with the chorus line, 11-year-old tapper **Henry (Honeyboy) Watson** makes the crowd clamor for more, but any encores are sacrificed to the time allotted to the star. The **Copa Girls** of the line are pleasingly attractive and sexily costumed, altho not the most versatile on the strip. **Ed Oncken**.

## Felo and Bruno

Nina Dabor, Freddie Alonso's ork, Jose Pillado group.

(Chateau Madrid, New York, May 19.)

This is **Felo and Bruno's** third or fourth time in the spot, and judging from the audience reaction—what there was of it—they like them. Two lads play expertly enough, but it isn't their piano technique that gets the attention. It is the clowning, the doubling back and forth, the sudden jump from the keys to hoofing bits front and center that makes them a commercial act. **Nina Dabor**, a stacked brunette with looks to match, showed a lot more personality than she did voice or experience. A routine of "April in Portugal," followed by a medley from a hit show, plus "La Vie en Rose," sound like an okay set-up. But to sell it one needs proper use of hands which can be acquired only thru working at it. **Jack Singer**.

## Lecuona Cuban Boys

Tina and Coco, Rudy Cardenas, Janik and Arnaut, with Nellie Castell and Rafael Hernan featured with the Cuban Bc.'s.

(Marine Dining Room, Edgewater Beach Hotel, Chicago, Friday, May 14.)

The house has come up with a winner in this show, a diversified and eye-catching round-up of top performers, especially **Rudy Cardenas**, **Janik and Arnaut**, and **Tina and Coco**. The **Lecuona Cuban Boys**, 13 men and a girl, put on a complete Latin festival, aided by the dancing and costuming of the **Dorothy Hild Dancers**. The boys get good response to their Latin stylings and for the songs of **Nellie Castell** and **Rafael Hernan**. The only weakness is their inability to cut the show-backing chore for the rest of the acts. **Tina and Coco**, sisters, are the

# BURLESQUE BITS

By UNO

**Tirza** and her wine bath began an all-summer engagement with the **Sam Prell Broadway Shows** on May 23 in Harrisburg, Pa. The contract calls for eight still dates and 19 fair dates, with Tirza to operate both her own show, which will feature the bath apparatus, and the closing show. . . . **Bernie Miller** is emcee at the **Glen Casino** in **Williamsville, Buffalo**. . . . **Jack Montgomery** launched his revue, "Peep Holes of Paris," in the **Montmartre Club, Greenwich Village, New York**, on May 20 with a cast consisting of **Sally** and her monkey, **LaSavona**, **Bob Hart**, **Lorraine King**, **Anne Cappie**, **Knilla**, **Diane Carter**, **Diane Valli** and **Babs Anderson**. . . . **Michael Chimes**, former harmonica single in vaude and burly, introduced a new act at the **Palace, New York**, last

week for a rather novel instrumental turn. The act also includes his daughter, **Marilyn**, 16, who accompanies at the piano, and his three sons, **Gilbert**, 11; **Craig**, 8, and **Michael Jr.**, 7, all harmonica players. . . . **Jeannette Dupree**, best remembered as the first wife of the late **Billy (Beef Trust) Watson**, for her long-time engagements with various **Gay 90's** troupes and, before that, as owner and manager of an independent burly show, died May 18 at the age of 74 from a heart attack in the **Polyclinic Hospital, New York**. Funeral services were held May 21 in **Cook's Chapel, Manhattan**. It was in **Miss Dupree's** cast that **Jim Barton** made his burly debut back in the early 1900's as one of a trio of **Barton, Johnnie Barry** and **Mickey Markwood**, each later appearing in other shows as headliner comedians. . . . **Harry Kane** opens for the summer as director of activities, **Decoration Day**, in the **National Hotel, Swan Lake, N. Y.**, thru **Harry Cutler**.

## ACTS AND ATTRACTIONS

Continued from page 26

run. The Irish senorita was rushed in when **Miss Adair** left the show due to a case of flu. Another change in the **Palmer House** revue was made when **Mata**, of **Mata and Hari**, twisted her foot during one of the shows, causing a torn ligament. **Eileen O'Dare** is filling in on the bill until **Mata and Hari** return sometime this weekend, and then will continue on the bill as an added attraction. **Jose Greco** opens at the **Palmer House** June 1.

**Ivan Black**, legit p.a., will become a producer next fall when he brings out **William Gaxton's** "Big Shot" and **Lew Lipton's** "Lady of Desire." . . . **Mimi Benzell** will do "Show Boat" in the **Music Theater, Highland Park, Ill.** . . . **Chicago's Boulevard Room** will close from May 27 until mid-August when it reopens with an ice show. . . . **Mike Durso**, **Copa** band leader, is in a hospital after a serious auto accident. . . . **Carroll Gibbons**, **British** band leader who was to exchange his **Savoy Hotel** band with **New York's Hotel Pierre**, died before the deal could be made. But, in any event, **AFM** nixed the deal.

Agents **Oscar Lloyd** and **Hal Edwards** were called in by **AGVA** on charges for booking unfair clubs in **Lakewood, N. J.**, and **Long Island**. . . . **Friars** will hold its second outdoor frolic at **Grossingers Hotel** June 8 and 9. . . . **Bullets Durgom** and **Ray Katz** are joining hands in a personal management deal. **Hal Friedman**, who had a package deal with **Durgom**, dropped the idea. The **Pierre Hotel** went for a bundle in advertising and table cards when **Denise Darcel**, held up on a picture shooting sked, failed to make it. The hotel may insist she pay for it when she does come in.

cutest five-footers ever to appear on this dance floor in a **Flamenco** dance. The picture of these two Spanish-costumed heel-thumpers is great and their artistry in the **Flamenco** field is tops. **Rudy Cardenas**, one of the nation's top jugglers, drew a tremendous round of applause for his offerings. His speed and grace with the juggling props are amazing.

**Janik and Arnaut** present a spine-tingling version of the snake charmer and the snake. The illusion created by **Arnaut's** almost realistic impression of a snake was enough to make the seat-holders cringe. The gal's contortion display is near perfection. Highlight of the act is the shock opening in which the gal is caught in a spotlight at the top of a rope hung from the rafters. The room is completely dark and the spot follows her (the snake) as she literally slithers down to the floor under the influence of the snake charmer's flute. The team got a well-deserved beg-off. **Steve Schickel**.

**Don Williams** sends word that **Valentina**, **The New Body**, for whom he is personal manager, has just completed a burly movie short which will be released in the fall. . . . The management of the **Colony** in **Union City, N. J.**, has decided to close for the season May 29 and reopen early in August. The closing cast includes **Chicki** (feature), **Al Rio**, **Charlie Robinson**, **Irving Selig**, **Marion Wakefield**, **Eddie Yubel**, **Gaby DeLys** and **Helen Stewart**. Execs out front are **Law Carroll**, manager, and **Jack Halprin**, treasurer. Signed for number producer next season is **Jack Montgomery**. Negotiations are on by **Al and B. Dow** for a return of summer stock at the **Savoy** in **Asbury Park, N. J.** . . . **Jack Murray**, formerly of **Murray and Irvin**, vaude and burly act, is now assistant manager of the **Little River Theater** in **Miami**, while his wife, **Teresa Rosa**, is playing local niteries with her accordion. . . . **Paul West** and **Mae Joyce** are rounding out four weeks of engagement at the **Follies Theater** in **Chicago**. . . . **Louis Epstein**, former **Columbia** wheel show manager and franchise operator, died at the age of 68 on May 14 in a hotel room in **Minneapolis**. The coroner's office placed the cause to a heart attack. **Epstein**, a resident of **Philadelphia**, had managed **Al Jolson** until the latter's death in **California**. He was also company manager for "An Evening With **Beatrice Lillie**" now showing in **Minneapolis**. One of his burly shows was "The Merry Whirl." . . . **Tiny Hill** is making a record of the song "Fido Is a Hot Dog Now" which **Ray Walker** wrote in 1914 and the **Leo Feist** company has revived. . . . **Abe Neiman** reports excellent biz at his **King Cole Show Bar** in **Denver** where **Junior Johnson**, between four shows nightly, is doing a good job of holding the crowds over.

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## No MOA Nod to Young, Spier Society Plans

HOLLYWOOD, May 22.—George Miller, president of Music Operators of America, this week declared that the national music operator group had not officially endorsed either the Barney Young or Larry Pier performing rights society plans.

Miller, here this week for local meetings of the Los Angeles branch of the California Music Merchants' Association, indicated that any action or co-operation extended either the Young or Spier plans by individual State music operator associations, was being done independently of MOA, and without official sanction of MOA. Present plans call for a national executive committee meeting to be held either in Denver or Chicago within the next 30 to 45 days, at which time those plans introduced at the MOA convention would be discussed.

With the McCarran Bill still in committee, little chance of it reaching the Senate floor is seen by the trade, in view of an anticipated early congressional adjournment in this election year.

## Miller Widow Sues on Radio B'dcast Disks

NEW YORK, May 22.—Mrs. Glenn Miller filed an action in Federal Court here Friday (21), together with six publishing firms, against Joseph Krug and A.F.N. Records for allegedly reproducing records taken from her late husband's radio broadcasts from 1942 to 1944.

Mrs. Miller filed individually and as executrix of the Miller estate, with Shapiro-Bernstein Music, E. B. Marks, Louis Music, the Gershwin Publishing Company, Miller Music and Mutual Music Society.

In addition to Krug and A.F.N. Records, the following dealers and distributors were also named as defendants: Sam Goody, Colony Record Shop, Arcade Music, Livoli Music and the Portem Distributing Company.

Mrs. Miller seeks an injunction to stop A.F.N. from making and selling these records, asks for not less than \$250 per each allegedly infringing recording and asks for an accounting of all royalties earned by A.F.N. on the sale of these records. The suit also asked for all allegedly infringing copies to be destroyed.

In the suit Mrs. Miller states that during the last seven years she has earned \$30,000 per year under contracts with RCA Victor made by her husband in 1938 and later by herself. In addition, she said that RCA Victor has made 15,000,000 disks of recordings by the Glenn Miller ork.

## Young Nips BMI Again With Justice Dept. Plea

NEW YORK, May 22.—Barney Young took another nip at the heels of Broadcast Music, Inc., yesterday in his continuing campaign against the licensing organization. In his latest move, Young sought to elicit the support of other disaffected publishers to petition the United States Department of Justice to intervene and correct what he termed a "deplorable state of affairs."

Young, the head of Life Music and other publishing enterprises, has battled BMI with increasing pugnacity over the past few years. Once the possessor of a heavy coin guarantee, his BMI deal was terminated several months ago and his Life catalog removed from BMI rolls by mutual consent.

At a recent annual meeting of BMI he succeeded in gaining ad-

## MERC. RHYMES ITS REJECTIONS

NEW YORK, May 22.—In a move to maintain harmonious relations with songwriters and publishers while returning their material, Mercury Records has devised a rhymed rejection form letter.

Designed to let the tunesmiths down easy, the limerick reads: "We're truly sorry to say, We're returning your music today.

We can't use your song, But we could be wrong. It might be a hit some day!"

Mercury's a.&r. men here, Luigi Creatore and Hugo Peretti, who dreamed up the poetic pitch, have already received several letters from recipients of the diskery's doggerel, expressing appreciation of the tender turn-down in like-limerick style.

## Kanaga Back TO RCA Post

NEW YORK, May 22.—Larry Kanaga, RCA Victor Records' general sales and merchandising manager, returns to his duties with the label on Tuesday (25) after completing a special advanced course at Harvard University. It is not known whether Kanaga will remain in the post for any length of time.

Tradesters are convinced that he is headed for a more important position with RCA, either in the record department or one of the parent company's other divisions.

Meanwhile Kanaga's return will relieve Bill Bullock of the acting sales manager's job he has held down. Bullock will return to his former position as head of sales planning for the label.

## Diskers 'Powerhouse' Drive Aids 'Operation Pushpop'

NEW YORK, May 22.—Coincidental with the kick-off of "Operation Pushpop" on Monday (24), record manufacturers, both large and small, have scheduled the release of what the trade terms "powerhouse" disks, featuring top talent and strong material.

Several record manufacturers are already releasing their potential hits, while others are only scheduling such releases. In both instances, however, the ultimate aim is to create the maximum amount of consumer interest in pop phonograph records during the summer months.

The largest batch of name releases and the heaviest promotion drive yet set is Columbia's, which will give the consumer a steady stream of name artist performances of important material. (See separate story.) RCA Victor will unveil its summer drive at that company's sales convention in Atlantic City early in June. Decca, Capitol, M-G-M, Coral, Mercury, Dot and other labels are also ready with important pop disks.

On Monday (24) program directors and key disk jockeys in the 10 major markets selected by The Billboard for "Operation Pushpop" will receive promotional kits containing all The Billboard's "Spotlight" selections, the "Honor Roll of Hits" down to the 35th song.

Also included will be the individual city's territorial charts down to all records mentioned, future hit selections by dealers, operators and jockeys and one of the pop charts (best-selling, most played by jockeys, most played in juke boxes) down to all records mentioned in The Billboard survey results.

The promotional drive inaugurated by The Billboard, termed in publishing and merchandising circles as one of the most unusual industry-wide efforts ever undertaken by a trade paper, will serve first to expose as quickly as possible any new song or record with hit potential.

That the "Operation Pushpop" kits will contain much new material in coming weeks is highlighted by the talent slated for disk release by manufacturers.

**Other Line-Ups**  
In addition to Columbia's line-up, Victor has already issued new disks by Eddie Fisher and Perry Como and is set for the next three

weeks with leading items recorded by the Ames Brothers, Eartha Kitt and Tony Martin. Decca will break with potential  
(Continued on page 36)

## Victor Summer Plan Offers 100% Exchange

NEW YORK, May 22.—RCA Victor distributors this week began soliciting dealers' orders under its summer stocking plan offering extra return, exchange and dating privileges on all LP and EP packages.

Main emphasis is being placed on Victor's basic catalog of 101 best selling sets, now available in separate, non-duplicating lists of 101 titles each on LP and EP. An exchange privilege of 100 per cent, speed for speed, is offered in these categories on anything purchased during the drive. Closing date of the stocking plan is June 1.

Also offered is a 25 per cent exchange privilege on any packages not included among the 101. In addition, distributors are passing on to dealers extra return rights up to a maximum of 10 per cent.

For those dealers who order specified amounts of EP's under the plan, a free, three-section EP browser will be made available free of charge. The unit has a capacity of 202 EP's.

Victor expects that its scheduled price increase on LP's will spur dealer buying under the summer plan. On June 1 the suggested list price of 12-inch Red Seal LP's goes to \$5.95; the price of 10-inchers will be \$4.95, both including federal tax.

## Decca to Hold Division Head Annual Meet

NEW YORK, May 22.—The division heads of Decca Records will hold their annual meeting here Thursday (27) and Friday (28) to discuss promotion plans for this summer and next fall. All aspects of the Decca sales picture will be explored at the Thursday session, while the firm's other operations will be discussed on Friday.

General Sales Manager Sydney Goldberg will preside over the two-day meet, and Decca's top brass will be on hand. Division heads attending will include Al Simpson, East; Bill Glaseman, North Central; Sellman Schulz, Midwest; L. Gillman, West, and Ed Russell, South. The last named will represent Decca's Southern division chief, R. M. McCormick.

## CAP SATIRE

### 'Point of Order' Cut By Freberg

HOLLYWOOD, May 22.—With nitery comedians including beaucoup gag lines in their routines anent the Army-McCarthy hearings, the inevitable bow of additional satire on wax became a reality this week, with the scheduled release of a platter titled "Point of Order" by Stan Freberg on Capitol.

Freberg's take-off centers around the principals of those hearings, altho no names are mentioned, and stars "Baa Baa Black Sheep," who turns pink after being shorn.

Wax is scheduled to be in the  
(Continued on page 66)

## WHERE ARE OUR CHILDREN?

### Lush Days Over; Oldtimers Give Young Pop Artists Rough Time

By BOB ROLONTZ

NEW YORK, May 22.—The youth movement that swept pop records only a few years ago appears to have dissipated itself during 1953 and especially during 1954. Since Joni James, the Hilltoppers and the Gaylords cracked thru in 1952, few new warblers or thrushes have been able to come up with consistent hit disks, the exceptions being Eartha Kitt, the Four Tunes and currently Kitty Kallen.

Instead of the new talent making the hits, names that have been around for a relatively long time, such as Frank Sinatra, Nat Cole, Kay Starr, the Four Aces, Perry Como, Eddie Fisher, Les Paul-Mary Ford, Jo Stafford, Doris Day, Tony Bennett, Tony Martin, Frankie Laine and the Ames Brothers, are on top of the heap.

Many of the new names that came thru with sock hits during

1953 or even this year have been unable to repeat the performance on their second releases and some have already faded out of the picture. Others have been in-and-outers, getting attention on one record, then failing to raise much stir on the next.

#### Labels Try

This has not been due to any lack of push on the part of the record companies, large or small. In fact, more new people have been given a send-off on a label over this period than usual. During the past two years practically every record firm of consequence has tried out up to a dozen new singers and groups, some taken from small labels and some started afresh, but the old-timers have walked away with the majority of hits.

## Csida Buys Towne Music, ASCAP Firm

NEW YORK, May 22.—Joe Csida, who terminated his contract with Joy Music last week and became the owner of Trinity Music, a Broadcast Music, Inc., firm, this week purchased Towne Music from attorney Lee Eastman. Towne Music, which is about 10 years old, was started by ork leader Charlie Spivak and Jack Ostfeld. It is affiliated with the American Society of Composers, Authors and Publishers.

Csida is president of Towne Music, and Charles Grean is vice-president, the same positions they hold in Trinity Music. Towne is the second firm sold by Eastman recently. He sold Jungnickel, Ross, Inc., another ASCAP firm, to the Aberbach Brothers recently.

Csida will move into his firm's new offices on West 55th Street next week.

## SO WHO'S LAUGHING?

### Gleason's 'Away We Go' TV Causes Industry Havoc

NEW YORK, May 22.—Reggie Van Gleason III, The Poor Soul, Goodtime Charlie and other characters, all portrayed by comic Jackie Gleason, created havoc among song pluggers, publishers and the dignified Peatman TV listings this week.

It all happened because Gleason sang all the songs from his new Capitol album, "Away We Go," on his nation-wide CBS-TV show last Saturday (15).

As a result of his renderings of the songs on the TV hook-up, everyone of them made the Peatman chart for this week. These included "And Away We Go," "Here's Charlie," "Hy'a, Mr. Denney," "One of These Days—Pow!" "The Poor Soul," "Reggie Van Gleason III," "You're a Nice Man" and "You're a Dan-Dan-Dandy."

When publishers and song pluggers heard that these eight

tunes would be on the sheet—and how they learned is their own trade secret—calls began to flood the Peatman office protesting the inclusion of these tunes. Song pluggers, whose job includes getting their tunes on the sheet, shuddered when they realized their songs would be crowded out by Gleason's tunes, some of which were even penned by the comic in association with Ted Murray, Benny Davis and John Redmond.

#### Up to 30

When the pluggers found they couldn't get the Gleason ditties off the chart, they tried another tack. Thus, this week, for the first time, the Peatman TV listing of "Tunes With the Greatest Television Audiences" will have 30 listings instead of 20. But even so, eight of the tunes on this week's Peatman chart are the ones sung by Gleason on his TV show. Eight out of 30 is pretty good, too.



## THE HEAT IS ON!

## Col'bia Kicks Off Big Pop Disk Push

NEW YORK, May 22.—Columbia Records is going all out on its biggest pop record drive in three years starting next week. The promotion comprises the release of 10 of its strongest pop singles by its top artists over the next two weeks and the release of new pop records by practically every artist on the label by the middle of June.

To go along with the big promotional push, the diskery will send out many of its artists on personal appearance treks and will throw cocktail parties in various cities to meet with deejays, operators and dealers.

The Columbia pop drive, which was spurred by diskery head Jim Conkling, was conceived to create new business for the firm

and to keep the cash registers jingling thru the summer months.

According to Conkling, the firm intends to move out with the big ones right now and not hold back for "better times" or the fall season. "Some big ones now," said Conkling, "will bring the customers back into the stores and will create traffic from now till September."

## Artist Releases

Releases by the firm this week include records by Doris Day, Liberace, Frankie Laine, the Four Lads and Rosemary Clooney with Jose Ferrer. Next week the firm will issue disks by Rosemary Clooney, Jerry Vale, Jill Corey and a special disk by Arthur Godfrey.

For the big pop push the firm was able to convince Godfrey it was time to cut another record. Jo Stafford's new waxing, issued last week, will also share in the pop push.

For the drive the firm has taken out of storage many records that would normally be held back for a stronger market. In addition, the firm has done its best to come up with two strong sides on each disk, in order to insure chances for more hits. If the big push results in many hits, the firm may continue a mass release policy as a regular feature.

Columbia's pop push is taking place concurrently with its LP releases of the original cast recording of the Broadway musical, "The Pajama Game," and its plush new special Liberace album set. These will not be neglected while the big pop drive is under way.

## VERA LYNN

## British Singer Has 20 Years In Showbiz

NEW YORK, May 22.—Vera Lynn, England's top female vocalist, currently in a combined business and pleasure tour of the United States, celebrates her 15th year as a single entertainer this month, and her 20th year in show business. Currently moving strongly for the London Records thrush are two disks, "If You Love Me" and "Du Bist Mein Liebchen."

Miss Lynn this week guested on a special color television show telecast by the CBS network and winds up her American visit next Friday with a guest shot on the Eddie Fisher TV show. She also guested on the Dave Garroway and "Show of Shows" programs while here, in addition to playing the Flamingo, Las Vegas.

Miss Lynn's biggest hit here, "Auf Wiederseh'n," was the first disk by an English singer ever to take top position on American best-selling record charts. The 1952 disk was, coincidentally, the No. 1 item in seven countries at the same time and topped the 2,500,000 mark in sales. The disk was also the first No. 1 disk for the London label which started here in 1947.

Other international disk clicks by the English thrush were "Yours," "When the Lights Go On Again," "I'll Be Seeing You," "We'll Meet Again" and "Again." The London label's parent company, English Decca, this year resigned Miss Lynn to a new five-year contract. Since she started as a band singer 20 years ago, Miss Lynn has recorded continuously for the same firm.

## Cap Folksters To Top Talent

HOLLYWOOD, May 22.—Two of Capitol Records' best selling country artists, Ferline Huskey and Jean Shepard, this week announced their intention to follow the lead of folkstar Red Foley in moving to Springfield, Mo. Team will schedule future personal appearances out of that city's Top-Talent, Inc., booking office, operated by Lou Black.

Huskey and Shepard, who gained fame a year ago via their hit recording of "A Dear John Letter," participated in the two recent Foley tours set up by Top Talent, with Huskey signing his management agreement at the completion of the Kansas to Tennessee dates. Miss Shepard arrived in Springfield, which now calls itself the "Crossroads of Country Music," Saturday (15) to finalize the twosome's deal with Black and establish residence in that city.

Plans are in the works for Huskey and Miss Shepard to join the RadiOzark Enterprises roster, which now includes shows by Tennessee Ernie, Smiley Burnette, George Morgan and Bill Ring.

## Pluggers' Union Slaps 5G Fine Against Sheldon

NEW YORK, May 22.—A \$5,000 fine was slapped on Sheldon Music this week by the Music Publishers' Contact Employees. The unanimous action taken by the MPCE executive council was based on charges that Sheldon, the Moe Gale publishing firm, violated its contract with the union by employing non-union men around the country to do contact work.

The song pluggers union also asked Sheldon to cease and desist from further contract violations. Gale is in Europe and not expected to return here for another month. MPCE has given Sheldon 10 days to reply to the union's action.

Should Sheldon refuse to either work out a plan which MPCE would accept or to pay the fine and stop the alleged use of non-union contact men, the publishing firm could appeal the MPCE decision, seek arbitration on the matter or completely ignore the union. In the latter instance, MPCE would probably file a legal action against Sheldon charging a breach of contract.

## 5 Cap Execs Hit Road; Bonbright Treks to Europe

HOLLYWOOD, May 22.—Five Capitol Records executives took to the road last week, with Daniel C. Bonbright, vice-president and treasurer, embarking on trip to Europe today to survey the firm's expanding interests on the continent.

Bill Fowler, acting general manager of Capitol Records Distributing Corporation, returns to his New York headquarters along with General Sales Manager Hal Cook, following a series of meetings at Cap's executive headquarters here.

Jim Bayless, Cap plant manager and vice-president, leaves for the company's plant in Scranton, Pa., to be followed by a trip to Gotham.

Capitol's artist and repertoire chief, Alan Livingston, embarks on a short trip to Las Vegas for confabs with singer Kay Starr.

## MUNDT ENJOYS 'SEABREEZE'

NEW YORK, May 22.—A stunt to cash in on the McCarthy hearings publicity had an unexpected pay-off this week. It all started when Larry Douglas, of the Laerteas Music Company, sent Sen. Karl E. Mundt a copy of Billy Eckstine's M-G-M Record "Seabreeze" (a Laerteas tune) along with a note suggesting the Senator utilize the music to soothe his nerves after a shattering day at the hearings.

This week Douglas received a courteous reply from Senator Mundt, thanking him for the record and adding, "I am sure it will prove just the right tonic to soothe my nerves at the end of a tense day of committee hearings. 'It's easy to see why the Senator carried his State at the last election."

## Roy Rogers in Switch to Bell &amp; Golden Labels

NEW YORK, May 22.—Roy Rogers, for many years a standard kidisk and Western artist in the RCA Victor label, has switched his disk affiliation to the Bell and Golden labels, both operated thru the Simon & Schuster and Pocket Books channels. The new Rogers deal is exclusive and for a three-year term plus options.

Arthur Shimkin, artist and repertoire chief for Bell and Golden, has already cut the first Rogers sides. In the works is a record premium tie-in with Rogers' TV sponsor, General Mills, involving a recording of Rogers' theme, "Happy Trails to You."

Recording plans call for Rogers to do country and western and pop material for Bell, and kiddie material for Golden. Recording with Rogers will be his wife and co-star, Dale Evans.

Deal was set in California by Shimkin and Art Rush, acting for Rogers.

## PLUSH ALBUM

## Liberace Disks Get Fancy Set

NEW YORK, May 22.—The plushiest album set to hit the market in many years—and one of the most unusual—is being rushed out by Columbia Records for the fans of the firm's top-selling pianistic heart-throb, Liberace.

The album is flocked with a deep purple velvetlike material, and the front of it features a portrait of the 88'er. The back of the set has an easel stand so that the package can be used as framed picture of Liberace.

The set also contains an eight-page biography of the pianist, with many pictures including one of his unusual piano-shaped swimming pool. The set contains 16 selections by Liberace. Records are available in all three speeds, on a four EP set, a two 10-inch LP set or on 78.

The entire package will retail for \$8.95. It will be in dealers' hands in less than two weeks, with sets being rushed to the cities he has just played on his concert tour. Sets will be available here when he plays at Madison Square Garden next week.

## Kapp to Issue First Two Pop Albums

NEW YORK, May 22.—Dave Kapp's Kapp Records will issue its first two pop albums this week. The firm's first disk package, "One God," was in the religious-educational vein. Two new LP disks are "The Boy Next Door," featuring pianist Roger Williams, and "A Boy, a Girl, a Lamplight," featuring songwriter Jimmy Shelton singing his own compositions.

Both packages will be marketed as 10-inch LP and EP sets. Singles from each album will be shipped to disk jockeys.

## SHORTAGE OF TITLES?

## Song Duplications' Trouble Up Again

NEW YORK, May 22.—An old publishing bugaboo, song title duplication, was causing serious concern again in the music industry this week. It was brought into sharp focus by the action of the Big Three publishing firms on the songs, "I Understand," published by Jubilee Music, and "Goodnight, Sweetheart, Goodnight," published by Arc Music.

The Big Three's protest caused a change in the first title and caused Broadcast Music, Inc., to withdraw clearance of the second.

The Big Three's legal staff made its protest to Jubilee Music on the grounds that the title of the new tune, "I Understand," duplicated Feist Music's standard "I Understand" of two decades ago. In this case the publisher, affiliated with the American Society of Composers, Authors and Publishers, okayed a change after little hesitation. The new title of the Jubilee tune is "I Understand Just How You Feel."

The Big Three objected to Arc Music's "Goodnight, Sweetheart, Goodnight" on the grounds that it injured their copyright of "Goodnight, Sweetheart," a hit of the 1930's. BMI withdrew its clearance on the song immediately, and it is understood that the publisher will take some action on the title next week.

## Old Problem

Duplication of standard song titles is not a new problem. About two years ago the Song Writers' Protective Association called for an end to the practice. Most of the ire at that time was directed against BMI, tho the licensing organization was not mentioned by name.

Since then BMI has instituted a more severe check in order to avoid duplication, altho they admit that they cannot catch them

## GETS IN ACT

## Showbiz in Fine Arts Bill Study

WASHINGTON, May 22.—A big array of witnesses representing several well-known organizations from the show world has been invited to testify at a hearing scheduled for June 8 on Rep. Charles R. Howell's (D., N. J.) bill to overhaul the Federal Fine Arts Commission. The bill seeks to broaden representation on the Commission to include music, ballet, film, opera, TV and radio.

The hearing will be staged by a three-member subcommittee of the House Education and Labor Committee, headed by Rep. Albert E. Bosch (R., N. Y.). Representative Howell, author of the Fine Arts Bill, is a member of the subcommittee along with Rep. Clifton Young (R., Nev.).

The subcommittee has extended an open invitation to all interested parties to testify or file comments on the bill, and has sent invitations to the following:

Dr. Howard Hanson, president, National Music Council; James C. Petrillo, president, American Federation of Musicians; Lawrence Tibbett, American Guild of Musical Artists; Ralph Bellamy, president, Actors' Equity Association; Helen Hays, honorary president, American National Theater and Academy; Marc Connelly, National Institute of Arts and Letters; Herman Finkelstein, general Counsel, American Society of Composers, Authors and Publishers, and the Rev. Gilbert Hartke, vice-president, American Educational Theater Association.

Also Lloyd Goodrich, chairman, the Committee on Government and Art; Prof. Christopher Punnett, American Institute of Architects; Prof. William A. Parker, American Council of Learned Societies; Julia D. Bennet, American Library Association; Dr. J. L. McCaskill, National Education Association; Mrs. Oscar Ahlgren, president, General Federation of Women's Clubs; Dr. Samuel Brownell, U. S. commissioner of education; Dr. Leonard Carmichael, secretary, Smithsonian Institution, and Samuel Spencer, chairman, Board of Commissioners, District of Columbia.

all. However, duplication cannot all be laid only at the door of BMI firms. Sometimes these happen with ASCAP firms, too, as was the case with "I Understand."

Most of the duplication of song titles of pop standards occurs in the rhythm and blues and the country music fields. In most cases these duplications are due to tunes being recorded before they are cleared. Publishers then ask for a clearance after the tunes are already released on commercial records. Most of these publishing firms are owned by record companies.

When a song is sent to the Music Publishers' Protective Association or to BMI for clearance, in most cases the duplication of title can be avoided. BMI this week, for example, turned down the title, "I'll Get By," which was sent thru for clearance. MPPA works the same way.

## Can Be Avoided

According to many publishers, the first way the song title duplications can be avoided is to educate record company publishers to the ethical and economic importance of avoiding duplication of standard song titles.

Many artist-writers in the country field, and even pop fields, are under the impression that song titles cannot be copyrighted. Tho this is true in one sense, it is pointed out by legalists that there is a property value in a standard copyright and that it is illegal to use a title which is well known and which has a value.

As one publisher pointed out, "If a publishing firm owned by a record company had a big hit, you can bet they would object strenuously to the use of that tune's title by another publisher. Not duplicating valuable song titles is just common sense, as well as ethically correct."

Other publishers pointed out that record companies were as much at fault as the writers or publishers themselves. But, they pointed out, no publisher fights too hard against a record company, as they have to do business with them.

Yet record companies will jump on tunes moving up in the r.&b. and country fields for pop records, even tho they are aware of title similarity to well-known standard compositions.

## M-G-M Wins Race On 'High, Mighty' Platter Releases

NEW YORK, May 22.—M-G-M Records will win the "High and Mighty" release-race next week, when it brings out the first waxing of the tune from the new John Wayne movie in conjunction with the picture's world premier in Los Angeles and San Francisco on May 27.

The Dimitri Tiomkin number is whistled and played repeatedly thruout the film, so the label expects it to make a good showing on records. LeRoy Holmes and his orchestra and blind whistler Fred Lowery are featured on the M-G-M version. Altho the disk will be released on the West Coast next week, its general release date is July 4.

M-G-M also has two new albums for release June 18. Available in 10-inch LP and a two-pocket EP, they are "Manhattan Serenade," a "first" album for Joe Lipman's orchestra, and "Serenata," featuring the music of LeRoy Anderson, with the Star-noters.

## Big Push on 'Pajama' Disk

NEW YORK, May 22.—Columbia Records is putting on an all-out promotion drive on the deejay and dealer level to push the firm's just recorded (16) original-cast waxing of the Broadway musical, "The Pajama Game." On the deejay side the firm is shipping copies of the LP to its key stations and has secured an okay from the publisher, Frank Music, allowing the jocks to play the recording in its entirety for a 10-day period.

On the dealer level the firm is now shipping out special window streamers, easel-backed album covers and leaflets to distributors.



# Presser Halves Catalog to Put Stress on Less

NEW YORK, May 22. — In a bold move this week the Theodore Presser Company, old-line standard publisher, informed music dealers that its publication schedule has been cut in half, and that it will operate at a reduced rate in the future. While fewer new publications will be issued, each entry will be awarded a greater exploitation effort.

Paradoxically, the Presser step is being taken at a time when sales in the standard and educational field are booming, with the market expanding at least 10 per cent a year, according to conservative estimates.

Presser's bulletin to dealers asserts that the cut-back in new issues is designed to meet the sheet music dealer's perennial gripe about being smothered each year with new material. "The market," it states, "is currently flooded with new publications, making it tough for you (the dealer) to select, tougher to stock and almost impossible to merchandise."

### 22 Items

The normal output of early grade piano music by the old-line firm is 50 new titles each six months. But Presser salesmen now heading out into the field will only carry 22 new items in this category. The same proportion holds in other segments of the firm's repertoire.

One of the factors accounting for the flood of new material is the aggressive infiltration of the standard and educational field by publishers formerly exclusively in the pop end of the music business.

Over the past few years the latter have found the market profitable and have begun converting major sections of their pop catalogs to standard and educational uses. They have also been commissioning instrumental methods at an upped rate to compete with established educational houses.

## Peterson to Head Gale Agency New Cocktail Unit Dept.

NEW YORK, May 22. — The Gale Agency has started a new department for cocktail units. It will be headed by Bill Peterson, formerly in the agency business with Charlie Bush.

He will be assisted by Ed Shelley and Bernie Golden. The latter was with the Gale band department previously. Frank Sands remains with the band department. Joe Marsolais will be in charge of jazz and r.&b. units for the department.

Gale is setting up the new department to handle the growing business in cocktail units. This has always been a good field but has shot up tremendously over the past year. In addition to the new department, the agency is renovating its entire set of offices here, with new fixtures, floors, ceilings, etc., now being put in.

## Basie to Headline 'Jazz Cavalcade'

HOLLYWOOD, May 22. — Ben Waller Agency this week set the Count Basie ork to headline the annual "Cavalcade of Jazz" at Wrigley Field here June 20.

Also scheduled to appear in the line-up are the Perez Prado ork, the Four Tunes and thrush Dinah Washington. Basie, in town for a three-night stand at the '54 Ballroom, will double between Wrigley Field and the dance pavilion.

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\*\*\*\*\*  
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## HAPPY ENDING TO CONTINO, SILBERT YARN

NEW YORK, May 22. — The final chapter to an intriguing show business story was written last week when accordionist Dick Contino arrived here to guest on the Ed Sullivan show. Contino's first stop here was with WMGM disk jockey Bill Silbert.

The story goes back to February, 1952, when Silbert was fired by the management of Detroit radio station WWJ for defending Contino who was then being charged with evading military service. Since then Silbert has been successful as a disk spinner and TV personality here.

Contino, meanwhile, has served in the United States Army. He appeared on the Sullivan show, vindicated of the allegations, as Staff Sgt. Dick Contino.

## Charles Ives, 79, Pulitzer Winner, Dies in New York

NEW YORK, May 22.—Charles E. Ives, American composer whose works have only recently begun to gain general recognition, died here Wednesday (19) at the age of 79.

Only a week ago Ives joined the American Composers' alliance, which now has the rights to many of his unpublished compositions. They will be cleared for performance thru Broadcast Music, Inc.

Ives, who earned his living as an insurance broker, was a musical innovator whose experiments in atonality and polyrhythms such as Stravinsky and Schoenberg. In 1947 he won the Pulitzer Prize for his Third Symphony, which then had rested unplayed for about 35 years.

Surviving are his widow, Mrs. Harmony Twichell Ives, and a daughter, Mrs. Edith Ives Tyler.

## Bailey Bird Heads Publishing Division Of BMI in Canada

TORONTO, May 22. — Bailey Bird, former general manager of Gordon V. Thompson Company, Ltd., Toronto, has joined Broadcast Music, Inc., Canada, here, to head the latter's publishing division and co-ordinate its promotion activities.

Bird is well known thruout the music and record industry in Canada and the U. S., particularly for his efforts on behalf of Canadian music and talent.

He is a former student of the Royal Conservatory of Music of Toronto, and entered the music business originally as a non-paid helper in his hometown of Stratford, Ont., on radio Station 10AK, and later played and assisted in the early days of CJCS, Stratford.

## Clemens Krauss, 61, Dies in Mexico

MEXICO CITY, May 22. — Clemens Krauss, noted Austrian conductor, died here Sunday (16) at the age of 61. He suffered a heart attack after directing a concert.

Krauss, a protege of Richard Strauss, first visited the United States in 1929. He was considered an outstanding interpreter of the works of Strauss, both Richard and Josef, and was featured in many recordings of their compositions. Krauss was an exclusive London recording artist, and the manufacturer still has a number of his later recordings due for release.

## Sauter-Finegan Big at Palladium

HOLLYWOOD, May 22. — The Sauter-Finegan ork hit top business for any dance attraction thus far this year in its first stanza at the Hollywood Palladium, drawing 13,243 patrons.

Band recorded 7,903 in its first two days, also top opening business at the terpery. Ballroom jumped its price to \$1.50 for its Saturday night dance show. Attendance figures include Sunday matinee concerts.

## Brit. Pubbers To Up Sheet Music to 28c

LONDON, May 22. — Music publishers here have been in a huddle this week over a suggestion for upping the minimum cost of sheet music to 28 cents a copy. The plan is regarded as the publishers' only hope against the advancing tide of printing costs.

With no firm statement yet from the publishers, the retailers have come out strongly against the proposal on the grounds that sheet music is hard enough to unload at its present (varying) prices.

If the plan is pushed thru, it will probably concentrate sales on the season's smash hits, while leaving all other songs on the shelf. But regardless of this, many publishers feel it is a worth-while move.

It is interesting to note that 10 out of the top 24 Best Selling Sheet Music published in the "New Musical Express" this week are listed at 28 cents. If the plan is approved, it should come into operation on September 1.

## Levy, Chiantia, Leeds Execs, Visit Europe

NEW YORK, May 22. — Lou Levy, chief of Leeds Music, and Sal Chiantia, attorney and officer of the firm, left for London yesterday. It's rumored that Levy intends to try to buy back shares owned by Peter Maurice Music Company, Ltd., in Leeds Music, Ltd. Peter Maurice, Ltd. and Leeds Music Corporation are partners in Leeds Music, Ltd.

Leeds Music, Ltd., was formed in 1946 and was perhaps the first company set up abroad shortly after the war with American participation.

Levy, after a stay in London, will go on to the Continent to look after other Leeds' interests. Chiantia, who returned from a foreign trip not quite two months ago, will remain in London about 10 days.

Both Levy and Chiantia said "no comment" to the report that they intended to buy back the shares owned by Peter Maurice Music Company, Ltd.

## 'Wanderer' Choir May Come to U. S.

NEW YORK, May 22. — The Obernkirchen Children's Choir, which first introduced "The Happy Wanderer" in England last year, will be brought here for a concert tour next season if current negotiations by Columbia Artists Management conclude successfully.

Conductor of the German choir, which won first prize at an international festival of song in Waes, is Miss Edith Moller, sister of the composer of "Wanderer," F. W. Moller.

The hit ballad, meanwhile, has excited strong interest in the community-song field. Publisher Sam Fox has already turned out five different choral arrangements and two band versions, in addition to a standard piano copy.

## BISHOP SHEEN OUT ON DISKS

NEW YORK, May 22. — Radio-TV star Bishop Fulton J. Sheen becomes a triple-threat man in the entertainment field May 31, when Decca Records releases his first record "Time for Reflection."

The disk, which will be available on both EP and 12-inch 78, features two of his most famous sermons, "The Divine Sense of Humor" and "Blessed Mother."

Heretofore sermon recordings were never noted for their best-selling qualities. However, Bishop Sheen upset the TV industry a few seasons ago when he became the first man to put a dent in Milton Berle's video ratings.

Meanwhile, Decca is readying some heavy promotion plans on the record, pending the Bishop's return from a visit to Rome.

## FIRST TRUMPET BEST PAID IN SWEDISH BANDS

STOCKHOLM, Sweden, May 22. — Swedish musicians playing with circuses or in the folk parks (community fun spots) have been given slight boosts in salary. New rate for circus bands is \$5.20 per player, for night shows; \$3 for one matinee; and \$3.40 for second matinee—usually Sundays only. With the circuses it pays to blow your horn if it's the right one; first trumpet receives 4 cents extra per show. The folk parks, of which Sweden has more than 200, are musically divided into four categories, each having a slightly different pay rate for band men. Salaries, per man and show, range from \$4 to \$5.70. For overtime the rate is \$1.20 per hour. Overtime is anything above three hours, or after midnight.

## Early Copyr't Treaty Vote Due in Senate

WASHINGTON, May 22.—The Universal Copyright Treaty is due to reach the Senate floor for a ratification vote in a few weeks, having been reported favorably this week by the Senate Foreign Relations Committee. Meanwhile, Senate and House judiciary subcommittees are rushing to report out legislation bringing the U. S. Copyright Code into conformity with the pact by the time the Senate is ready to act on it.

Adopted by the United Nations Educational, Scientific and Cultural Organization at Geneva last year, the global copyright treaty calls for changes affecting music and other arts. Legislation to implement the treaty would change the present U. S. law regarding performance rights for recordings granted to alien authors by granting American performance rights to citizens of all copyright pact member nations.

## Federal Amusement Tax Take Skids in March, IRS Reports

WASHINGTON, May 22.—Collections from the federal tax on phonograph disks and practically all other amusement excises took a tumble in March, according to the Internal Revenue Service's latest tally just out.

The yield from the tax on phonograph records was \$101,000, compared with \$844,000 the previous March. Part of the wide disparity in these figures is due to a change in IRS bookkeeping methods under which taxes are filed quarterly instead of monthly as before.

Sole amusement excise which showed a gain in March was the musical instruments levy, which totaled \$1,040,000, compared with \$747,000 the previous March. The yield from the tax on phonographs, TV sets, radios and components was \$2,639,000 in March, compared with \$14,315,000 the previous March.


## Atlas Readies New Song Book Called 'World's Greatest'

NEW YORK, May 22.—Atlas Publications, publishers of comic books and movie magazines, are readying a new publication called "World's Greatest Songs." The booklet will retail for 10 cents and will contain song lyrics only, no music.

The gimmick is that the lyrics will be illustrated in cartoon style. Songs in the first issue, dated September one pop hit, includes "Young at Heart," and a group of public domain tunes.

The booklet is printed on slick paper and has a four-color cover. About 250,000 copies of the first issue will be run off. It will be sold via newsstands. In addition to the illustrated lyrics it contains a story on Eddie Fisher and advertising. The tune, "Young at Heart," is advertised on the cover. Sunbeam Music, publishers of "Young at Heart," made a non-exclusive percentage deal with Atlas to publish the song's lyrics.

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**LITTLE THINGS MEAN A LOT**  
I DON'T THINK YOU LOVE ME ANYMORE  
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**The FOUR ACES**  
**THREE COINS  
in the FOUNTAIN**  
**WEDDING BELLS**  
(ARE BREAKING UP  
THAT OLD GANG OF MINE)  
29123

**BING CROSBY**  
**IF YOU LOVE ME**  
(REALLY LOVE ME)  
LIEBCHEN  
29144


**BILL HALEY**  
and His Comets  
(WE'RE GONNA)  
**ROCK AROUND the CLOCK**  
THIRTEEN WOMEN  
29124




**The MILLS BROTHERS**  
**A CARNIVAL IN VENICE**  
**GO IN AND OUT THE WINDOW**  
29115




**GUY LOMBARDO**



**HERNANDO'S HIDEAWAY**  
VAS VILLST DU HABEN?  
29173



**RED FOLEY**  
**MY FRIEND**  
LADY OF GUADALUPE  
29159



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America's Fastest Growing Record Company

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## Diskers 'Powerhouse' Drive Aids 'Operation Pushpop'

• Continued from page 31

click items by Georgia Shaw and the Bing and Gary Crosby team.

Also set is a new Mills Brothers' release, while Kitty Kallen and the Four Aces' disks are ready for release the moment their current disks show any signs of cooling off.

None of the labels is holding back records for the fall season. M-G-M Records, for example, will go to market shortly with a new Joni James item, plus disks by George Shearing, movie star Ann Blyth, Tommy Edwards and Bon Stewart. In addition, the firm will shortly issue two new movie sound track albums. The label will also unveil some new disk talent.

Mercury, recently out with new disks by Patti Page, Georgia Gibbs, Ronnie Gaylord and The Crew Cuts, is ready with new recordings by The Gaylords, The Crew Cuts and Ralph Marterie. Mercury, too, is introducing new talent thru the summer season.

Capitol, a firm which has ordinarily issued potentially big records thru the summer, is currently riding with several powerful records by Kay Starr, Frank Sinatra, the Four Knights, Nat Cole and others. It will keep

working on these but has scheduled a new Nat Cole record for early release and will undoubtedly issue a Les Paul-Mary Ford disk before July 1.

Such active independents as London, Dot and Jubilee are also preparing what they consider to be click disks.

Meanwhile, the second phase of "Operation Pushpop" will kick off on Tuesday (25) when the first of four mailings to juke box operators will be made. Operators in the "Pushpop" markets will receive, free, title strips of The Billboard's "Spotlight" selections and the dealer-operator-jockey picks for future hits.

The "Pushpop" kits for retailers will be issued beginning June 3 and include window displays, streamers, mailing and point-of-sale material to be serviced free by The Billboard in addition to advance and unpublished information exposing the new artists, songs and records.

As previously reported, dealers, operators and jockeys in cities other than those already selected can receive the "Pushpop" merchandising kits free of charge by writing to The Billboard.

## Where Are Our Children?

• Continued from page 31

and Bennett and occasionally Liberace is now moving up popwise. Rosemary Clooney, Johnnie Ray and Guy Mitchell have been unable to keep up the hit pace this year.

The Four Lads and Felicia Sanders have had hits but have not repeated. The firm has a lot of new talent on the roster which it hopes to break thru, including Jerri Adams, Jill Corey and Jerry Vale, and the latter has had one strong record, tho not a smash hit.

At RCA Victor, Como and Fisher are still the gold. The Ames Brothers, who had many a hit on Coral, are doing mighty well, but they can not be considered new. And Tony Martin is the comeback singer, rather than new talent.

Eartha Kitt has been able to move into the consistent hit circle, tho she was brought in before the a.r. shift of a year ago. June Valli, Sunny Gale and Lou Monte have had one hit but no repeats yet. Some of the new talent unleashed with a drive by the label have since faded away.

### Decca's Spot

Decca is sitting in an enviable position with thrush Kitty Kallen, now as hot as any singer in the business. Georgie Shaw has not been able to repeat his one hit. The Four Aces and the Mills Brothers have remained the strong names on the label over the past few years. Here, too, the firm has worked on much new talent and has had a hard time getting them up as consistent hit makers.

On the indie level, Coral's big sellers are Teresa Brewer, Don Cornell and various combinations of names like Alan Dale, Johnny Desmond and Cornell. None are truly new talents. Karen Chandler has made it once but has had no strong follow-up, and many other new names have had a tough time. M-G-M's leading hit maker is Joni James, who has been hot for two years now.

At Mercury, the Gaylords have turned into consistent hit makers, joining Patti Page as the firm's leading record sellers. Rusty Draper, and the Richard Hayman and Ralph Marterie orks have had hits, but not consistently.

The firm has grabbed some attention with the Crew Cuts, but whether they will develop into hit makers depends on the next releases. The firm has just signed a lot of new talent.

### Indie Labels

The smaller indie labels, Dot and Jubilee, have each come up with strong record names, The Hilltoppers and the Four Tunes respectively. Actually the Hilltoppers are now in their third year on the label. The Four Tunes on Jubilee have come up with three hits in a row. Essex Records has come up with many one-shot hits but has been unable to establish them as consistent strong sellers.

Many people claim that one of the reasons for the failure of the new names to break thru con-

sistently is the tendency of jockeys and operators to depend on the big names for their programming.

Jocks run many top tune shows, featuring only well-known artists, and appear to shy away from new talent. This, of course, is due to the desire of the listener to hear the artists with whom they are familiar. These traders opine that the jocks should run shows featuring new talent, to give the public a chance to hear them and get some new names started.

### Pub's Yen

Another reason mentioned for the lack of strong new names is the publishers' yen for only top artists to make their songs. Most publishers prefer, naturally, to have their songs recorded by a name artist rather than unknown talent. This, claim some, hurts the new artist, since he can not get—or has a tough time getting—the best material.

Under any circumstances, it appears evident that a new singer, who can turn into a consistent seller of records, rather than a one-shot hit maker, is a prize every record company treasures. Certainly many singers get on wax these days, but few get into the big time.

## Young Nips BMI

• Continued from page 31

Publishers Committee. Tho the letter makes no specific mention of BMI, the reference is unmistakable in the view of those familiar with Young's frequent embroilments with that licensing agency.

### JD Letter

The letter asks that publishers join the committee to petition the Department of Justice to intervene, presumably thru an amendment to the consent decree under which BMI operates, to achieve the following:

1. "A fair, equal, standard contract applicable to all publisher affiliates."
2. To eliminate all alleged "discriminatory subsidies, guarantees, bonuses, special payments and other monies granted to a few favored 'pet' publishers, but denied to 90 per cent or more of affiliates and writers."
3. "To place all publishers and writers on an equal competitive level."

Young's letter also levels various and assorted charges of "corruption," which he believes should be investigated. It describes his committee as "a collective bargaining agency to represent your (publisher) genuine interests."

Canadian cleffer Don Grashey has been visiting publishing houses here this week on his way to the Jimmy Rodgers memorial affair at Meridian, Miss., next week. . . Dusty Brooks, new thrush at the Stagecoach, Hackensack, N. J., has been signed by the General Artists Corporation.

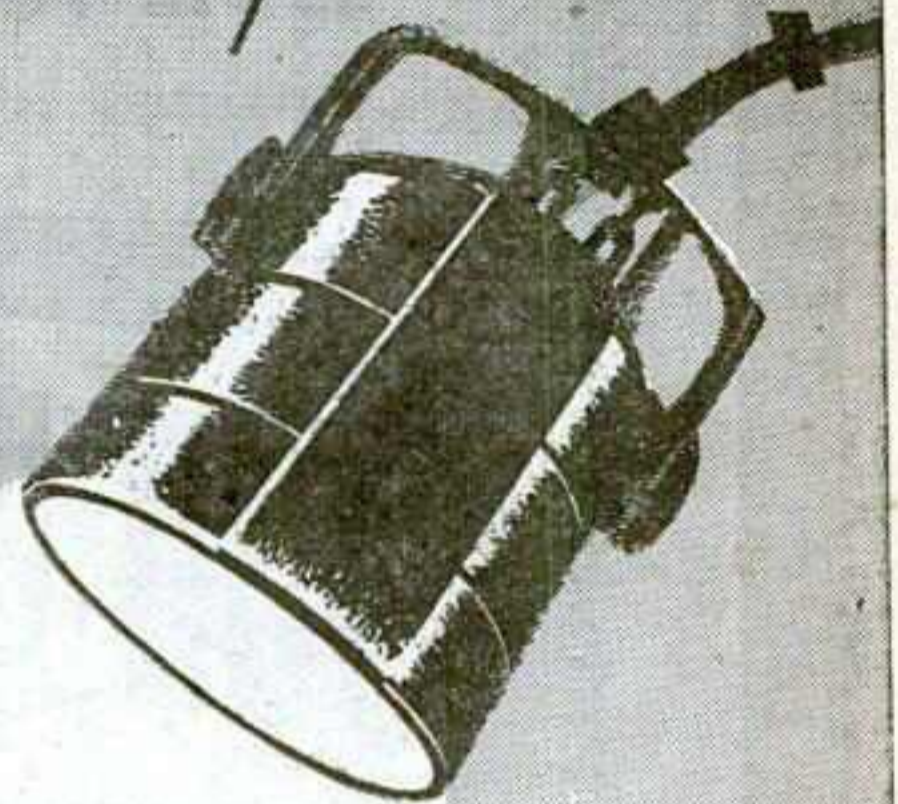




# KAREN CHANDLER



*Sings*



**• Review Spotlight on ...**

**KAREN CHANDLER**  
*Out in the Middle of the Night* (Ample, BMI)  
*Why Didn't You Tell Me* (United, ASCAP)—Coral 6118—Two mighty potent sides by the "Hold Me, Thrill Me, Kiss Me" thrush. The first is a rocking novelty; the "Tell Me" side is a fine ballad. Both are sung with feeling and both could move out.

THE BILLBOARD  
MAY 15, 1954

# WHY DIDN'T YOU TELL ME

# OUT IN THE MIDDLE OF THE NIGHT



**CORAL RECORDS**  
*America's Fastest Growing Record Company*

(A subsidiary of DECCA RECORDS, INC.)

CORAL 61181 (78RPM)  
9-61181 (45RPM)



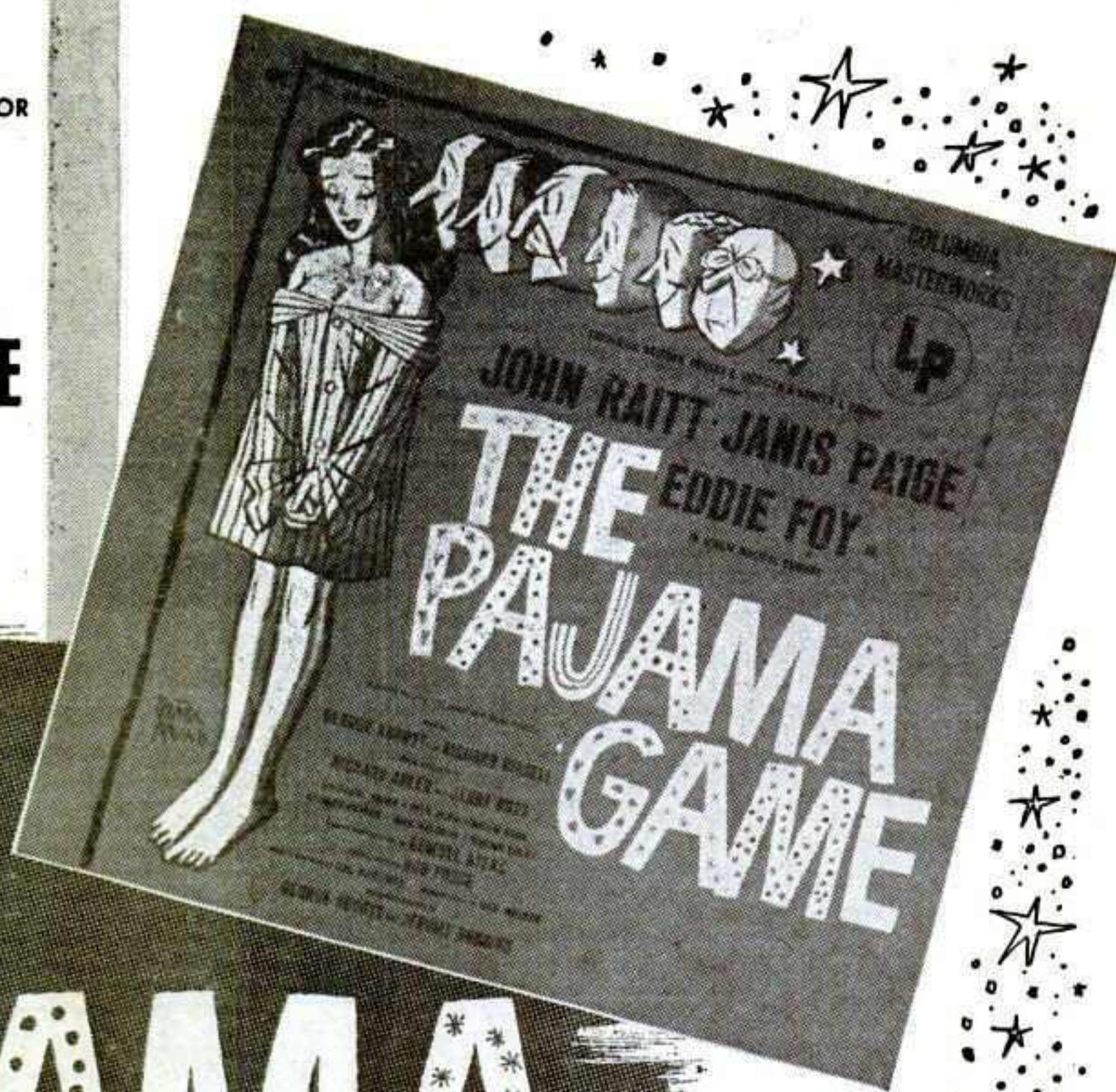
# COLUMBIA SCORES AGAIN!

following the original-cast recordings of "Kismet" and  
"The Girl in Pink Tights" with the season's newest smash!

"from overture to finale it is a riot of fun"—  
—COLEMAN, MIRROR

Frederick Brisson, Robert E. Griffith and Harold S. Prince present

**JOHN RAITT • JANIS PAIGE**  
**EDDIE FOY JR. in**



# THE PAJAMA GAME

with  
**CAROL HANEY • RETA SHAW**  
**STANLEY PRAGER • BUZZ MILLER**  
**PETER GENNARO**  
and the original Broadway cast  
Music and Lyrics: **RICHARD ADLER and JERRY ROSS**  
Musical Director: **HAL HASTINGS**  
Orchestrations: **DON WALKER**  
Book by **GEORGE ABBOTT and RICHARD BISSELL**  
Based on Mr. Bissell's novel "7½ Cents"  
Production directed by **GEORGE ABBOTT and JEROME ROBBINS**  
Scenery and Costumes by **LEMUEL AYERS**  
Ballet and Dance Music by **ROGER ADAMS**  
Choreography by **BOB FOSSE**  
Produced for records by **GODDARD LIEBERSON**

Overture • The Pajama Game • Racing With the Clock • A New Town Is a Blue Town • I'm Not at All in Love • I'll Never Be Jealous Again • Hey There • Her Is • Once a Year Day • Small Talk • There Once Was a Man • Steam Heat • Think of the Time I Save • Hernando's Hideaway • 7½ Cents • Finale

12-inch "Lp" Record ML 4840 • Extended Play Set A-1098

"Bright, brassy and jubilantly sassy . . . a humdinger."  
—KERR, TRIBUNE  
"A deliriously daffy delight! . . . Lively score."  
—COLEMAN, MIRROR  
"A whale of a show! . . . Brilliant and ingratiating score."  
—McCLAIN, JOURNAL-AMERICAN  
"Color, humor and revelry . . . an exuberant score."  
—ATKINSON, TIMES  
"Funny and frisky . . . clever and inventive songs."  
—CHAPMAN, NEWS  
"The songs . . . have gay liveliness . . . delivered with gusto and relish."  
—WATTS, POST

Hits from "The Pajama Game" on Columbia singles

|   |   |
|---|---|
| <b>JOHNNIE RAY</b><br>HEY THERE<br>HERNANDO'S HIDEAWAY<br>40224 • 4-40224 | <b>THE MARINERS</b><br>STEAM HEAT<br>40241 • 4-40241          |
| <b>GUY MITCHELL</b><br>THERE ONCE WAS A MAN<br>40240 • 4-40240            | <b>FRANKIE YANKOVIC</b><br>ONCE A YEAR DAY<br>40247 • 4-40247 |



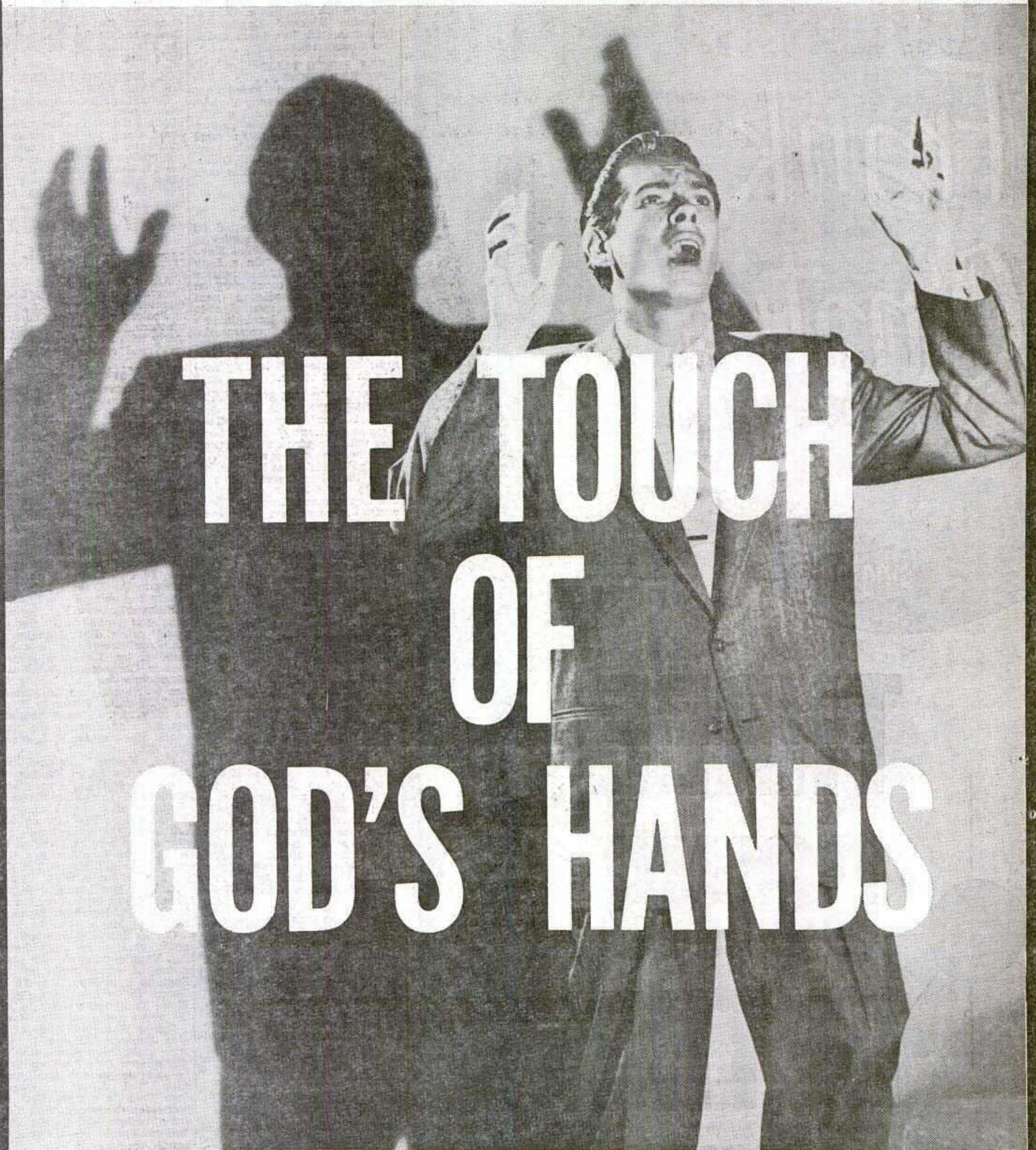
## COLUMBIA RECORDS

Columbia and LP, Trade Marks Reg. U.S. Pat. Off. Marcos Registrados. Printed in U.S.A.





touches the heart . . .



# THE TOUCH OF GOD'S HANDS


a moving performance by . . . . .

# JOHNNIE RAY

b/w I'M GONNA WALK AND TALK WITH MY LORD



Columbia  
39908 78 rpm  
4-39908 45 rpm

\*Columbia\* and  Trade Marks Reg. U.S. Pat. Off. Marcas Registradas.



Another SINATRA  
Special!

Frank  
Sinatra

singing

# THREE COINS IN THE FOUNTAIN

From the 20th Century-Fox Cinemascope Production  
"THREE COINS IN THE FOUNTAIN"



CAPITOL RECORD 2618

## MUSIC AS WRITTEN

### LAMPLEY TO ASSIST AVAKIAN AT COL. . . .

Cal Lampley has been appointed assistant to George Avakian, Eastern director of pop albums at Columbia Records. Lampley has been music editor at Columbia Records' Engineering department for five years and is also a concert pianist.

### WINS, FREED TALK LIVE R&B SHOW . . .

Alan (Moondog) Freed has been talking with execs of radio station WINS here about a daily live r.&b. show on the station. He planned in Sunday (23) to meet with the station officials here. Freed is currently on WJW, Cleveland, and has a taped show over WNJR, Newark, N. J.

### DECCA-BALLARD-LIFE 'AFTERNOON' TIES . . .

Decca Records has alerted its distributors across the country to put a special push behind Kaye Ballard's new disk "On a Lazy Afternoon" when Life magazine comes out with a cover story on the singing comedienne next week. The Decca men plan to work closely with local deejays carrying a Life commercial schedule. The magazine maintains a sizable cross-country spot radio schedule with leading deejays in most towns.

### NORMAN, VOGUE SIGN DISTRIBUTION DEAL . . .

"Just Jazz" impresario Gene Norman, currently mixing business with pleasure on a European visit, has negotiated a deal with Vogue Records' Leon Kaba which gives that firm the right to distribute the Norman concert recordings thruout Europe. Previously the recordings have been handled here by either Capitol or Columbia.

### HY GRILL NAMED LEVY ASSISTANT . . .

Hy Grill has been named general assistant to publisher Lou Levy. In addition, Grill will handle the Duchess Music catalog for Levy. Grill has been an artists and repertoire staffer for Victor and Decca before joining the Levy firms. His experience as an a.&r. man, says Levy, makes him ideally suited for contacting other recording execs with Levy's material.

### BRITISH SINGER ON 'TOAST OF TOWN' . . .

British singer Dickie Valentine, who has just branched out on his own after years with Ted Heath's band, flew to New York this week to make an appearance on "The Toast of the Town" TV show tomorrow (23). Valentine will fly to Hollywood for a film test before returning to England May 28 to take up his solo vaude tour. He will be accompanied on his American trip by Sydney Crace, of the Lew & Leslie Grade office.

### LUTHER TO MAKE 3 MORE 'HOME' P.A.'S . . .

Decca's kiddie king, Frank Luther, has signed for three more appearances on NBC-TV's "Home" show, as the result of his first guest shot on the daytime series this month. "Home," emceed by Arlene Francis and staffed exclusively with fem commentators, could use a personality with appeal for the youngsters, and there's a chance Luther may draw the assignment on a permanent basis.

### MCCALL BECOMES A GRANDPAPPY . . .

Bill McCall Sr., president of Four-Star Records, Inc., became a grandfather last week (21) with the birth of a girl, Juliana, seven pounds, 12 ounces, to his daughter, Geraldine Pinto, at Cedars of Lebanon Hospital, Hollywood. Father, Joseph Pinto, is a non-pro.

### BUZZ MCKEE BRUNOTES WITH BOSTON RECORDS . . .

Buzz McKee and His Brunotes, of Brown University, have been signed by Boston Records to record the Sheraton label. The group specializes in Chicago-style jazz. The group has picked up a following in its appearances at the Mahogany Hall, Boston, and Jimmy Ryan's in New York as well as numerous other spots along the Eastern Seaboard.

### 'LET ME SLEEP' SUIT SETTLED OUT OF COURT . . .

Discontinued and settled out of court this week was the suit filed by Harry Von Tilzer Music Publishing Company against 20th Century-Fox Film Corporation, Thor Productions and Dmitri

Tiomkin. The suit, originally filed in New York Federal Court, involved the alleged infringement of the Von Tilzer tune, "Please Let Me Sleep," in the 1952 Thor production, "The Steel Trap," which was released by Fox. The complaint had alleged that the theme and background music of the film incorporated the plaintiff's tune.

### COL. WINNING STREAK AT BALL CONTINUES . . .

Columbia Records continued its winning ways this week in the Music Softball League, trimming Decca-Coral for the second time in a row. The score of the game played Tuesday (18) was Columbia 11, Decca-Coral 9. Columbia plays Allied Records next Tuesday (25). Here are the league standings, Columbia: Three wins, no defeats; London, no wins, one defeat; Decca-Coral, no wins, two defeats.

### LIEBECK SETS UP N. Y. TREND OFFICES . . .

Albert Marx, president of Trend Records, has named Herb Liebeck director of Eastern exploitation and sales for the West Coast manufacturing firm. Liebeck, formerly with Decca Records, has set up Trend offices in New York.

### New York

Ella Fitzgerald will be honored by the music business on her opening night at The Basin Street here next week (25). This is her 19th year in the business, and she will be toasted by trade paper representatives, music men and many others, under the emcee guidance of comic Steve Allen.

Lionel Hampton's ork opens at the Regal Theater, Chicago, starting May 28. . . . Tony Martin will be at the Twin Coaches in Pittsburgh for a week starting May 28. . . . Nat Cole opens at the Chez Paree in Chicago on May 26. . . . George Shearing returns to the Embers here for 10 weeks beginning June 28.

Richard Barstow, the choreographer, has penned two tunes with vocal coach Hal Schaefer. . . . Rainbow Records is now being handled by Transdisk Distributors in Connecticut and Western Massachusetts. . . . Mindy Carson will appear on Ed Murrow's CBS-TV show "Person to Person" on May 28. . . . Tony Bennett is set for nine days at the Stagecoach, Hackensack, N. J., starting May 28.

Hal Neeley, national sales manager for Allied Records, will attend the National Association of Radio and Television Broadcasters convention in Chicago with his wife. . . . The Sammy Kaye ork opens the Astor Roof's summer season here on Monday, May 24. . . . The Ray Anthony ork is set for one-nighters at The Citadel in Charleston, S. C., in June. . . . The new tune, "By My Side," waxed by Harvey Norman for M-G-M, has been purchased by Treble Music.

Cleffer Bernie Wayne is in Bermuda vacationing until June 1. . . . Vaughn Monroe will play a group of one-nighters in New England from May 28 to 31. . . . George Drake has joined Gerber-Weiss Theatrical agency to head the music and hotel departments.

Dewey Bergman, head of Benita Records, is back in town after a Southern distributor trip. . . . Singer Bob Anthony is set for a role in the forthcoming flick "Pal Joey." . . . Commodore Records cut its first new jazz sides this week, with Leonard Feather doing the a.&r. duties. Frank Wess, tenorman, headed the jazz combo which featured some top jazz names. . . . Elly Williams, Rainbow Records thrush, is having her new dinking of "Ah-Dee-Dong" played in Seoul over the Korean Broadcasting System. Tune is a Korean folk song.

. . . "Wait for Me, Darling," published by Herb Ries Music, is licensed thru BMI, not ASCAP.

Sammy Fain dropped in at M-G-M Records' headquarters here this week to discuss promotion plans on his new album, "I'll Be Seeing You," scheduled for release June 15. . . . Joni James plays a two-week date at the Chicago Theater, Chicago, starting June 11. . . . Art Mooney's ork is booked for one week at Steel Pier, Atlantic City, beginning June 1.

Fran Warren opens at the Vagabond Club, Miami Beach, May 31. . . . Arthur (Guitar Boogie) Smith and His Crackerjack; entertained President Eisenhower during his recent stay in Charlotte, N. C. . . . Odette, who was

(Continued on page 67)





THE DREAM  
RECORDING...

*Mantovani's*

**DREAM,**

**DREAM,**

**DREAM**

b/w **BEWITCHED**

**LONDON RECORD**

**1471 45-1471**

*LONDON*





A Great Artist Immortalizes a Great Song

# THE TOUCH OF GOD'S HANDS

b/w THE CHAPEL ON THE HILL  
RCA VICTOR 20-5753 • 47-5753



**EDDY ARNOLD**

RCA VICTOR  
FINEST IN RECORDED MUSIC





*Shooting to the Top!*

# GREEN YEARS

**Recorded by:**

# EDDIE FISHER

*Brilliant Orchestration by*

# HUGO WINTERHALTER

**RCA VICTOR 20-5748**

**WARNER BROS. MUSIC DIVISION  
HARMS, INC.**

488 Madison Ave., New York 22, N.Y.

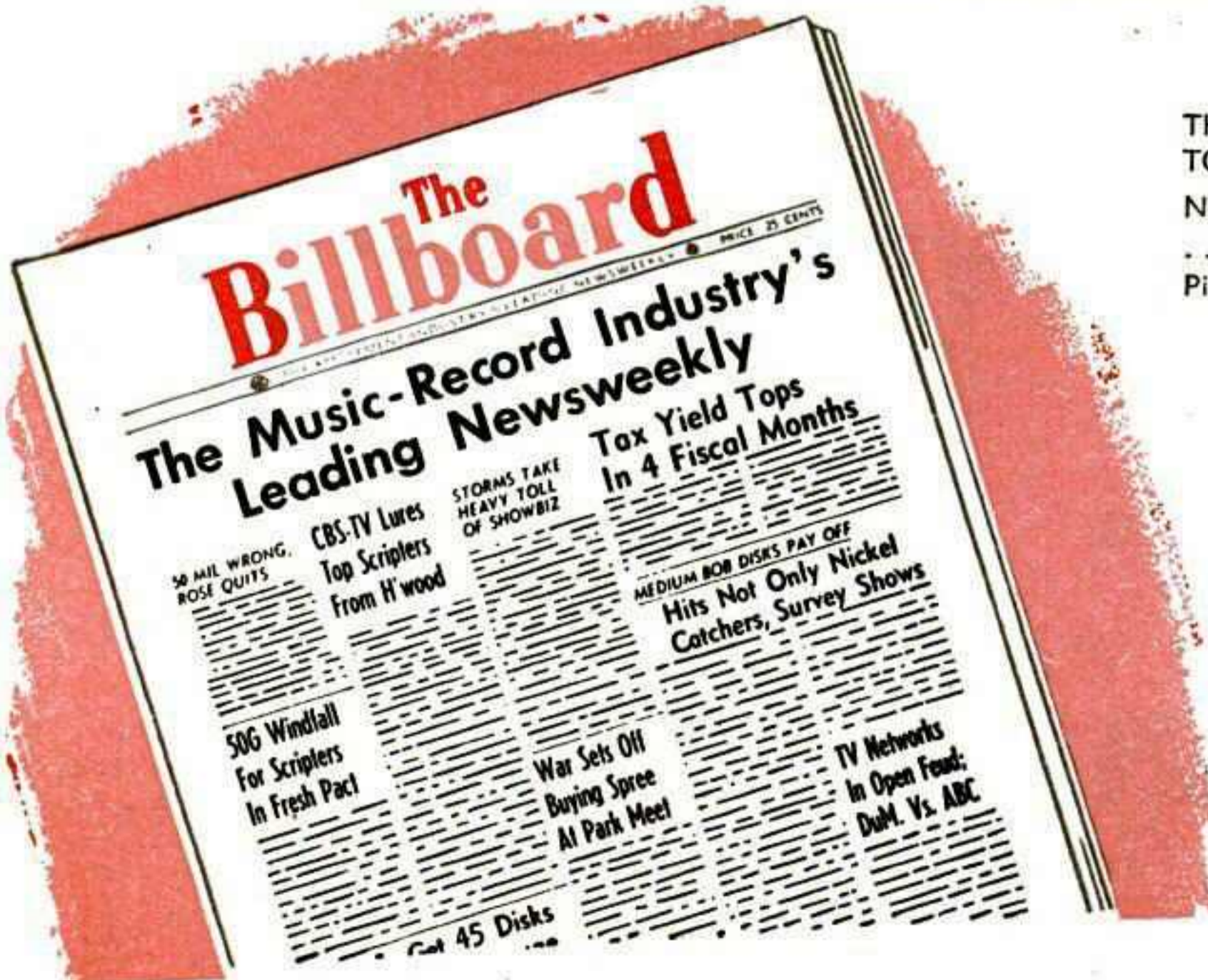


# It's on the

**The Billboard's Promotion and Merchandising Program to Stimulate Public Interest in—and Demand for—Single Records NOW and Throughout the Summer.**

★ ★ ★

| The <b>OPERATION PUSHPOP</b> Schedule  | Kit No. 1 | Kit No. 2 | Kit No. 3 | Kit No. 4 |
|--|-----------|-----------|-----------|-----------|
| To Help <b>DISK JOCKEYS</b> Build Audiences . . .<br>special kits of exclusive programing material never before made available.                              | 5/24      | 5/31      | 6/7       | 6/14      |
| To Help <b>OPERATORS</b> Increase Play . . .<br>buying and programing kits containing listings of the best new records.                                      | 5/24      | 5/31      | 6/7       | 6/14      |
| To Help <b>DEALERS</b> Increase Store Traffic and Sell Extra Volume . . .<br>kits containing attractive and effective point-of-sale and mail order material. | 5/31      | 6/7       | 6/14      | 6/21      |



THE COST FACTOR LIMITS **OPERATION PUSHPOP** TO THESE 10 MARKETS:

New York . . . Chicago . . . Los Angeles . . . Philadelphia . . . Detroit . . . Boston . . . San Francisco-Oakland . . . Pittsburgh . . . Cleveland . . . St. Louis.

The effort in those markets, however, should stimulate pop record interest and consumer buying in other parts of the country. Any Disk Jockey . . . or Operator . . . or Record Dealer outside these market areas may participate in the program and receive special kits by writing to . . .

**OPERATION PUSHPOP  
THE BILLBOARD  
2160 PATTERSON STREET  
CINCINNATI 22, OHIO**

**NEW YORK WASHINGTON, D. C.**



**Way...**

# Operation Pushpop



*Read it...  
Use it...  
Put it to work...for YOU*

CINCINNATI

CHICAGO

ST. LOUIS

HOLLYWOOD



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         | 14             |
| 2. Wanted .....                        | 2         | 12             |
| 3. Three Coins in the Fountain .....   | —         | 1              |
| 4. Happy Wanderer.....                 | 14        | 3              |
| 5. Cross Over the Bridge..             | 3         | 13             |
| 6. Answer Me, My Love..                | 4         | 10             |
| 7. Little Things Mean a Lot .....      | 10        | 4              |
| 8. If You Love Me (Really Love Me).... | 12        | 3              |
| 9. Oh, Baby Mine.....                  | 5         | 12             |
| 10. Make Love to Me.....               | 6         | 16             |
| 11. Man With the Banjo...              | 7         | 6              |
| 12. Man Upstairs.....                  | 13        | 2              |
| 13. Here .....                         | 8         | 7              |
| 14. Isle of Capri.....                 | —         | 1              |
| 15. Jilted .....                       | 11        | 5              |

## 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

- Am I in Love? (R)—Miller—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Baubles, Bangles and Beads (R)—Frank—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Don't Worry 'Bout Me (R)—Mills—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- Green Years (R)—Harms—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 Speak to the Stars (R) (F)—Witmark—ASCAP
- If You Love Me (Really Love Me) (R)—Duchess—BMI
- Isle of Capri (R)—Harms—ASCAP
- It Happens to Be Me (R)—Paxton—ASCAP
- Jilted (R)—Sheldon—BMI
- Knock on Wood (R) (F)—Famous—ASCAP
- Little Things Mean a Lot (R)—Feist—ASCAP
- Lost in Loveliness (R) (M)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man Upstairs (R)—Vesta—BMI
- Man With the Banjo (R)—Mellin—BMI
- Secret Love (R) (F)—Remick—ASCAP
- Steam Heat (R) (M)—Frank—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- There'll Be No Teardrops Tonight (R)—Acuff-Rose—BMI
- Three Coins in the Fountain (R) (F)—Frank—ASCAP
- Wanted (R)—Witmark—ASCAP
- Wedding Bells (Are Breaking Up That Old Gang of Mine) (R)—Mills—ASCAP

### Television

- And Away We Go (R)—Songsmith—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- Green Years (R)—Harms—ASCAP
- Here (R)—Hill & Range—BMI
- Here's Charlie (R)—Songsmith—ASCAP
- Hernando's Hideaway (R)—Frank—ASCAP
- Hy'a Mister Dennehy (R)—Songsmith—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
- If You Love Me (Really Love Me) (R)—Duchess—BMI
- It Happens to Be Me (R)—Paxton—ASCAP
- Jilted (R)—Sheldon—BMI
- Little Things Mean a Lot (R)—Feist—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Oh! My Mother-in-Law (R)—Jefferson—ASCAP
- One of These Days Pow (R)—Songsmith—ASCAP
- Poor Soul (R)—Songsmith—ASCAP
- Ricochet (R)—Sheldon—BMI
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Steam Heat (R) (M)—Frank—ASCAP
- Reggie Van Gleason the 3d (R)—Songsmith—ASCAP
- Three Coins in the Fountain (R) (F)—Robbins—ASCAP
- Wanted (R)—Witmark—ASCAP
- Wedding Bells (Are Breaking Up That Old Gang of Mine) (R)—Mills—ASCAP
- Young at Heart (R)—Sunbeam—BMI

# HONOR ROLL OF HITS



## The Nation's Top Tunes

For survey week ending May 19

| This Week                          | Last Week | Weeks on Chart |
|------------------------------------|-----------|----------------|
| 1. Wanted                          | 1         | 13             |
| 2. Little Things Mean a Lot        | 6         | 5              |
| 3. Young at Heart                  | 3         | 15             |
| 4. Cross Over the Bridge           | 2         | 13             |
| 5. Oh, Baby Mine                   | 5         | 17             |
| 6. Make Love to Me                 | 4         | 17             |
| 7. Happy Wanderer                  | 11        | 4              |
| 8. If You Love Me (Really Love Me) | 7         | 5              |
| 8. Three Coins in the Fountain     | 16        | 2              |
| 10. Man With the Banjo             | 8         | 10             |

## Second Ten

|                                    |    |    |
|------------------------------------|----|----|
| 11. ANSWER ME, MY LOVE             | 9  | 13 |
| 12. MAN UPSTAIRS                   | 12 | 5  |
| 13. HERE                           | 10 | 8  |
| 14. JILTED                         | 13 | 6  |
| 15. ISLE OF CAPRI                  | 17 | 3  |
| 16. A GIRL, A GIRL                 | 14 | 9  |
| 17. HERNANDO'S HIDEAWAY            | —  | 1  |
| 18. I UNDERSTAND JUST HOW YOU FEEL | —  | 1  |
| 19. SECRET LOVE                    | 15 | 21 |
| 20. I REALLY DON'T WANT TO KNOW    | 18 | 7  |

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and Permission will be immediately granted.

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.

## INDEX TO CHARTS

|                             |    |                   |    |
|-----------------------------|----|-------------------|----|
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| Packaged Records, Popular   | 66 | Rhythm & Blues    | 61 |
| Packaged Records, Classical | 64 | Other Categories  | 67 |

## The Music Corner

When The Billboard conceived the promotional drive titled "Operation Pushpop" two months ago, one of the main ideas behind it was to help more records get exposure and thus help start more hits. That this was a needed promotion was indicated by the slow state of the pop market; that it is being widely accepted is indicated by the manufacturer and publisher backing being given to the "Pushpop" drive.

The jump in business experienced by the entire record market when a new record starts to climb toward hitdom is indicated by three new releases issued about a week ago. These are Eddie Fisher's "My Friend" and "Green Years" on RCA Victor, Jo Stafford's "Thank You for Calling" on Columbia and Roy Hamilton's "If I Loved You" on Epic. Fisher and Miss Stafford of course have had hit after hit; Hamilton is a newcomer who came thru with a hit record on his first release for Epic.

It so happened that all three of these records took off from the day of release. As soon as they hit the field, excitement started. Jockeys handed them full exposure, distributors ordered them heavily, one-stops made sure to have them on hand for the operators and dealers needed little sales talk to lay in a large stock. These records, all of which look as if they are on their way to the big time, have helped create new business for all companies, particularly the labels that issued them, by bringing customers into the stores and by getting them to throw coins into the juke boxes.

It is true that every record released is not as worthy of the same sales hype or the same excitement on the part of the entire trade. However, there are many new records which, if exposed by the jocks and operators and available at the distributor and dealer level, have a chance to break thru into the hit column. And the more hits, the more business for everyone.

The hit cycle in the record business is the reason for the trade cliché that runs "All we need is one big hit to draw the customers into the stores." Actually, tho, it would be lots better to have more than one hit at a time to draw many customers into the stores. This isn't always possible, of course, but it is more possible if more records get air play, distributor and dealer push and operator exposure. We have a feeling that "Operation Pushpop" will help do this with the cooperation of jockeys, dealers and operators.

## 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 (\*)
- Heart of My Heart—Francis Day (Robbins)
- Changing Partners—Robt. Mellin (Porgie)
- I See the Moon—Feldman (Plymouth)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (Leeds)
- Someone Else's Roses—John Fields (Leeds)
- Bimbo—Macmelodies (Fairway)
- Such a Night—Sterling (Raleigh)
- Bell Bottom Blues—Michael Reine (Shapiro-Bernstein)
- Make Love to Me—Morris (Melrose)
- Cross Over the Bridge—New World (Laurel)
- The Book—Kassner (Kassner)
- Oh, My Papa—Maurice (Shapiro-Bernstein)
- Tennessee Wig-Walk—Francis Day & Hunter (Village)
- The Little Shoemaker—Bourne (\*)
- Swedish Rhapsody—Connelly (Dartmouth)
- Deadwood Stage—Harms, Connelly (Remick)
- I Get So Lonely—Edwin H. Morris Co., Ltd., (Melrose)



HEAR THIS NEW DISCOVERY.....

# Jimmy Collie

Singing

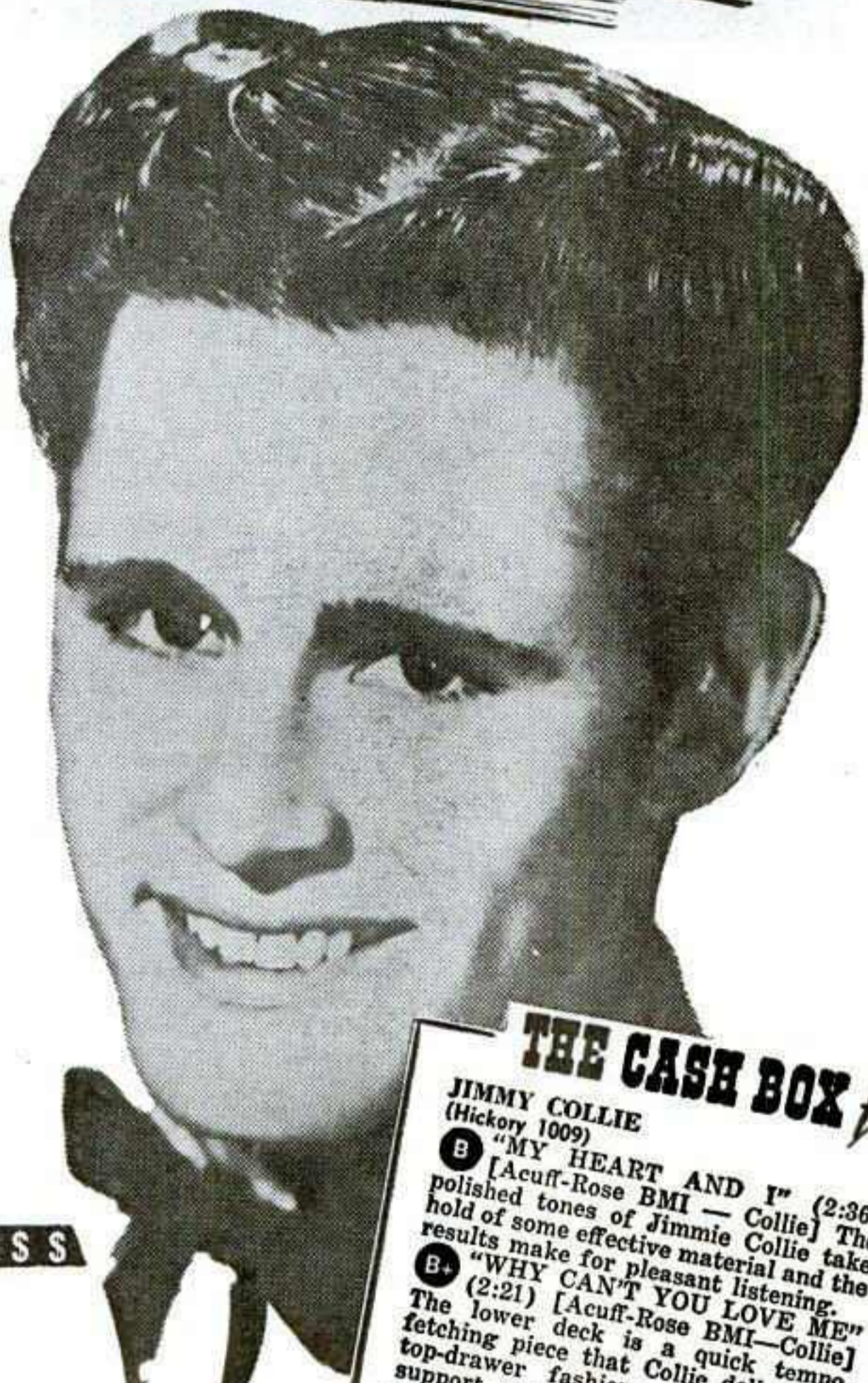
## MY HEART AND I

c/w

## WHY CAN'T YOU LOVE ME

Hickory 1009

45-1009



The Billboard  
• Review Spotlight on ...

### TALENT

**JIMMY COLLIE**  
Why Can't You Love Me? (Acuff-Rose, BMD)  
My Heart and I (Acuff-Rose, BMD)—Hickory 1009—  
Here's a fine new voice displayed well on the new  
label. The boy handles the tunes with persuasive  
charm and he has a future. Good new talent.

### THE CASE BOX

**JIMMY COLLIE**  
(Hickory 1009)  
**B** "MY HEART AND I" (2:36)  
[Acuff-Rose BMI — Collie] The  
polished tones of Jimmie Collie take  
hold of some effective material and the  
results make for pleasant listening.  
**B+** "WHY CAN'T YOU LOVE ME"  
(2:21) [Acuff-Rose BMI—Collie]  
The lower deck is a quick tempo,  
fetching piece that Collie delivers in  
top-drawer fashion. Smooth string  
support on a deck that has the  
potential.

### NEW RELEASES...

**TOMMY HILL**  
SAY IT NOW c/w  
BRIGHT LIGHTS IS YOUR HEAVEN  
Hickory 1010 45-1010

**BOBBY DICK**  
I FEEL LUCKY (YES, I DO) c/w  
A PRISONER OF A BROKEN HEART  
Hickory 1011 45-1011

Best Selling **POPS...**  
**JIMMY SWEENEY & VARIETEERS**  
I'VE GOT A WOMAN'S LOVE c/w  
DEEP BLUES  
Hickory 1004 45-1004

**DANNY DAVIS**  
SECOND HAND DREAMS FOR SALE c/w  
CAN'T YOU FEEL IT IN YOUR HEART  
Hickory 1005 45-1005

Best Selling **COUNTRY...**  
**AL TERRY**  
GOOD DEAL, LUCILLE c/w  
SAY A PRAYER FOR ME  
Hickory 1003 45-1003

**TOMMY HILL**  
LOVE ME, BABY c/w  
THE LIFE THAT I'M LIVING  
Hickory 1002 45-1002

**JIMMY COLLIE**  
MY HEART AND I c/w  
WHY CAN'T YOU LOVE ME  
Hickory 1009 45-1009

Best Selling **SACRED...**  
**BOBBY DICK**  
THE LORD'S LAST SUPPER c/w  
THANK GOD I CAME OUT ALIVE  
Hickory 1001 45-1001

### HOT-BOX HITS



**JIMMY SWEENEY**

and

**The Varieteers**

singing

**I'VE GOT A WOMAN'S LOVE**

c/w

**DEEP BLUES**

Hickory 1004

45-1004



**Al Terry**

singing

**GOOD DEAL, LUCILLE**

c/w

**SAY A PRAYER FOR ME**

Hickory 1003

45-1003

Best Selling

### NOVELTIES

**BOOD BRYANT**  
**MY BABY'S GONE**

c/w

**I WANTA GO FAST**

Hickory 1007

45-1007

**ROD BRASFIELD**

**ROD'S TRIP TO CHICAGO**

(PARTS 1 AND 2)

Hickory 1006

45-1006

Best Selling

Selling

### INSTRUMENTAL

**HOWARD WHITE**

**THE DOVE**

c/w

**ENSONATA**

Hickory 1008

45-1008

**Hickory** Records, Inc.

2510 FRANKLIN ROAD,

NASHVILLE 4, TENNESSEE





# EDDY HOWARD

HAS TWO GREAT COMMERCIAL SIDES

## "DON'T WORRY BABY"

And

## "VIENI SU"

(With Italian Lyrics)

MERCURY 70388 • 70388X45

### MERCURY SUMMER SPECIALS

|   |  |  |   |  |
|---|--|--|---|--|
| <p><b>Patti Page</b><br/> <br/>                     "Steam Heat"<br/>                     AND<br/>                     "Lonely Days"<br/>                     MERCURY 70380 • 70380X45</p>             | <p><b>The Crewcuts</b><br/> <br/>                     "Crazy 'Bout You Baby"<br/>                     AND<br/>                     "Angelia Mia"<br/>                     MERCURY 70341 • 70341X45</p>    | <p><b>The Gaylords</b><br/> <br/>                     "Isle Of Capri"<br/>                     AND<br/>                     "Love I You"<br/>                     MERCURY 70350 • 70350X45</p>       | <p><b>Ronnie Gaylord</b><br/> <br/>                     "Cuddle Me"<br/>                     AND<br/>                     "Oh, Am I Lonely"<br/>                     MERCURY 70285 • 70285X45</p>        | <p><b>Georgia Gibbs</b><br/> <br/>                     "Wait For Me Darlin'"<br/>                     AND<br/>                     "Whistle"<br/>                     MERCURY 70386 • 70386X45</p>                  |
| <p><b>Richard Hayman</b><br/> <br/>                     "Hernando's Hideaway"<br/>                     AND<br/>                     "The Cuddle"<br/>                     MERCURY 70387 • 70387X45</p> | <p><b>Ralph Marterie</b><br/> <br/>                     "Dry Marterie"<br/>                     AND<br/>                     "Until Six"<br/>                     MERCURY 70358 • 70358X45</p>            | <p><b>Rusty Draper</b><br/> <br/>                     "Knock On Wood"<br/>                     AND<br/>                     "It Ain't My Baby"<br/>                     MERCURY 70365 • 70365X45</p> | <p><b>Ronnie Gaylord</b><br/> <br/>                     "WOW"<br/>                     AND<br/>                     "Oh, Love Of Mine"<br/>                     MERCURY 70378 • 70378X45</p>             | <p><b>Dick Contino</b><br/> <br/>                     "Gay Ranchero"<br/>                     AND<br/>                     "Goodbye My Love"<br/>                     MERCURY 70366 • 70366X45</p>                  |
| <p><b>Malcolm Lockyer</b><br/>                     "Fiddler's Boogie"<br/>                     AND<br/>                     "Picnic For Strings"<br/>                     MERCURY 70383 • 70383X45</p>  | <p><b>Joyce Taylor</b><br/> <br/>                     "If You Only Knew"<br/>                     AND<br/>                     "Sealed With A Kiss"<br/>                     MERCURY 70345 • 70345X45</p> | <p><b>The Harmonicats</b><br/> <br/>                     "Cat Walk"<br/>                     AND<br/>                     "Hora Stacato"<br/>                     MERCURY 70362 • 70362X45</p>       | <p><b>The Carlisles</b><br/> <br/>                     "Shake A Leg"<br/>                     AND<br/>                     "Hold Your Hand"<br/>                     MERCURY 70351 • 70351X45</p>        | <p><b>Kay Penton</b><br/>                     "A New Town Is A Blue Town"<br/>                     AND<br/>                     "I Was Meant For You"<br/>                     MERCURY 70379 • 70379X45</p>  |
| <p><b>Laurie Sisters</b><br/>                     "Do It Over Again"<br/>                     AND<br/>                     "Son Of A Gondolier"<br/>                     MERCURY 70382 • 70382X45</p>   | <p><b>Frankie Valley</b><br/>                     "Somebody Else Took Her Home"<br/>                     AND<br/>                     "Forgive And Forget"<br/>                     MERCURY 70381 • 70381X45</p>   | <p><b>June Winters</b><br/>                     "Reading Old Letters"<br/>                     AND<br/>                     "I Don't Wanna Be Worshipped"<br/>                     MERCURY 70368 • 70368X45</p>  | <p><b>Buddy Johnson</b><br/> <br/>                     "Shut Your Mouth"<br/>                     AND<br/>                     "Ain't 'Cha Got Me"<br/>                     MERCURY 70377 • 70377X45</p> | <p><b>Dinah Washington</b><br/> <br/>                     "Big Long Sliding Thing"<br/>                     AND<br/>                     "You Can't Love Two"<br/>                     MERCURY 70392 • 70392X45</p> |





... it's really **HOT!**

**SSS "STEAM  
HEAT"**

MERCURY 70380 • 70380X45

**Patti Page**





# The Billboard Music Popularity Charts

# POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending May 19

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. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

| This Week | Last Week | Weeks on Chart | Title   |
|-----------|-----------|----------------|---|
| 1         | 1         | 13             | WANTED—P. Como<br>Look Out the Window—V 20-5647—ASCAP   |
| 2         | 2         | 7              | LITTLE THINGS MEAN A LOT—K. Kallen<br>I Don't Think You Love Me Anymore—Dec 29037—ASCAP                             |
| 3         | 3         | 15             | YOUNG AT HEART—F. Sinatra<br>Take a Chance—Cap 2703—BMI   |
| 4         | 4         | 17             | OH, BABY MINE—Four Knights<br>I Couldn't Stay Away From You—Cap 2654—ASCAP  |
| 5         | 7         | 14             | CROSS OVER THE BRIDGE—P. Page<br>My Restless Lover—Mercury 70302—ASCAP  |
| 6         | 5         | 6              | IF YOU LOVE ME (REALLY LOVE ME)—K. Starr<br>Man Upstairs—(7)—Cap 2769—BMI   |
| 7         | 8         | 7              | MAN UPSTAIRS—K. Starr<br>If You Love Me—(6)—Cap 2769—BMI  |
| 8         | 9         | 5              | HAPPY WANDERER—F. Weir<br>From Your Lips—London 1448—ASCAP  |
| 9         | 5         | 17             | MAKE LOVE TO ME—J. Stafford<br>Adi-Adios Amigo—Col 40143—ASCAP  |
| 10        | 14        | 2              | THREE COINS IN THE FOUNTAIN—Four Aces<br>Wedding Bells (Are Breaking Up That Old Gang of Mine)—(30)—Dec 29123—ASCAP |
| 11        | 11        | 13             | ANSWER ME, MY LOVE—Nat (King) Cole<br>Why?—Cap 2687—ASCAP   |
| 12        | 10        | 9              | MAN WITH THE BANJO—Ames Brothers<br>Man, Man Is for the Woman Made—V 20-5644—BMI                                    |
| 13        | 12        | 10             | HERE—T. Martin<br>Philosophy—V 20-5665—BMI  |
| 14        | 1         | 1              | HERNANDO'S HIDEAWAY—A. Bleyer<br>S'il Vous Plait—Cadence 1241—ASCAP   |
| 15        | 13        | 10             | A GIRL, A GIRL—E. Fisher<br>With All My Heart and Soul (Anema E Core)—V 20-5657—ASCAP                               |
| 16        | 15        | 6              | JILTED—T. Brewer<br>Le Grand Tour de L'Amour—Coral 61152—BMI  |
| 17        | 20        | 3              | ISLE OF CAPRI—Gaylords<br>Love I You—Mercury 70350—ASCAP  |
| 18        | 16        | 3              | HAPPY WANDERER—H. Rene<br>My Impossible Love—V 20-5715—ASCAP  |
| 19        | 17        | 3              | ISLE OF CAPRI—J. Lee<br>By the Light of the Silvery Moon—Coral 61149—ASCAP  |
| 20        | —         | 1              | I UNDERSTAND JUST HOW YOU FEEL—Four Tunes<br>Sugar Lump—Jubilee 5132—ASCAP  |
| 21        | 19        | 4              | CRAZY 'BOUT YOU, BABY—Crew Cuts<br>Angelia Mia—Mercury 70341—BMI  |
| 22        | 18        | 21             | SECRET LOVE—Doris Day<br>Deadwood Stage—Col 40108—ASCAP   |
| 23        | —         | 13             | CUDDLE ME—R. Gaylord<br>Oh, Am I Lonely—Mercury 70285—BMI   |
| 24        | —         | 5              | POOR BUTTERFLY—Hilltoppers<br>Wrapped Up in a Dream—Dot 15156—ASCAP   |
| 25        | —         | 3              | I REALLY DON'T WANT TO KNOW—L. Paul & M. Ford<br>South—Cap 2735—BMI   |
| 26        | —         | 7              | THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett<br>My Heart Won't Say Goodbye—Col 40169—BMI                             |
| 26        | —         | 1              | IF YOU LOVE ME (REALLY LOVE ME)—V. Lynn<br>C'est La Vie—London 1412—BMI   |
| 28        | —         | 1              | DON'T WORRY 'BOUT ME—F. Sinatra<br>I Could Have Told You—Cap 2787—ASCAP   |
| 28        | —         | 1              | JOEY—B. Madigan<br>And So I Walked Home—M-G-M 11716—  |
| 30        | —         | 1              | WEDDING BELLS (ARE BREAKING UP THAT OLD GANG OF MINE)—Four Aces<br>Three Coins in the Fountain—(10)—Dec 29123—ASCAP |

## • This Week's Best Buys

**MY FRIEND** (Paxton, ASCAP)  
**GREEN YEARS** (Harms, ASCAP) — Eddie Fisher—RCA Victor 20-5748

On the basis of Fisher's past performance, dealer acceptance of his latest release was almost automatic. Early response was especially strong in Boston, Providence, New York, Philadelphia, Buffalo, Cleveland, St. Louis and Detroit. While not all territories had been delivered, initial impact indicates it will repeat a familiar pattern. In its first week, side preference seemed to weigh heavily toward "My Friend," tho there is interest in both sides. A previous Billboard "Spotlight" pick.

**THREE COINS IN THE FOUNTAIN** (Robbins, ASCAP)—Frank Sinatra—Capitol 2816

Tremendous interest in this tune indicates that there will be room in the charts for more than one version. Starting out after

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

the Four Aces' version (already high on the national retail chart). Sinatra is building acceptance for his version with little difficulty. Record is already strong in New York, Chicago, Cincinnati, Milwaukee, St. Louis, Pittsburgh and Dallas. Good reports were also received from Los Angeles, Buffalo and Nashville. Flip is "Rain" (Mellin, BMI). A previous Billboard "Spotlight" pick.

**ROCK AROUND THE CLOCK** (Myers, ASCAP)—Bill Haley Ork—Decca 29124

Northern operators have been doing excellent business with this disk since it was released two or three weeks ago. Reports from New England, New York, Philadelphia, Pittsburgh, Cincinnati, Milwaukee, Cleveland and St. Louis have been especially good. Flip is "Thirteen Women" (Danby, BMI).

## • Most Played in Juke Boxes

For survey week ending May 19

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.

| This Week | Last Week | Weeks on Chart | Title   |
|-----------|-----------|----------------|---|
| 1         | 1         | 12             | WANTED—P. Como<br>Look Out the Window—V 20-5647—ASCAP   |
| 2         | 2         | 12             | CROSS OVER THE BRIDGE—P. Page<br>My Restless Lover—Mercury 70302—ASCAP  |
| 3         | 4         | 16             | OH, BABY MINE—Four Knights<br>I Couldn't Stay Away From You—Cap 2654—ASCAP                                      |
| 4         | 3         | 17             | MAKE LOVE TO ME—J. Stafford<br>Adi-Adios Amigo—Col 40143—ASCAP  |
| 5         | 5         | 12             | YOUNG AT HEART—F. Sinatra<br>Take a Chance—Cap 2703—BMI   |
| 6         | 7         | 11             | MAN WITH THE BANJO—Ames Brothers<br>Man, Man Is for the Woman Made—V 20-5644—BMI                                |
| 6         | 9         | 3              | LITTLE THINGS MEAN A LOT—K. Kallen<br>I Don't Think You Love Me Anymore—Dec 29037—ASCAP                         |
| 8         | 6         | 5              | JILTED—T. Brewer<br>Le Grand Tour de L'Amour—Coral 61152—BMI  |
| 9         | 16        | 4              | MAN UPSTAIRS—K. Starr<br>If You Love Me (Really Love Me)—Cap 2769—BMI   |
| 10        | 13        | 3              | IF YOU LOVE ME (REALLY LOVE ME)—K. Starr<br>Man Upstairs—Cap 2769—BMI   |
| 11        | 12        | 10             | ANSWER ME, MY LOVE—Nat (King) Cole<br>Why?—Cap 2687—ASCAP   |
| 12        | 14        | 3              | HAPPY WANDERER—F. Weir<br>From Your Lips—London 1448—ASCAP  |
| 12        | 20        | 2              | THREE COINS IN THE FOUNTAIN—Four Aces<br>Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29-123—ASCAP |
| 14        | 10        | 9              | HERE—T. Martin<br>Philosophy—V 20-5665—BMI  |
| 15        | 9         | 8              | A GIRL, A GIRL—E. Fisher<br>With All My Heart and Soul (Anema E Core)—V 20-5657—ASCAP                           |
| 16        | 18        | 9              | I REALLY DON'T WANT TO KNOW—L. Paul-M. Ford<br>South—Cap 2735—BMI   |
| 16        | 20        | 3              | ISLE OF CAPRI—Gaylords<br>Love I You—Mercury 70350—ASCAP  |
| 18        | 11        | 18             | SECRET LOVE—Doris Day<br>Deadwood Stage—Col 40108—ASCAP   |
| 19        | 19        | 12             | THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett<br>My Heart Won't Say Good-Bye—Col 40169—BMI                        |
| 19        | 15        | 7              | CUDDLE ME—R. Gaylord<br>Oh, Am I Lonely—Mercury 70285—BMI   |
| 19        | —         | 1              | CRAZY 'BOUT YOU, BABY—Crew Cuts<br>Angelia Mia—Mercury 70341—BMI  |

## • Most Played by Jockeys

For survey week ending May 19

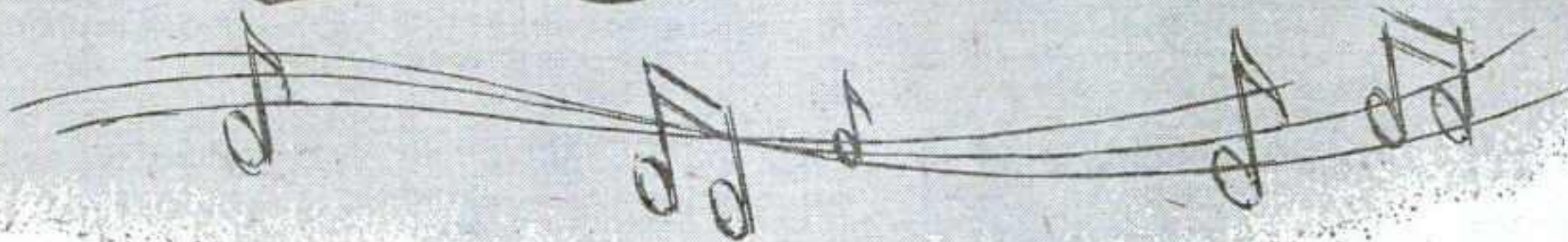
RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

| This Week | Last Week | Weeks on Chart | Title   |
|-----------|-----------|----------------|---|
| 1         | 1         | 13             | WANTED—P. Como<br>Look Out the Window—V 20-5647—ASCAP   |
| 2         | 3         | 7              | LITTLE THINGS MEANS A LOT—K. Kallen<br>I Don't Think You Love Me Anymore—Dec 29037—ASCAP                        |
| 3         | 4         | 16             | YOUNG AT HEART—F. Sinatra<br>Take a Chance—Cap 2703—BMI   |
| 4         | 5         | 13             | CROSS OVER THE BRIDGE—P. Page<br>My Restless Lover—Mercury 70302—ASCAP  |
| 5         | 2         | 19             | MAKE LOVE TO ME—J. Stafford<br>Adi-Adios Amigo—Col 40143—ASCAP  |
| 6         | 10        | 10             | HERE—T. Martin<br>Philosophy—V 20-5665—BMI  |
| 7         | 7         | 6              | IF YOU LOVE ME (REALLY LOVE ME)—K. Starr<br>Man Upstairs—Cap 2769—BMI   |
| 8         | 8         | 10             | MAN WITH THE BANJO—Ames Brothers<br>Man, Man Is for the Woman Made—V 20-5644—BMI                                |
| 9         | 6         | 19             | OH, BABY MINE—Four Knights<br>I Couldn't Stay Away From You—Cap 2654—ASCAP                                      |
| 10        | 14        | 5              | HAPPY WANDERER—F. Weir<br>From Your Lips—London 1448—ASCAP  |
| 11        | 11        | 15             | ANSWER ME, MY LOVE—Nat (King) Cole<br>Why?—Cap 2687—ASCAP   |
| 12        | 9         | 7              | MAN UPSTAIRS—K. Starr<br>If You Love Me (Really Love Me)—Cap 2769—BMI   |
| 13        | 16        | 2              | THREE COINS IN THE FOUNTAIN—Four Aces<br>Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29-123—ASCAP |
| 14        | 12        | 10             | A GIRL, A GIRL—E. Fisher<br>With All My Heart and Soul (Anema E Core)—V 20-5657—ASCAP                           |
| 15        | 13        | 6              | JILTED—T. Brewer<br>Le Grand Tour de L'Amour—Coral 61152—BMI  |
| 16        | 17        | 2              | HERNANDO'S HIDEAWAY—A. Bleyer<br>S'il Vous Plait—Cadence 1241—ASCAP   |
| 17        | 16        | 2              | THREE COINS IN THE FOUNTAIN—F. Sinatra<br>Rain—Cap 2816—ASCAP   |
| 18        | 18        | 4              | HAPPY WANDERER—H. Rene<br>My Impossible Love—V 20-5715—ASCAP  |
| 19        | 19        | 4              | DON'T WORRY 'BOUT ME—F. Sinatra<br>I Could Have Told You—Cap 2787—ASCAP   |
| 20        | —         | 1              | I UNDERSTAND JUST HOW YOU FEEL—Four Tunes<br>Sugar Lump—Jubilee 5132—ASCAP                                      |



New Releases...

# CAPITOL HITS!



## DEAN MARTIN



**"Sway** (QUIEN SERA)"

and

**"Money Burns  
a Hole in  
My Pocket"**

Capitol Record No. 2818

## LES BAXTER



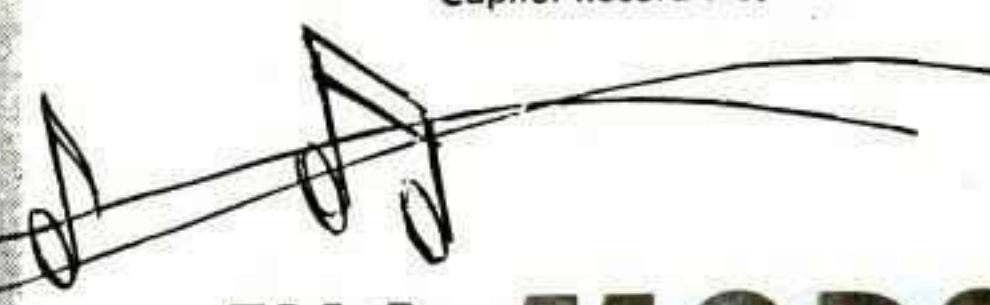
**"Venezuela"**

and

**"The Sea Song"**

(from "By The Beautiful Sea")

Capitol Record No. 2799



## ELLA MAE MORSE



**"Goodnight, Sweetheart  
Goodnight"**

and

**"Happy Habit"**

Dave Cavanaugh's Orchestra

Capitol Record No. 2800





# M-G-M LEADS THE PARADE of HITS!



MAD ABOUT MADIGAN

BETTY MADIGAN

**JOEY**



and AND SO I  
WALKED HOME  
MGM-11716 78 rpm  
K-11716 45 rpm

The Billboard  
EXCELLENT  
and Best  
TO BUY  
SLEEPER OF THE WEEK

HANK  
WILLIAMS  
MANSION  
ON THE  
HILL  
and  
I CAN'T GET  
YOU OFF  
MY MIND  
MGM 10328 78 rpm  
K 10328 45 rpm

UNFORGETTABLE BEAT!  
UNFORGETTABLE SOUND!  
UNFORGETTABLE RENDITION!

DICK  
HYMAN  
TRIO

**UNFORGETTABLE**

and  
OUT OF  
NOWHERE  
MGM 11743 78 rpm  
K 11743 45 rpm

Review Spotlight on...  
DICK HYMAN TRIO  
"Unforgettable" - M-G-M 11743 - The Dick Hyman Trio...  
"Out of Nowhere" - M-G-M 11743 - The Dick Hyman Trio...  
"I Can't Get You Off My Mind" - M-G-M 10328 - Hank Williams...  
"Mansion on the Hill" - M-G-M 10328 - Hank Williams...  
"Man With the Banjo" - M-G-M 11743 - Dick Hyman Trio...  
"Man Upstairs" - M-G-M 11743 - Dick Hyman Trio...  
"Man With the Banjo" - M-G-M 11743 - Dick Hyman Trio...  
"Man Upstairs" - M-G-M 11743 - Dick Hyman Trio...  
"Man With the Banjo" - M-G-M 11743 - Dick Hyman Trio...  
"Man Upstairs" - M-G-M 11743 - Dick Hyman Trio...

**BILLY ECKSTINE**

SEABREEZE  
and  
NO ONE  
BUT YOU  
From the MGM Technicolor Film  
"Flame and the Flesh"  
MGM11712 78 rpm  
K11712 45 rpm

LOST IN  
LOVELINESS  
and  
DON'T GET AROUND  
MUCH ANYMORE  
MGM 11694 78 rpm  
K 11694 45 rpm

PEMBROKE  
DAVENPORT  
and his Orchestra  
MY RESTLESS  
LOVER  
and  
SINFUL  
SENORITA  
MGM 11734 78 rpm  
K 11734 45 rpm

**DAVID ROSE** and his  
Orchestra

IT'S ONLY A  
PAPER MOON  
MGM 30850 78 rpm • K 30850 rpm

I'VE GOT THE  
WORLD ON A  
STRING  
MGM 11736 78 rpm  
K 11736 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

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending May 19

Listings are based on late reports secured from top dealers in each of the markets listed.

#### Atlanta

1. Wanted, P. Como, V.
2. Little Things Mean a Lot, K. Kallen, Dec.
3. If You Love Me (Really Love Me) K. Starr, Cap.
4. Make Love to Me, J. Stafford, Col.
5. Cross Over the Bridge, P. Page, Mer.
6. Happy Wanderer, H. Rene, V.
7. I Understand Just How You Feel J. Valli, V.
8. Young At Heart, F. Sinatra, Cap.
9. You'll Never Walk Alone R. Hamilton, Epl.

#### Boston

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Happy Wanderer, F. Weir, Lon.
3. Little Things Mean a Lot K. Kallen, Dec.
4. Three Coins in the Fountain Four Aces, Dec.
5. If You Love Me (Really Love Me) K. Starr, Cap.
6. Face to Face, G. MacRae, Cap.
7. Wanted, P. Como, V.

#### Buffalo

1. Three Coins in the Fountain Four Aces, Dec.
2. Little Things Mean a Lot K. Kallen, Dec.
3. Happy Wanderer, F. Weir, Lon.
4. Love I You, Gaylords, Mer.
5. If You Love Me (Really Love Me) K. Starr, Cap.
6. Happy Wanderer, H. Rene, V.
7. Wanted, P. Como, V.
8. Hernando's Hideaway, J. Ray, Col.

#### Chicago

1. Little Things Mean a Lot K. Kallen, Dec.
2. If You Love Me (Really Love Me) K. Starr, Cap.
3. Wanted, P. Como, V.
4. Happy Wanderer, F. Weir, Lon.
5. Three Coins in the Fountain Four Aces, Dec.
6. Happy Wanderer, H. Rene, V.
7. Young at Heart, F. Sinatra, Cap.
8. Hernando's Hideaway, A. Bleyer, Cdc.
9. I Understand Just How You Feel J. Valli, V.
10. Here, T. Martin, V.

#### Cincinnati

1. Man With the Banjo, Ames Brothers, V.
2. If You Love Me (Really Love Me) K. Kallen, Dec.
3. Little Things Mean a Lot K. Kallen, Dec.
4. Wanted, P. Como, V.
5. Three Coins in the Fountain Four Aces, Dec.
6. Young at Heart, F. Sinatra, Cap.
7. Cross Over the Bridge, P. Page, Mer.
8. Oh, Baby Mine, Four Knights, Cap.
9. Happy Wanderer, F. Weir, Lon.
10. Man Upstairs, K. Starr, Cap.

#### Cleveland

1. Little Things Mean a Lot K. Kallen, Dec.
2. Isle of Capri, J. Lee, Cor.
3. Three Coins in the Fountain Four Aces, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. Young at Heart, F. Sinatra, Cap.
7. I Understand Just How You Feel Four Tunes, Jub.
8. Crazy 'Bout You Baby, Crew Cuts, Mer.
9. If You Love Me (Really Love Me) V. Lynn, Lon.
10. Man Upstairs, K. Starr, Cap.

#### Dallas-Ft. Worth

1. Answer Me, My Love Nat (King) Cole, Cap.
2. Little Things Mean a Lot K. Kallen, Dec.
3. Man Upstairs, K. Starr, Cap.
4. Wanted, P. Como, V.
5. Cross Over the Bridge, P. Page, Mer.
6. Young at Heart, F. Sinatra, Cap.
7. Oh, Baby Mine, Four Knights, Cap.
8. Make Love to Me, J. Stafford, Col.

#### Denver

1. Wanted, P. Como, V.
2. Young at Heart, F. Sinatra, Cap.
3. Oh, Baby Mine, Four Knights, Cap.
4. Man With the Banjo, Ames Brothers, V.
5. Cross Over the Bridge, P. Page, Mer.
6. Little Things Mean a Lot K. Kallen, Dec.
7. Make Love to Me, J. Stafford, Col.
8. Answer Me, My Love Nat (King) Cole, Cap.
9. Here, T. Martin, V.
10. Man Upstairs, K. Starr, Cap.

#### Detroit

1. Little Things Mean a Lot K. Kallen, Dec.
2. Man Upstairs, K. Starr, Cap.
3. Happy Wanderer, F. Weir, Lon.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Sugar Lump, Four Tunes, Jub.
6. Wedding Bells (Are Breaking Up That Old Gang of Mine), Four Aces, Dec.
7. Crazy 'Bout You Baby, Crew Cuts, Mer.
8. Wanted, P. Como, V.
9. Isle of Capri, Gaylords, Mer.
10. Three Coins in the Fountain Four Aces, Dec.

#### Kansas City

1. Wanted, P. Como, V.
2. Oh, Baby Mine, Four Knights, Cap.
3. If You Love Me (Really Love Me) K. Starr, Cap.
4. Young at Heart, F. Sinatra, Cap.
5. Answer Me, My Love Nat (King) Cole, Cap.
6. Cross Over the Bridge, P. Page, Mer.
7. Little Things Mean a Lot K. Kallen, Dec.
8. Make Love to Me, J. Stafford, Col.
9. Man With the Banjo, Ames Brothers, V.
10. Here, T. Martin, V.

#### Los Angeles

1. Wanted, P. Como, V.
2. Young at Heart, F. Sinatra, Cap.
3. Oh, Baby Mine, Four Knights, Cap.
4. Man With the Banjo, Ames Brothers, V.
5. Here, T. Martin, V.
6. Make Love to Me, J. Stafford, Col.
7. Answer Me, My Love Nat (King) Cole, Cap.
8. Man Upstairs, K. Starr, Cap.
9. Cross Over the Bridge, P. Page, Mer.
10. Little Things Mean a Lot K. Kallen, Dec.

#### Milwaukee

1. Happy Wanderer, F. Weir, Lon.
2. Little Things Mean a Lot K. Kallen, Dec.
3. Three Coins in the Fountain Four Aces, Dec.
4. Wanted, P. Como, V.
5. If You Love Me (Really Love Me) K. Starr, Cap.
6. Man Upstairs, K. Starr, Cap.
7. Crazy 'Bout You Baby, Crew Cuts, Mer.
8. Padre, L. Dec, Mer.
9. Make Love to Me, J. Stafford, Col.
10. Hernando's Hideaway, A. Bleyer, Cdc.

#### New Orleans

1. Little Things Mean a Lot K. Kallen, Dec.
2. If You Love Me (Really Love Me) K. Starr, Cap.
3. Wanted, P. Como, V.
4. Young at Heart, F. Sinatra, Cap.
5. Cross Over the Bridge, P. Page, Mer.
6. Make Love to Me, J. Stafford, Col.
7. Here, T. Martin, V.
8. Don't Worry 'Bout Me, F. Sinatra, Cap.
9. Cuddle Me, R. Gaylord, Mer.
10. Oh, Baby Mine, Four Knights, Cap.

#### New York

1. Little Things Mean a Lot K. Kallen, Dec.
2. Wanted, P. Como, V.
3. Make Love to Me, J. Stafford, Col.
4. Young at Heart, F. Sinatra, Cap.
5. Three Coins in the Fountain Four Aces, Dec.
6. Here, T. Martin, V.
7. Joey, B. Madigan, M-G-M
8. Answer Me, My Love Nat (King) Cole, Cap.
9. Cross Over the Bridge, P. Page, Mer.
10. If You Love Me (Really Love Me) V. Lynn, Lon.

#### Philadelphia

1. Little Things Mean a Lot K. Kallen, Dec.
2. Three Coins in the Fountain Four Aces, Dec.
3. Wanted, P. Como, V.
4. Young at Heart, F. Sinatra, Cap.
5. If You Love Me (Really Love Me) K. Starr, Cap.
6. Man With the Banjo, Ames Brothers, V.
7. Make Love to Me, J. Stafford, Col.
8. Happy Wanderer, F. Weir, Lon.
9. Hernando's Hideaway, A. Bleyer, Cdc.
10. Isle of Capri, Gaylords, Mer.

#### Pittsburgh

1. Little Things Mean a Lot K. Kallen, Dec.
2. If You Love Me (Really Love Me) K. Starr, Cap.
3. Three Coins in the Fountain Four Aces, Dec.
4. Rose Marie, S. Whitman, Imp.
5. Crazy 'Bout You Baby, Crew Cuts, Mer.
6. Hernando's Hideaway, A. Bleyer, Cdc.
7. Here, T. Martin, V.
8. Wanted, P. Como, V.
9. Happy Wanderer, F. Weir, Lon.

#### St. Louis

1. Little Things Mean a Lot K. Kallen, Dec.
2. Happy Wanderer, H. Rene, V.
3. Man Upstairs, K. Starr, Cap.
4. I Should Care, J. Chandler, Dec.
5. I Understand Just How You Feel Four Tunes, Jub.
6. Wanted, P. Como, V.
7. If You Love Me (Really Love Me) K. Starr, Cap.
8. Isle of Capri, Gaylords, Mer.
9. Here, T. Martin, V.
10. Young at Heart, F. Sinatra, Cap.

#### San Francisco

1. Wanted, P. Como, V.
2. Cross Over the Bridge, P. Page, Mer.
3. Make Love to Me, J. Stafford, Col.
4. Answer Me, My Love Nat (King) Cole, Cap.
5. Man With the Banjo, Ames Brothers, V.
6. Young at Heart, F. Sinatra, Cap.
7. Here, T. Martin, V.
8. A Girl, A Girl, E. Fisher, V.
9. Happy Wanderer, F. Weir, Lon.
10. Oh, Baby Mine, Four Knights, Cap.

#### Seattle

1. Wanted, P. Como, V.
2. If You Love Me (Really Love Me) K. Starr, Cap.
3. Here, T. Martin, V.
4. Young at Heart, F. Sinatra, Cap.
5. Cross Over the Bridge, P. Page, Mer.
6. Poor Butterfly, Hilltoppers, Dot
7. Love I You, Gaylords, Mer.
8. Oh, Baby Mine, Four Knights, Cap.
9. Man Upstairs, K. Starr, Cap.

#### Balti.-Wash.

1. Little Things Mean a Lot K. Kallen, Dec.
2. Wanted, P. Como, V.
3. Man Upstairs, K. Starr, Cap.
4. Happy Wanderer, F. Weir, Lon.
5. Three Coins in the Fountain Four Aces, Dec.
6. Young at Heart, F. Sinatra, Cap.
7. Here, T. Martin, V.
8. Cross Over the Bridge, P. Page, Mer.
9. If You Love Me (Really Love Me) K. Starr, Cap.



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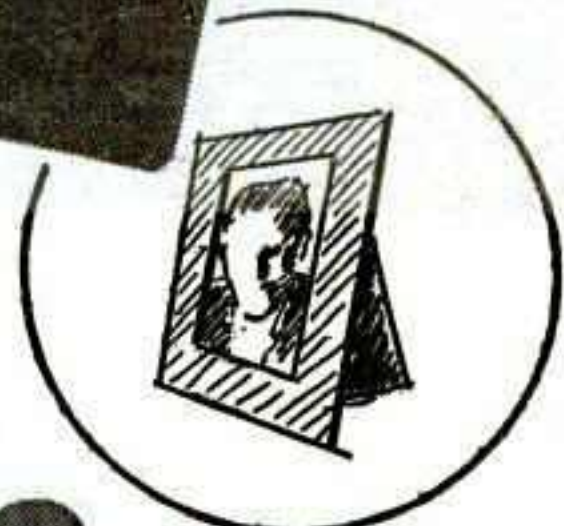
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- Indian Love Call
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The Billboard Music Popularity Charts  
POPULAR RECORDS

• Review Spotlight on...  
RECORDS

PERRY COMO

There Never Was a Night So Beautiful (Broadcast, BUM)  
Hit and Run Affair (Duchess, BMI) — RCA Victor 20-5749—Perry Como turns in two fine performances on this new release. The top side is a lovely ballad; the flip, a spritely item. Both can make it quickly.

LIBERACE

Oh Promise Me (Schirmer, ASCAP)  
I Love You Truly (Boston, ASCAP)—Columbia 48008—June is the month for weddings. A lot of new brides and many older ones will want this memento. Liberace is backed by the Norman Luboff choir on both tunes and he gets off a vocal on the top side himself.

THE FOUR LADS

Gilly Gilly Ossenfeffer Katzenellen Bogen By the Sea (Beaver, ASCAP)  
I Hear It Everywhere (Beaver, ASCAP)—Columbia 40236—A delightful nonsense tune with a mighty long title is sung stylishly by the boys on this new release. The flip side, another rhythm tune is also handled brightly. Both could make it.

DEAN MARTIN

Sway (Peer, BMI)—Capitol 2818—Dean Martin could bounce back on top again with this happy reading of a listenable ditty in the Latin-American manner. He reads it neatly and it should get attention. Flip is "Money Burns a Hole in My Pocket." (Chappell, Chappell, ASCAP).

FRANKIE LAINE

Some Day (Famous, ASCAP)—Columbia 40235—The warbler takes the fine Friml evergreen and hands it a vibrant reading over a snappy backing by the Paul Weston ork. It could be a big one for Laine and should go well on the boxes. Flip is "There Must Be a Reason" (April, ASCAP).

• Reviews of New Pop Records

ART CARNEY

Song of the Sewer .....86  
COLUMBIA 40242 — A Billboard "Spotlight" 5-22-'54. (Lee, ASCAP)  
Va Va Va Voom.....79  
A Billboard "Spotlight" 5-22-'54. (Songsmith, ASCAP)

JANET BRACE

Blame It on My Youth.....80  
DECCA 29092—Decca's new canary sings this pleasant ballad with the same soft intimacy that made her "Teach Me Tonight" disk a hit with the jocks. Breathily but appealing, and the lyric is charming. (Harms, ASCAP)

Popcorn for You....77

The gal shows she can warble a novelty with appropriate bounce and brightness but, as for the tune, the title is self-explanatory. However, a tie-up with the Popcorn Institute of America may help boost jock plays. (Robt. Devere, BMI)

THE LAURIE SISTERS

Do It Over Again .....80  
MERCURY 70382—The Laurie Sisters, new group on the label, show off a fine sound on their debut waxing here. The tune is a happy bouncer, penned by the label's Eastern a.&r. heads, and the gals sell it with elan. The arrangement is smart, and the side could get action. Watch it. (Favorite, ASCAP)

Son of a Gondolier....76

The gals do another good job here, this time with an Italian-styled ditty about a Venetian gondolier. Flip has better chance. The girls sing neatly together, and they have a fresh quality. Keep and eye on them. (Laurel, ASCAP)

FRANKIE VALLEY

Somebody Else Took Her Home.....80  
Mercury 70381—The label has come up with a new singer with an exciting style and a sound somewhat in the vein of the early Johnnie Ray. He sings this pretty ballad with a lot of life and feeling over a quiet backing. The chanter bears watching, and with exposure this record has a chance. (Chappell, ASCAP)

Forgive and Forget....75

The chanter turns in another powerful rendition on this slight new tune, this time with help from a large chorus and a pounding ork arrangement. Flip has more power, but this side could also pull spins. (Favorite, ASCAP)

ERNIE RUDY ORK

She Had to Go and Lose  
It at the Astor .....80  
DERBY 851—Novelty oldie is turned out to market once more in a cute and suggestive cutting. In juke boxes this can pull lots of coin. It should sell well too, altho, deejays might find it difficult to spin. (Leeds, ASCAP)

I Know How It Feels to Be Lonely ....72

Don Rogers is the smooth-voiced chanter, and he hands the pretty ballad an attractive reading. Bouncy ork accompaniment by the Rudy group helps. (Lynbrook, BMI)

THE MARINERS

When I Needed You Most .....79  
COLUMBIA 40241—A very pretty new ballad receives a warm reading from the Mariners, backed neatly by the ork. With exposure this side could get some action. Pretty side that has a chance for many, many jock spins. (Pincus, ASCAP)

Steam Heat....76

The Mariners do a good job with this wild rhythm novelty from the Broadway musical, "The Pajama Game." The side faces formidable competition, but it could get a small share of the coins if the tune breaks. (Frank, ASCAP)

EILEEN BARTON

Sway .....79  
CORAL 61185—Eileen Barton comes thru with a bright reading of a most listenable Latin-styled effort over a smart reading by the Terry Gibbs combo. Side could pull many spins. Worth Watching. (Peer, BMI)

When Mama Calls....75

A happy new Bob Merrill effort receives a swingy rendition by the thrush in her own happy style. Good wax. (Joy, ASCAP)

VAL ANTHONY

The Heart of a Fool .....79  
ESSEX 358—Val Anthony shows his ability in a tender reading of a most listenable new ballad. Tune is very lovely, and it could help get this disk moving. (Joy, ASCAP)

The Portuguese Fisherman....72

Typical Bob Merrill bouncer, bright and clever, is sung ably by Anthony. Easy listening here. (Oxford, ASCAP)

JOE (FINGERS) CARR

Too Bad! .....78  
CAPITOL 2812—Vocal group known as the Carr-Hops chant the attractive ballad with becoming restraint. Side could build well with exposure. It's in the vein of "Until Sunrise." (Simon House, BMI)

Fiddle-a-Delphia....75

Bouncy novelty has its cute moments for a side which ought to do mighty fine in many jukes. Could also gain good deejay response. (Chatsworth, ASCAP)

LILLIAN ROTH

I'll Cry Tomorrow .....78  
CORAL 61182 — The veteran songstress shows her complete command of effective song projection in a performance that will be appreciated by many. Song is also the title of Miss Roth's autobiography, just published. A sentimental and thought-provoking waxing that could do mighty well. (Marlong, ASCAP)

Eadie Was a Lady....74

The blues classic is revived in knowing style by the thrush. Jukes can use. (Harms, ASCAP)

ELLA FITZGERALD-GORDON JENKINS ORK

Who's Afraid? .....76  
DECCA 29137—The thrush turns in a great reading of a pretty new ballad over a first-rate arrangement by the Gordon Jenkins ork. Fans should

(Continued on page 56)

"OH, HOW THE MONEY ROLLS IN" #71

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BOGEN  
BY THE SEA**

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AND  
"THIS IS MY  
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**The Billboard Music Popularity Charts  
POPULAR RECORDS**

**• Reviews of New Pop Records**

• Continued from page 54

undoubtedly go for this fine hunk of wax. (Advanced, ASCAP)  
**I Wished on the Moon...** 75  
Another beautiful performance by the wonderful singer, this time on the fine evergreen. And again the arrangement is outstanding. Jocks should wear both sides out. (Famous, ASCAP)

**BOB HAYES COMBO**  
**Bank of My Heart** ..... 76  
DECCA 29096—Bob Hayes turns in a pleasant rendition of a mighty cute new tune with a bright set of lyrics. Performance is nothing exceptional but the tune could help this one get a lot of attention. (Co-Op, ASCAP)  
**Vas Villst Du Haben?** ..... 73  
Corny rendition of a familiar folk item by the Hayes group could help it get a lot of jock spins, especially in the Midwest. (Midway, ASCAP)

**MARCO POLO**  
**What Are You Doing  
The Rest of Your Life?** ..... 75  
CORAL 61183 — Marco Polo, who happens to be warbler Jimmie Saunders, does a good job with this listenable new ballad over a pretty ork arrangement. Side deserves jock exposure and could get it. (Dennis, BMI)  
**I Guess There's an  
End to Everything** ..... 74  
Same comment. (St. Nicholas, ASCAP)

**BETTY HUTTON-TENNESSEE ERNIE**  
**The Honeymoon's Over** ..... 75  
CAPITOL 2809—Teaming up Betty Hutton, Tennessee Ernie and Billy May's ork may pay off if their highly diversified followings go for them on one disk. This side, a brash, bouncy duet, is on a Western kick. Good for jukes. (Shapiro-Bernstein, ASCAP)  
**This Must Be the Place** ..... 74  
A raucous novelty, with la Hutton giving it her old hoot-and-holler treatment. Some nice guitar work. A good item for the jukes. (Edw. Pola, ASCAP)

**JUNE HUTTON-  
AXEL STORDAHL ORK**  
**You Say You're Sorry** ..... 75  
CAPITOL 2811—The canary is back in her usual tasteful pop groove on this one, with some smooth backing by Stordahl and a vocal group. (Ardmore, ASCAP)  
**We Don't Wanna Go Home** ..... 70  
June Hutton is apparently bidding for the juke trade with this hokey barroom chant and Stordahl's backing, but it fails to generate much excitement. (Spier, ASCAP)

**STAN KENTON ORK**  
**The Lady in Red** ..... 74  
CAPITOL 2822—The Latin-flavored oldie is brushed off and returned to active circulation via a bright rendition by the ork. Fine for dancers, with just enough of a modern twist to interest Kenton fans who just want to listen.  
**Under a Blanket of Blue** ..... 73  
Here things are more relaxed, with the arrangement gently highlighting the pretty tune. Good for listening or dancing.

**JOHN GORDY**  
**Bye Bye Blues** ..... 74  
V 20-5750—Piano, banjo and rhythm peck out a sparkling reading of the oldie, joined later by sax. Happy listening, suited especially for the coin boxes where it ought to do right fine. That goes for the pop and/or country market. (Bourne, ASCAP)  
**Isle of Capri** ..... 71  
Same comment. (Harms, ASCAP)

**JOHNNY LONG**  
**Girl of My Dreams** ..... 74  
MERCURY 70374 — Bright arrangement of the evergreen features the chanter and the ork sidemen on vocal. The arrangement is swingy and will be appreciated by Long fans. (Mills, ASCAP)  
**Yitchecraft** ..... 70  
Barbara Hammond and Rod Kinder join up for a pleasant vocal on this new ballad, over smooth backing by the Long crew. (Dorsey Bros., ASCAP)

**BING CROSBY**  
**If You Love Me** ..... 74  
DECCA 29144—Crosby brings his traditional let's-not-get-excited air to this cover slicing. It won't crowd the Kay Starr version but should get a satisfactory play from jocks. (Duchess, BMI)  
**Liechen** ..... 70  
Bing Crosby isn't at his best on this ballad. Only for diehard fans. (Pickwick, ASCAP)

**RAY MARTIN ORK**  
**Veradero** ..... 74  
ESSEX 357—The Latin beat opus sparkles and bounces in this graceful reading by the English ork. Should get many spins. Tune was out almost a year ago. (Meridian, ASCAP)

**Strings on Parade** ..... 69  
A pleasant tune, brisk beat and the many Martin strings combine in another pleasant etching. (Meadows, ASCAP)

**JUDY WAYNE**  
**Have You Ever Felt That Way?** ... 73  
CAPITOL 2808—This earthy blues with interesting backing by Dave Cavanaugh's ork is sung snappily by the thrush. Listenable debut wax. (Maestro, BMI)  
**Don't Laugh at Me  
(Cause I'm a Fool)** ..... 70  
Judy Wayne sings this torch tune with the metallic-voiced positivity of Sunny Gale. The gal obviously has talent, but would go farther with her own style as on flip. (Leeds, ASCAP)

**DELL WOOD ORK**  
**It's a Grand Old Flag** ..... 74  
REPUBLIC 7085—The patriotic classic is awarded a brisk and refreshing ride by the piano player in player-piano style. Just hokey enough to intrigue many listeners, especially in bistro juke locations.  
**When I Lost You** ..... 69  
The Irving Berlin ditty is played in the accustomed Del Wood manner, and that means another addition to the catalog favored by fans of the 88'er.

**JUNE ANTHONY**  
**Our Wedding Day** ..... 73  
EPIC 9041—This is the time of the year when the title's subject should have most appeal. Ditty is a tuneful waltz, and it's sung warmly here. (J Music, BMI)  
**My Heart Belongs to Daddy** ..... 70  
The classic hit of a decade ago is sung attractively by June Anthony. Gal has a good style, and some attention should be due this entry. (Chappell, ASCAP)

**THE HAL HOPPERS**  
**More Love** ..... 73  
KEM 2733—A clever novelty with a swifty, catchy beat. The group gives it a rippy run-thru, extracting all its zany humor. (Rich-Joy, BMI)  
**Do Nothin' Blues** ..... 69  
The virtues of indolence are extolled in this cute ditty. The lyrics are funny and read brightly by the group. Two listenable sides that rate spins. (Rich-Joy, BMI)

**AL WALLACE**  
**Heartbeats** ..... 72  
"X" 0012—Wallace turns in a happy reading of the oldie penned by Little Jack Little. The arrangement is snappy and so is the rendition. Jocks will spin this one a lot. (Waldo, ASCAP)  
**No Love Will Be Real** ..... 70  
Al Wallace bows on the label with a smooth rendition of a pleasant ballad, while a" unbilled thrush backs him between pauses in the lyrics. Nice side that jocks can use. (Garlock-Sherer, BMI)

**DICK HAYMES-ANDREWS SISTERS**  
**My Sin** ..... 72  
DECCA 29135—This re-issue should catch some of the play generated by Georgia Gibbs' new version. The Haymes record is leisurely paced. As always the baritone sings straight and well. (De Sylva Brown & Henderson, ASCAP)  
**I'd Love to Call You  
My Sweetheart** ..... 68  
Another re-issue, but neither the tune nor the performances are up to standards set by the flip. (Pickwick, ASCAP)

**ARTHUR PRYSOCK**  
**My Last Goodbye** ..... 72  
DECCA 29118—Prysock's rich baritone does right by the oldie. Jocks can use this. (Bourne, ASCAP)  
**Baby, Don't You Cry** ..... 69  
A routine "baby" song sung with sincerity by Prysock. Effective backing by Sy Oliver's ork. (Leeds, ASCAP)

**MR. GOON-BONES**  
**Honeysuckle Rose** ..... 71  
REPUBLIC 7074—The bones tap out the rhythm invitingly behind the piano in a mildly pleasant juke box disk side.  
**Marie** ..... 71  
Same comment.

**JOSE MELIS**  
**Run Away** ..... 71  
MERCURY 70375 — Melis r's off some snappy piano work on this bouncy - mbo effort backed brightly by the ork. Should interest dancers. (Gallico, ASCAP)  
**Penguin Dance** ..... 70  
Same comment. (Peer, BMI)

**HARVEY NORMAN**  
**By My Side** ..... 71  
M-G-M 11752 — Norman sings this pretty ballad with winning style, bringing out its emotional lyrics with deft touch. This newcomer has an

(Continued on page 58)

**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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(FORMERLY THE ROYALS)**

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UNTIL I DIE**

FEDERAL 12169

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HOUSE WITH NO WINDOWS**

KING 4710

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**"GOODNIGHT,  
SWEETHEART,  
GOODNIGHT"**

b/w

"Love-Me-Boy"

Gloria Mann and the Carier Rayes  
#5142

**"DROWNING EVERY  
HOPE I HAD"**

b/w

"Maybe You'll Be There"

**THE ORIOLES**  
#5143

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and  
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**GUYDEN RECORDS**  
GUIDE TO THE HITS

**"AH RI RUNG"**

KOREAN LOVE SONG  
Sunbeam, B. M. I.

b/w

**"IF YOU COULD ONLY READ MY MIND"**  
#703 NORMA DOUGLAS  
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("blue Angel" popular series)

- "Amalia Rodrigues is the foremost entertainer of Portugal, the country's greatest singer of the fado or national song." *Newsweek*
- "She sings about love, jealousy, the sadness of parting — and fate in general. And without understanding more than a word or two, the crowd sits entranced." *Time*
- "It took 7 songs in a 20-minute stint to introduce Portugal's 'foremost singing star' to a movieland star-studded, first-night crowd at the Macambo. But her opening, a gypsy song titled Tani was sufficient to establish Amalia Rodrigues in the firmament of elite vocalists." *Billboard*

Amalia Rodrigues in Fado and Flamenco  
Angel "blue" label 64002 . . . \$3.95

Side 1: FADO (sung in Portuguese) — Uma Casa Portuguesa, Lisbon  
Não Sejas Francesa, Fado de Saudade, Coimbra (original of the hit song, April in Portugal)

Side 2: FLAMENCO (Spanish gypsy songs) — Lã Ré Lã, No Me Tires Indirã, Doce Cascabeles, Tani

### ATTENTION: DISC JOCKEYS

Send in this coupon for your free copy  
AMALIA RODRIGUEZ  
SONGS OF FADO AND FLAMENCO  
(available only on 33 rpm microgroove)

Name .....  
Station ..... Program .....  
City ..... State .....

ANGEL RECORDS, Attn: Mr. Gould Cassal  
38 West 48th St., New York 36, N.Y.

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WITH YOUR  
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YOU CAN EXPAND INTO  
AN ENTIRELY NEW AND  
UNBELIEVABLY PROFITABLE  
FIELD!  
READ ABOUT IT ON  
PAGE 107



"Heinie" Roberts

### Jox Trix

Tommy Roy, WKLA, Ludington, Mich., has just sold a series of 40 shows to the Magnavox Television Company and the local distributor. Roy will use an unusual theme for his "Musical Sanctum," show which starts out cold with the sound of a man's footsteps on the pavement . . . fades into the distance . . . is picked up by Carson Smith's bass . . . followed by Chet Baker's trumpet on "Funny Valentine," cut by Gerr Mulligan Quartet. As Mulligan comes in on the baritone, the theme fades for format.

Bob Snyder and Marty Ross, WABY, Albany, N. Y., have been getting terrific response from their new format. The boys are programming three band numbers for every vocal played on their daily show. . . . Brad Phillips, WINS, New York, attracted a great many of the top names to pay tribute to his fourth anniversary. Starting at 10 a.m. Sunday and winding up three and one-half hours later, 28 recording personalities came to the studio and were interviewed on the show which Buddy Basch stage managed and co-ordinated.

Jerry Marshall, WNEW, New York, paid tribute to the mothers of the top recording stars on Mother's Day by asking them their own favorite recording made by their son or daughter. Mothers of top vocalists such as Perry Como, Eddie Fisher, Patti Page, Frank Sinatra and many others totaling 40 were queried. . . . Ed Case, KTHT, Houston, is running a contest called, "Career or College." The contest is open to girls between 13 and 19 with the blessing of the Seventeen magazine.

Bob Litton, WLAR, Athens, Tenn., is a college-going deejay who tells us that he mixes constantly with his classmates, so that he can find their particular tastes in music and play what they like. Litton also asks his friends to accompany each request with a little bit about themselves, so that he can personalize his show. . . . Ervin Siemonert, KGFV, Kearney, Neb., has arranged with the local record store to give him the top selling record of the week along with the next three in selling order to program his five-minute "Melody Want" show.

### Surface Noises

Sid Arthur, KSO, Des Moines, tells us that he has been reading articles condemning deejays for not playing all the records they receive and would like to say something on the subject himself. "I have yet to be visited by a record representative of any company, other than a few times to interview a personality. It seems to me that in this business, or trade of ours, it might help solidify relationships if record reps realized there were a few jocks in the same town who might have audiences worth cultivating. Until I can get some action from other sources, of course, this shall remain my pet peeve."

Keith Ryan, WLEU, Erie, Pa., is upset about the news that Mercury will issue only 45's as of July 1. He writes, "That's just fine for the guys with the equipment to play them. I feel sorry for the guys without the speed, altho we have it. . . . Bill Rice, WMAV, Springfield, Ill., writes that he missed "Vox Jox" in the April 17 issue. (Ed. Note: It was in, fellow—we never miss.) . . . Merrill G. Smith, WWNH, Rochester, N. H., is taking issue with a recent Billboard story concerning the results of an opinion poll in a leading city that the public seems to think nothing makes a hit but for the guy or fem vocalist's dulcet tones. He writes, "Man, I rebel. Take away the musical backing of the fine band of today, the special echo effects and anything else thrown in to make it 'catchy' and a lot of the big singers would be without a royalty. A tip of the toupe to Nelson Riddle, Hugo Winterhalter, Ralph Marterie, Percy Faith and others should be given for the hits of today."

Gene Valenting, WWCO, Waterbury, Conn., is pleased about the influx of records featuring bands. He feels that it's a refreshing addition to the air waves. . . . Ron Tonander, WBEL, Rockford, Ill., has some nice words to say about Al Wallace and promotion man Barney Fields of Label "X." "The boys dropped in to see us this week. It's always good for those on this end of the line to meet not only the artists, but also

## VOX JOX

By CHARLOTTE SUMMERS

guys like Fields who keep us up to date on what to be on the lookout for in new disks."

### Change of Theme

Tom Finn, WKMH, Dearborn, Mich., entered the Army on May 11 and is stationed at Fort Knox. . . . Roger Allan, WOTW, Nashua, N. H., has been upped to assistant program director. . . . Rod Louden, KPOJ, Portland, Ore., did his broadcast from bed for two weeks while nursing a case of the mumps. . . . Ray Perkins, KFEL, Denver, along with the furniture and log, was turned over to KIMN, newest station in Denver. KIMN, key station of the 46-station Intermountain Network, this week took over KFEL and

### YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

MAY 27, 1944

1. I Love You
2. I'll Get By
3. San Fernando Valley
4. Holiday for Strings
5. Long Ago (And Far Way)
6. I'll Be Seeing You
7. It's Love, Love, Love
8. Besame Mucho
9. Don't Sweetheart Me
10. G.I. Jive

MAY 28, 1949

1. Riders in the Sky
2. Forever and Ever
3. Again
4. Cruising Down the River
5. "A"—You're Adorable
6. Careless Hands
7. Some Enchanted Evening
8. Red Roses for a Blue Lady
9. I Don't See Me in Your Eyes Anymore
10. Bali Ha'i

Perkins who marked his ninth year on the station recently

Charles Glass, WJDA, Quincy, Mass., will broadcast from the window of Quincy Music two days of each week. Glass would like as many autographed pictures of recording stars as possible to give away with copies of recordings. . . . Bob Garrity's new WABC, New York, "Birdland Show" debuted on May 10. Garrity spins records six hours a night and seven nights a week concentrating on relaxed jazz. . . . Dee and Lee Jackson, WAPO, Chattanooga, are now doing a show from the Read House Hotel snack shop featuring interviews over coffee and the top 20 pops.

## • Reviews of New Pop Records

• Continued from page 56

appealing voice, and with more material of this type could make some noise.

### A Dim Cafe . . . 69

This nostalgic love song also gets a persuasive reading by Norman, who generates excitement without pushing hard. Both of these listenable sides make excellent deejay programing material.

### REDD EVANS

Don't Go to Strangers . . . 71  
REDD-E 1002—Publisher Evans and the Satisfiers wrap up a very lovely ballad with a style strongly reminiscent of the Sinatra-Dorsey disks in the early 1940's. Evans' personal popularity may pay off with some jock plays, and the tune may spur additional waxings. (Jefferson, ASCAP)

### I Can't Stay Mad at You . . . 68

Another "old-fashioned" vocal arrangement of a pleasant ballad. (Redd Evans, ASCAP)

### THE KITTY KATS

The Man With the Banjo . . . 70  
COLUMBIA 40245—The pop click is done here in a neat way by the group. Much too late to get pop action, it might get some kiddie coin in its colorful packaging. (Mellin, BMI)  
Mister Boogie Woogie . . . 67  
Kiddie item with some pop appeal is neatly handled by a vocal group and the Ray Carter ork. Jocks might like it. (Eastbrook, ASCAP)

### RAY DE MENO

Pigtails . . . 70  
BETHLEHEM 1292 — Ray De MENO shows himself the possessor of a smooth baritone as he hands the cute ditty a warm rendition. Could win some jockey exposure. (Ardee, BMD)  
What Might Have Been . . . 58  
Here the chanter is burdened by a weak arrangement of the okay ballad. (Ardee, BMI)

### BLUE BARRON ORK

Do You? . . . 70  
M-G-M 11746—Sandy Evans and the Blue Notes harmonize prettily on this bright, rhythmic side. The lyric is cute and light-hearted.  
Whistling in the Rain . . . 67  
A breezy novelty which also makes for pleasant listening. Barron provides a good dancing beat for this happy disk.

### THE BARDS

I'm a Wine Drinker . . . 69  
DAWN 208—Slight bouncer receives a reasonably okay performance from the boys, but it lacks the sparkle necessary to take off. Should pull some spins.  
Easy Going Baby . . . 68  
Pleasant new tune is sung agreeably by the Bards, new male vocal group on the label. The ork backs them quietly.

### BROTHER LEE ROY ORK

Hop-Scotch . . . 69  
EPIC 9043—Interesting instrumental with a suggestion of a highland fling is projected spiritedly by the ork. A good dance platter. (Moonlight, BMI)  
Street Walkin' . . . 67  
Brother Lee's baritone sax is featured in another good instrumental. (Mills, ASCAP)

### BILL HEYER

Take Me Out to the Ball Game . . . 69  
EPIC 9050—The season's right, and this bright rendition of the evergreen should get its fair share of spins. (Broadway, ASCAP)  
Lazy Afternoon . . . 66  
The dreamy-atmosphere ballad from "The Golden Apple" is performed sympathetically. (Chappell, ASCAP)

### NORMA DOUGLAS

Ah Ri Rung . . . 69  
GUYDEN 703—A heart-felt reading of a pretty folk-tune brought back from Korea by our G.I.'s. Its folk-like quality set to an engaging bouncy beat holds strong interest. Miss Douglas' version of the tune ought to stand up well against competitive slicings. (Marilyn, BMI)  
If You Could Only  
Read My Mind . . . 65  
Miss Douglas gives a relaxed, unforced reading to this pretty ballad. She has warmth, style and good commercial potential. (United, ASCAP)

### MARILYN MONROE

I'm Gonna File My Claim . . . 69  
V 20-5745 — Swinging blues ballad about an eligible gent is sung suggestively by the actress. Should get some spins the first time around. Tune is from "River of No Return" movie. (Simon House, ASCAP)

(Continued on page 66)



The Billboard Music Popularity Charts

**COUNTRY & WESTERN RECORDS**

• **Best Sellers in Stores**

For survey week ending May 19

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         | 17             |
| You Just Can't Be True—Dec 28991—BMI                |           |                |
| 2. I REALLY DON'T WANT TO KNOW—E. Arnold.....       | 3         | 21             |
| I'll Never Get Over You—V 20-5525—BMI               |           |                |
| 3. I'LL BE THERE—R. Price.....                      | 2         | 13             |
| Release Me—Col 21214—BMI                            |           |                |
| 4. YOU BETTER NOT DO THAT—T. Collins.....           | 5         | 14             |
| High on a Hilltop—Cap 2701—BMI                      |           |                |
| 5. BACK UP BUDDY—C. Smith.....                      | 4         | 5              |
| If You Tried As Hard to Love Me—Col 21226—BMI       |           |                |
| 6. I DON'T HURT ANYMORE—H. Snow.....                | —         | 1              |
| My Arabian Baby—V 20-5698—BMI                       |           |                |
| 7. ROSE MARIE—S. Whitman.....                       | 6         | 5              |
| We Stood at the Altar—Imperial 8236—ASCAP           |           |                |
| 8. ONE BY ONE—K. Wells & R. Foley....               | 10        | 2              |
| I'm a Stranger in My Home—Dec 29065—BMI             |           |                |
| 9. OH, BABY MINE—Johnnie & Jack....                 | 8         | 6              |
| You're Just What the Doctor Ordered—V 20-5681—ASCAP |           |                |
| 10. RELEASE ME—R. Price.....                        | 7         | 7              |
| I'll Be There—Col 21214—BMI                         |           |                |

• **Most Played in Juke Boxes**

For survey week ending May 19

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.....                      | 1         | 14             |
| Dec 28991—BMI                                 |           |                |
| 2. I REALLY DON'T WANT TO KNOW—E. Arnold..... | 2         | 20             |
| V 20-5525—BMI                                 |           |                |
| 3. YOU BETTER NOT DO THAT—T. Collins.....     | 3         | 13             |
| Cap 2701—BMI                                  |           |                |
| 4. ROSE MARIE—Slim Whitman.....               | 5         | 3              |
| Imperial 8236—ASCAP                           |           |                |
| 5. I'LL BE THERE—R. Price.....                | 4         | 7              |
| Col 21214—BMI                                 |           |                |
| 5. BACK UP BUDDY—C. Smith.....                | 6         | 3              |
| Col 21226—BMI                                 |           |                |
| 7. JILTED—R. Foley.....                       | —         | 2              |
| Dec 29100—BMI                                 |           |                |
| 8. RELEASE ME—J. Heap.....                    | 6         | 6              |
| Cap 2518—BMI                                  |           |                |
| 9. AS FAR AS I'M CONCERNED—R. Foley.....      | 10        | 6              |
| Dec 29000—BMI                                 |           |                |
| 10. GOOD DEAL LUCILLE—A. Terry....            | —         | 2              |
| Hickory 1003—BMI                              |           |                |

• **Most Played by Jockeys**

For survey week ending May 19

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         | 16             |
| Dec 28991—BMI                                 |           |                |
| 2. OH, BABY MINE—Johnnie & Jack....           | 2         | 8              |
| V 20-5681—ASCAP                               |           |                |
| 3. I'LL BE THERE—R. Price.....                | 3         | 12             |
| Col 21214—BMI                                 |           |                |
| 4. I REALLY DON'T WANT TO KNOW—E. Arnold..... | 5         | 19             |
| V 20-5525—BMI                                 |           |                |
| 5. YOU BETTER NOT DO THAT—T. Collins.....     | 4         | 15             |
| Cap 2701—BMI                                  |           |                |
| 6. BACK UP BUDDY—C. Smith.....                | 6         | 3              |
| Col 21226—BMI                                 |           |                |
| 7. ROSE MARIE—S. Whitman.....                 | —         | 1              |
| Imperial 8236—ASCAP                           |           |                |
| 8. MY EVERYTHING—E. Arnold.....               | 7         | 5              |
| V 20-5634—BMI                                 |           |                |
| 9. I LOVE YOU—G. Wright-J. Reeves....         | 9         | 21             |
| Fabor 101—BMI                                 |           |                |
| 10. CRY, CRY DARLING—J. Newman....            | —         | 1              |
| Dot 1195—BMI                                  |           |                |

**HIGH-ON-THE-HOG COUNTRY TUNES!**

*Betty Amos'*

**JOLE JOHN**

b/w

**Yesterday's Sweetheart**  
Mercury 70354

*Tibby Edwards'*

**CRY, CRY, DARLING**

b/w

**Mine Forever**  
Mercury 70347

*Stanley Brothers'*

**I Long To See the Old Folks**

b/w

**A Voice From on High**  
Mercury 70340



## The Billboard Music Popularity Charts

## COUNTRY &amp; WESTERN RECORDS

## • This Week's Best Buys

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

**A KING WITHOUT A QUEEN** (Wills, BMI)—Lefty Frizzell—Columbia 21241

Disk appears this week on the New Orleans territorial chart and is beginning to move out handsomely in many other markets, including Dallas, Richmond, Durham, Nashville, St. Louis, Upstate New York and rural Pennsylvania. Looks like one of Frizzell's most promising records in some time. Flip is "You Can Always Count on Me" (Hill & Range, BMI). A previous Billboard "Spotlight" pick.

**LET ME LOVE YOU** (Central, BMI)

**LET ALWAYS GET A SOUVENIR** (Central, BMI)—Tommy Collins—Capitol 2806

With a record still high on the national c.&w. retail chart, Collins has come up with another that appears to have good chart potential. Strong and good reports were returned this week from Dallas, Durham, Nashville, St. Louis, Cleveland, Buffalo, Pittsburgh and Los Angeles. Both sides were selling, with "Let Me Love You" holding the edge. A previous Billboard "Spotlight" pick.

## • C &amp; W Territorial Best Sellers

For survey week ending May 19

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 Really Don't Want to Know E. Arnold, V.
2. I'll Be There, R. Price, Col.
3. Slowly, W. Pierce, Dec.
4. You Better Not Do That T. Collins, Cap.
5. One By One, R. Foley & K. Wells, Dec.
6. Good Deal Lucille, A. Terry, Hic.
7. Breakin' the Rules, H. Thompson, Cap.
8. Rose Marie, S. Whitman, Imp.
9. Fooler, a Faker, H. Thompson, Cap.

## Dallas-Ft. Worth

1. Slowly, W. Pierce, Dec.
2. I Really Don't Want to Know E. Arnold, V.
3. Cry, Cry Darling, J. Newman, Dot
4. Even Tho, W. Pierce, Dec.
5. I Don't Hurt Anymore, H. Snow, V.
6. You Better Not Do That T. Collins, Cap.
7. Go Cry Your Heart Out H. Thompson, Cap.
8. Blambo, J. Reeves, Abb.
9. As Far as I'm Concerned, R. Foley, Dec.
10. My Everything, E. Arnold, V.

## Houston

1. One By One, R. Foley & K. Wells, Dec.
2. Slowly, W. Pierce, Dec.
3. Even Tho, W. Pierce, Dec.
4. Rose Marie, S. Whitman, Imp.

5. Sparkling Brown Eyes, W. Pierce, Dec.
6. I Don't Hurt Anymore, H. Snow, V.

## Memphis

1. One By One, R. Foley & K. Wells, Dec.
2. I'll Be There, R. Price, Col.
3. Lookin' Back to See Maxine & J. E. Brown, Fab.
4. I Don't Hurt Anymore, H. Snow, V.
5. Slowly, W. Pierce, Dec.
6. Even Tho, W. Pierce, Dec.
7. Good Deal Lucille, A. Terry, Hic.
8. Rose Marie, S. Whitman, Imp.
9. Then I'll Stop Loving You J. Reeves, Abb.

## Nashville

1. I'll Be There, R. Price, Col.
2. Oh, Baby Mine, Johnnie & Jack, V.
3. Slowly, W. Pierce, Dec.
4. Back Up Buddy, Carl Smith, Col.
5. Cry, Cry Darling, J. Newman, Dot
6. I Really Don't Want to Know E. Arnold, V.
7. Shake a Leg, Carlisle, Mer.
8. Release Me, R. Price, Col.
9. You're Right, F. Young, Cap.

## New Orleans

1. I Don't Hurt Anymore, H. Snow, V.
2. Cry, Cry Darling, J. Newman, Dot
3. One By One, R. Foley & K. Wells, Dec.
4. Even Tho, W. Pierce, Dec.
5. King Without a Queen, L. Frizzell, Col.
6. Slowly, W. Pierce, Dec.

## • Reviews of New C &amp; W Records

## RAY PRICE

- I Love You So Much  
I Let You Go.....87  
COLUMBIA 21249—A Billboard "Spotlight" 5-22-'54. (Driftwood, BMI)  
Muck Too Young to Die.....85  
A Billboard "Spotlight" 5-22-'54. (Gabbard, BMI)

## JIM REEVES

- My Rambling Heart.....83  
ABBOTT 164—A Billboard "Spotlight" 5-22-'54. (Dandelion, BMI)  
Beatin' on the Ding Dong.....81  
A Billboard "Spotlight" 5-22-'54. (Dandelion, BMI)

## BILLY WALKER

- Thank You for Calling.....80  
COLUMBIA 21256—An ultra-lovely waltz item which could be Jo Stafford's next big pop click could also enable Walker to break thru into the big time. His reading is fine, and the material is first-rate. (Blackwood, BMI)  
Pretend You Just Don't Know Me.....78  
Walker doesn't quite do as well on this side, tho it's still one of the best things he's had and done in some time. The tune is excellent, too. (Acuff-Rose, BMI)

## YORK BROTHERS

- Deep Within My Heart.....80  
KING 1351—The York Brothers turn in a fine reading of a pretty ballad on this new release. It should have strong appeal to their many fans, and with enough exposure it could move out. Watch it. (Lols, BMI)  
I'll Leave the Door Open.....78  
Same comment. (Sheridan, ASCAP)

## JUSTIN TUBB-GOLDIE HILL

- Looking Back to See.....79  
DECCA 29145—Cover waxing of the cute opus seems tailor written for the thrush and the chanter. It's a happy slicing which should spin merrily on many juke and pull sales coin. (Dandelion, BMI)

## I Miss You So.....74

The boy and girl combine prettily on the tuneful ditty. There's a good beat in the backing to help spur play interest. (Lols, BMI)

## DON RENO, RED SMILEY AND THE TENNESSEE CUTUPS

- Someone Will Love Me in Heaven.....78  
KING 1352—Weeper talk-sing ballad about an orphan who relives the death of his parents and hopes for the renewal of parental love in Heaven. A moving side that will pull at the heartstrings of many listeners. Could sell mighty well, too. (Lols, BMI)  
Tree of Life.....76  
The happy hymn of the joy in

religion is sung warmly by the group. This could do well in many country areas. (Lols, BMI)

## GEORGE JONES-SONNY BURNS

- Wrong About You.....77  
STARDAY 146—The two chanters blend their voices in close, mighty close, harmony in this admission of error. A real listenable slicing with a gentle swaying waltz backing, it could win many spins. (Starrite, BMI)  
Play It Cool, Man, Play It Cool.....74  
George Jones takes this one solo. He hands the cute ditty an ingratiating reading. (Starrite, BMI)

## TERRY PRESTON

- Each Time You Leave.....76  
CAPITOL 2814—Preston turns in an impressive reading of a first-rate piece of weeper-like material. Should get plenty of spins. (Alton, BMI)  
Deceived.....76  
Material here is somewhat unusual. It's almost in beguine tempo and often sounds as if it might have been written by Romberg for a desert scene. Preston does just fine with it. (Central, BMI)

## HARDROCK GUNTER

- Gonna Dance All Night.....76  
SUN 201—Sharp musical backing with an infectious boogie beat. Hardrock Gunter sings the vocal with happy abandon. Good juke wax. (Tannen, BMI)  
Fallen Angel.....74  
A "message" disk, with a beat that bellies its pious lyric. Another good vocal by Gunter and good for the boxes. (Sheldon, BMI)

## JERRY ROWLEY

- Mate of the Wind.....76  
FABOR 109—Rowley sings of a lovely girl who was the mate of the wind, on this unusual and slightly esoteric folk item. It features a good vocal by the chanter, and it should get spins. (Dandelion, BMI)  
Wee Willie.....74  
The chanter sings of a timid lad who can't get up enough nerve to tell his girl he loves her. Cute and could get juke use. (Dandelion, BMI)

## DALLAS FRAZIER

- Space Command.....75  
CAPITOL 2813—Young Frazier warbles about getting away from it all to join the "Space Command." Good side; could get spins. (Central, BMI)  
Ain't You Had No Bringin' Up At All?.....74  
A catchy waxing with a bright vocal by Dallas Frazier, and some sprightly fiddlin' by Cousin Herb Henson's ork. (Central, BMI)

## ROY CLARK

- Sugar Coated Sweetheart.....73  
FOUR STAR 1659—Lyric twist here is that the gal in the title leaves a "bitter, bitter taste" in Clark's life. A good weeper for the juke. (Four Star, BMI)  
Mysteries of Life.....70  
Clark and his Wranglers sing their way thru a real weeper, with the tenor chalking up his ex-wife's departure as just one of the "mysteries of life." (Four Star, BMI)

## JIMMIE OSBORNE

- I Did and I Does and I Do.....72  
KING 1354—Osborne gets the most out of a clever lyric on this new item. Could get spins. (Harpoth Hills, BMI)  
A Tennessee Oceans.....71  
A weepy ballad with a rather far-fetched lyric-imagery. He sings of flooding the State with tears for his love. (Jay & Cec, BMI)

## LITTLE JIMMY DICKENS

- Closing Time.....71  
COLUMBIA 21247—Dickens waits of the problem of hearing the bartender holler "Closing Time." It's cute in a hokey way which the ops in country markets could use. (Peer, BMI)  
Out Behind the Barn.....70  
Typical Dickens's reading of a typical Dickens piece of humorous material. Cute item and cute reading. (Tannen, BMI)

## CARL STORY

- Have You Come to Say Goodbye?.....68  
COLUMBIA 21250—Okay reading of some okay material. (Peer, BMI)  
Step It Up and Go.....48  
Same comment. (Carl Story)

## DOUG POINDEXTER

- Now She Cares No More.....68  
SUN 202—Good ditty gets an okay chanting from the nasal-voiced Poindexter. Big city country buyers might not go big for this, but it should do well in the back country. (Hi Lo, BMI)  
My Kind of Carrying On.....67  
Tempo is faster as is the lyric, but the result is about the same. (Hi Lo, BMI)

## HERBY SHOZEL

- I Suppose.....68  
SARG 103—Okay performance of a T.V. weeper by Shozel on the new Texas label. (C. H. S. Music, BMI)  
You Ain't Foolin' Me.....67  
The chanter sells this rhythm effort nicely. (C. H. S. Music, BMI)

## SONS OF THE PIONEERS

- River of No Return.....68  
CORAL 61186—The well-known country group comes thru with a first-rate reading of the flick song which should get spins in country markets. (Simon, BMI)  
The Lilies Grow High.....65  
Pseudo-dramatic Western tune is well handled by the group for an interesting disk. (Frank, ASCAP)

## JIMMY DIAMOND ORK

- Twinkle Twinkle.....51  
GILT-EDGE 20—An inoffensive little item, aided by pleasant chanting by Jim Thomas. (Four Star, BMI)  
A Lonely Heart Remembers.....48  
Sweet ballad is sung in okay fashion by Thomas. (Four Star, BMI)

## • Reviews of New Sacred Records

## RED FOLEY-ANITA KERRY SINGERS

- My Friend.....88  
DECCA 29159—A Billboard "Spotlight" 5-22-'54. (Paxton, ASCAP)  
Lady of Guadalupe.....78  
This tune is also in the sacred vein and it receives a warm reading from Foley. (Forrest, BMI)

## JANE RUSSELL-CONNIE HAINES-BERYL DAVIS-DELLA RUSSELL

- I'm Really Livin'.....79  
CORAL 61177—This talent-laden all-girl quartet has an exciting piece of material in this briskly paced song. They harmonize with zest and communicate their enthusiasm to the listener. Considering the success of their last release—"Do Lord," this item should be watched carefully. (P.D.)  
Talkin' About the Lord; Ev'ry Day With Jesus; Forgive Me, Lord.....75  
The girls pile spiritedly into these three sacred tunes, generating a good, warm feeling. These songs offer variety of pace and mood, and a rollicking backing by the Lyn Murray ork. (P.D.)

## THE JOHNSON FAMILY SINGERS

- The Old Family Circle.....75  
COLUMBIA 21251—An emotionally affecting tune which anticipates the reunion of all the members of a family up in Heaven. The group sings with a smooth harmony and great religious conviction. (Hartford Music Company, SESAC)  
I'd Like to Feel at Home.....74  
Christians can not feel at home in this sinful world, but a better one awaits them up above. The group has another pretty side here with telling religious impact. (Tennessee Music & Printing, SESAC)

## THE HARMONEERS QUARTET

- Keep Your Feet on Praying Ground.....75  
BIBLETONE 8020—The group urges believers to remain steadfast in the path that leads to Heaven. This well-harmonized material is set to a brisk tempo that will please customers in this field.  
One of the Few.....74  
An even livelier tune with exciting

## • Review Spotlight on... RECORDS

## BILLY WALKER

Thank You for Calling (Blackwood, BMI)  
Pretend You Just Don't Know Me (Acuff-Rose, BMI)—Columbia 21256—Both sides of this entry are likely contenders and either could break out for the money. Walker does fine by "Thank You," a lovely tune cut for the pop market by Jo Stafford, and hands the flip ballad a warm and sincere reading.

## TERRY PRESTON

Each Time You Leave (I Die a Little) (Alton, BMI)—Capitol 2814—Preston, who has come up with some potential sides in his time, has a strong entry here in a weeper that's sure to attract many spins and sales. Flip is "Deceived" (Central Songs, BMI).

## • Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Ernest Tubb has renewed his recording contract with Decca, marking the start of his 15th year with the company. . . . Nelson King, WCKY, Cincinnati, formulating plans for a meeting of the officers and directors of the Country Music Disk Jockey Association to take place in Nashville shortly. Group will air plans for their convention in Nashville in November. . . . Dottie Sills replaces Betty Amos in the Carlisles, with Betty going out as a single. . . . Line-up of guest stars on the "Grand Ole Op'ry" includes Hank Snow and Tommy Collins, Jimmie Dickens and Faron Young and Cowboy Copas and the Carlisles on June 5. . . . Ray Price, Marty Robbins, Carl Smith and Ernest Tubb working their way west with bookings in Texas, New Mexico and California the first part of June. . . . Carl Smith's wife, June Carter, joins him on their first record release together, in "Love, Oh, Crazy Love," out this week.

The fabulous Buck Lake Park, Angola, Ind., opened last weekend (23) for its eighth season of presenting top hillbilly talent. Slated to appear during the season are Lonzo and Oscar, Smiley Burnette, Marty Robbins, Moon Mullican, Tim Holt & His Western Revue, Lulu-Belle and Scotty, the "WLS Barn Dance" gang, Carl Smith and the Carlisles. . . . Tex and Glen Clark exit the "Circle Theater Jamboree," Cleveland, for the summer and head for Tennessee, with Jack Gale, emcee of the show, bowing out also to open his new record shop, Hillbilly Heaven. . . . Academy Records signed Choinump-Ni, a full-blooded Indian, to a long-term recording contract. . . . New Orleans folks excited about Weely Fairburn's first on Capitol, "Good Deal, Lucille." . . . Tom Edwards, WERE, Cleveland, disk jockey, staged his first country show and dance at Mentor-on-the-Lake, with Roy Scott, of Wheeling, W. Va., as special guest star and the Jimmy Kish band furnishing the music. Shorty Barnes shared emcee chores along with Edwards. . . . News is out that Ferlin Huskey and Jean Shepard have moved their headquarters to Springfield, Mo., and will henceforth be handled by Lou Black's Top Talent, Inc. . . . Pete Stamper, comic from Kentucky, also joined Black's office.

Jimmy Epps, Rochester, Minn., scribe, reports his three new tunes are going well. . . . Smiley Monroe and June McKinley have signed with Smart Records. . . . Cowboy Howard Vokes has started his own music publishing firm, Vokes Music, Inc., BMI. . . . Dub Dickerson starts on a three-week tour of disk jockeys following his hiatus to the Jimmie Rodgers celebration at Meridian, Miss. . . . Jim Reeves set for the big rodeo in Gladewater, Tex., June 14-13. . . . Abbott Records President Fabor Robinson off again on one

piano backing which moves all the way. Group communicates a happiness which is contagious.

## BILL PEARCE-DICK ANTHONY

- In the Garden.....74  
SINGTIME 1001—Pearce and Anthony team for a dramatic reading and vocal duet of attractive religious item. Good backing by harp and organ should attract the buyers of sacred music. Well recorded, tho  
Over the Sunset Mountains.....72  
Another slick reading of a most attractive sacred tune, on the first wax from the new sacred label.

of his numerous road trips scheduled to cover 14 States. . . . Curly Williams' Peach Pickers continue at WSFA, Montgomery, Ala., for Jax Beer, in addition to the "Bar 20 Barn Dance" television series. Joe Gibson, bass and vocal with the band, just had his first songs accepted by Acuff-Rose. . . . Little Joe Penny recently finished a two-week date with Deacon Andy Griffith in Birmingham, Ala. . . . Wade Ray set for two weeks of one-nighters in Canada following a stand in Billings, Mont., thru June 5. . . . Russ Todd, cowboy telefilm actor of the "Death Valley Days" series, has just penned a Western ballad called "Without You-All."

Webb Pierce, along with Joyce Moore, played to the second biggest gross in the history of the Casino Theater, Toronto, last week. . . . Rex Allen mapping a 10-week tour of Europe this summer. . . . David Roger, Lew Banks and the Dixie Wranglers played to a packed City Auditorium in Griffin, Ga., last week. . . . Sally Holmes and his wife, Mattie, guests on the "WLS Hayloft Jamboree" last week. . . . Carson Robison, a veteran in the country music business, rounds out 30 years of recording this month. He first recorded in May, 1924, with Wendall Hall. He now lives and owns a farm in Pleasant Valley, N. Y. . . . Snooky Murrow, WAAT, Newark, N. J., leaves for the U. S. Air Force May 28. . . . Shorty Warren off for a three-week visit with his folks in Phoenix, Ariz., with his brother, Smokey, taking over as head man at the Copa Club and the Western Rangers in Trenton, N. J. . . . Tex Bloyde's popular c.&w. group in Toronto, has changed the name from the Sagedusters to the Western All-Stars. . . . Chet Tyler and his C Bar T Riders now doing a string of one nighters thru Michigan. . . . Slim Bryant and his Wildcats set for a tour of summer parks in Pennsylvania starting July 11. . . . Cowboy Phil Reed moves to WHJB, Greensburg, Pa., from WWVA, Wheeling, W. Va. . . . Cactus Ray Stevens and his Tumbleweeds moved from Middletown, N. Y., to WCDL, Carbondale, Pa. . . . Al Morris, veteran country platter spinner, now airs a one-hour show daily from KOLD, Yuma, Ariz., and would appreciate receiving d.j. samples from record companies. . . . Lucky Caroline did a guest shot on Pee Wee King's TV show from WEWS, Cleveland.

Hank Zero and his Pioneers, WALE, Fall River, Mass., set to do a weekly show from the Newberry store in Providence, R. I. . . . "The Charlie Gore Show" joins the line-up of programming at WSAZ-TV, Huntington, W. Va. . . . Eddie Briggs, ex-KCHJ, Delano, Calif., disk jockey, had Polly Possum and Joe Wolverton on his country songfest recently. . . . The "Doc Williams Show," WWVA, Wheeling, W. Va., concludes its three-week tour of Quebec and Ontario on the 27th. The show has been playing to huge crowds. . . . "Cousin Roy and his Silver Creek Jamboree" continues strong at the Friendship Inn, Baltimore, each week, in addition to its regular stint at WASL, Annapolis, Md. . . . Jimmy Franklin, formerly of the Franklin Brothers duet, is now heard via WNAX, Sioux City, Ia., and is mapping plans to reorganize his band along with brother Whitey. . . . New talent joining WLW, Cincinnati, includes the Circle C Boys, Buddy and Marion Durham, Hal Thorsen, Skeeter Bonn, Jimmie Haynie and the Prairie Songbirds.



# The Billboard Music Popularity Charts

## RHYTHM & BLUES RECORDS

### Best Sellers in Stores

For survey week ending May 19

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

| This Week | Last Week | Weeks on Chart | Title                                | Label             |
|-----------|-----------|----------------|--------------------------------------|-------------------|
| 1         | 6         | 1              | WORK WITH ME ANNIE—Midnighters       | Federal 12169—BMI |
| 2         | 15        | 2              | YOU'LL NEVER WALK ALONE—R. Hamilton  | Epic 9015—BMI     |
| 3         | 4         | 4              | SHAKE, RATTLE AND ROLL—J. Turner     | Atlantic 1026—BMI |
| 4         | 11        | 3              | LOVEY DOVEY—Clovvers                 | Atlantic 1022—BMI |
| 5         | 10        | 5              | LITTLE MAMA—Clovvers                 | Atlantic 1022—BMI |
| 6         | 5         | 7              | GOODNIGHT, SWEETHEART—Spaniels       | Imperial 5265—BMI |
| 7         | 20        | 6              | THINGS THAT I USED TO DO—Guitar Slim | Specialty 482—BMI |
| 8         | 4         | 8              | YOU'RE THE ONE—Spiders               | Imperial 5265—BMI |
| 9         | 15        | 9              | I DIDN'T WANT TO DO IT—Spiders       | Imperial 5265—BMI |
| 10        | 12        | 10             | SUCH A NIGHT—C. McPhatter            | Atlantic 1019—BMI |

### Most Played in Juke Boxes

For survey week ending May 19

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

| This Week | Last Week | Weeks on Chart | Title                                  | Label             |
|-----------|-----------|----------------|--|-------------------|
| 1         | 13        | 1              | YOU'LL NEVER WALK ALONE—R. Hamilton    | Epic 9015—BMI     |
| 2         | 10        | 4              | LOVEY DOVEY—Clovvers                   | Atlantic 1022—BMI |
| 3         | 4         | 2              | GEE—Crows                              | Rama 5—BMI        |
| 4         | 2         | 10             | WORK WITH ME ANNIE—Midnighters         | Federal 12169—BMI |
| 5         | 3         | 6              | SHAKE, RATTLE AND ROLL—J. Turner       | Atlantic 1026—BMI |
| 6         | 9         | 3              | SUCH A NIGHT—C. McPhatter              | Atlantic 1019—BMI |
| 7         | 7         | 8              | IT SHOULD'VE BEEN ME—R. Charles        | Atlantic 1021—BMI |
| 8         | 12        | 7              | I DIDN'T WANT TO DO IT—Spiders         | Imperial 5265—BMI |
| 9         | 12        | 5              | I'M YOUR HOOTCHY KOOTCHY MAN—M. Waters | Chess 1560—BMI    |
| 10        | 19        | —              | MARIE—Four Tunes                       | Jubilee 5128—BMI  |

### This Week's Best Buys

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

- JUST MAKE LOVE TO ME—Muddy Waters—Chess 1571**  
Waters' latest release broke this past week in several important Southern markets, including Atlanta and New Orleans, where it appears on the territorial charts. The disk was also reported strong in Nashville, Durham and St. Louis and good in Cincinnati, Detroit and up-State New York. While the strength of the record at present is concentrated in the Southern markets, Northern dealers and operators should be prepared for a possible surge in their areas also. Flip is "Oh Yeh."
- OVERFLOW (Jay & Cee, BMI)**  
**DON'T WORRY 'BOUT ME (Mills, ASCAP)—Tiny Bradshaw—King 4713**  
The consistent commercial strength of Bradshaw makes almost every new record an automatic buy for most operators and dealers. Record is selling now with strength in New York, Philadelphia, Buffalo, Cincinnati and St. Louis. Reports from Atlanta, Detroit and Pittsburgh also were good. Preferred side is "Overflow."
- DON'T STOP, DAN (Jay & Cee, BMI)**  
**HOUSE WITH NO WINDOWS (Jay & Cee, BMI)—The Checkers—King 4710**  
Disk has overcome the handicap of limited deejay play to achieve wide operator and dealer acceptance. Territories that report profitable box play and over-the-counter sales include New York, Philadelphia, Buffalo, Cincinnati, Cleveland, Detroit, Durham, St. Louis, Dallas and Atlanta. Shows signs of considerable potential growth. Both sides are selling, but "Dan" has the edge. A previous Billboard "Spotlight" pick.

### 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.

- |  |   |
|--|---|
| <p><b>Atlanta</b></p> <ol style="list-style-type: none"> <li>Shake, Rattle and Roll, J. Turner, Atl.</li> <li>Work With Me, Annie Midnighters, Fed.</li> <li>Lovey Dovey, Clovers, Atl.</li> <li>Little Mama, Clovers, Atl.</li> <li>You'll Never Walk Alone R. Hamilton, Epi.</li> <li>Gee, Crows, Rma.</li> <li>Story of My Life, Guitar Slim, Spe.</li> <li>I Understand Just How You Feel Four Tunes, Jub.</li> <li>Just Make Love to Me, M. Waters, Chs.</li> <li>I Didn't Want to Do It, Spiders, Imp.</li> </ol> <p><b>Charlotte</b></p> <ol style="list-style-type: none"> <li>Lovey Dovey, Clovers, Atl.</li> <li>Shake, Rattle and Roll, J. Turner, Atl.</li> <li>You'll Never Walk Alone R. Hamilton, Epi.</li> <li>Little Mama, Clovers, Atl.</li> <li>Darling, Dear, Counts, Dot</li> <li>Hello, Little Boy, Ruth Brown, Atl.</li> <li>I Didn't Want to Do It, Spiders, Imp.</li> <li>It Should've Been Me, R. Charles, Atl.</li> <li>I Smell a Rat, W. M. Thornton, Pea.</li> <li>Work With Me, Annie Midnighters, Fed.</li> </ol> <p><b>Chicago</b></p> <ol style="list-style-type: none"> <li>You'll Never Walk Alone R. Hamilton, Epi.</li> <li>Such a Night, C. McPhatter, Atl.</li> <li>I Understand Just How You Feel Four Tunes, Jub.</li> <li>Lovey Dovey, Clovers, Atl.</li> <li>Things That I Used to Do Guitar Slim, Spe.</li> <li>Work With Me, Annie Midnighters, Fed.</li> <li>Shake, Rattle and Roll, J. Turner, Atl.</li> </ol> <p><b>Cincinnati</b></p> <ol style="list-style-type: none"> <li>Work With Me, Annie Midnighters, Fed.</li> <li>Shake, Rattle and Roll, J. Turner, Atl.</li> <li>Things That I Used to Do Guitar Slim, Spe.</li> <li>Lovey Dovey, Clovers, Atl.</li> <li>You'll Never Walk Alone R. Hamilton, Epi.</li> <li>Goodnight, Sweetheart, Spaniels, VJ.</li> <li>What Do You Want Me to Do? L. Darnell, Oke.</li> </ol> <p><b>Detroit</b></p> <ol style="list-style-type: none"> <li>Work With Me, Annie Midnighters, Fed.</li> <li>You'll Never Walk Alone R. Hamilton, Epi.</li> <li>Lovey Dovey, Clovers, Atl.</li> <li>Adios My Desert Love, Diablos, Ftn.</li> <li>Oh, Baby, Little Walter, Che.</li> <li>Such a Night, C. McPhatter, Atl.</li> <li>It Should've Been Me, R. Charles, Atl.</li> </ol> | <p><b>Los Angeles</b></p> <ol style="list-style-type: none"> <li>You're the One, Spiders, Imp.</li> <li>Lovey Dovey, Clovers, Atl.</li> <li>Sh-Boom, Chords, Cat.</li> <li>Things That I Used to Do Guitar Slim, Spe.</li> <li>I Didn't Want to Do It, Spiders, Imp.</li> <li>Shake, Rattle and Roll, J. Turner, Atl.</li> <li>Goodnight, Sweetheart, Spaniels, VJ.</li> <li>Gee, Crows, Rma.</li> <li>A Thousand Stars, Rivileers, Btn.</li> <li>You'll Never Walk Alone R. Hamilton, Epi.</li> </ol> <p><b>New Orleans</b></p> <ol style="list-style-type: none"> <li>Shake, Rattle and Roll, J. Turner, Atl.</li> <li>Work With Me, Annie Midnighters, Fed.</li> <li>You'll Never Walk Alone R. Hamilton, Epi.</li> <li>Baby, Please, Fats Domino, Imp.</li> <li>Just Make Love to Me, M. Waters, Chs.</li> <li>Lovey Dovey, Clovers, Atl.</li> <li>Story of My Life, Guitar Slim, Spe.</li> </ol> <p><b>New York</b></p> <ol style="list-style-type: none"> <li>You'll Never Walk Alone R. Hamilton, Epi.</li> <li>Goodnight, Sweetheart, Spaniels, VJ.</li> <li>Such a Night, C. McPhatter, Atl.</li> <li>It Should've Been Me, R. Charles, Atl.</li> <li>Things That I Used to Do Guitar Slim, Spe.</li> <li>Lovey Dovey, Clovers, Atl.</li> <li>Answer Me, My Love Nat (King) Cole, Cap.</li> <li>Sh-Boom, Chords, Cat.</li> <li>Shake, Rattle and Roll, J. Turner, Atl.</li> <li>Gee, Crows, Rma.</li> </ol> <p><b>Philadelphia</b></p> <ol style="list-style-type: none"> <li>Work With Me, Annie Midnighters, Fed.</li> <li>Goodnight, Sweetheart, Spaniels, VJ.</li> <li>You'll Never Walk Alone R. Hamilton, Epi.</li> <li>Sh-Boom, Chords, Cat.</li> <li>How Do You Speak to an Angel? D. Gardner, Brn.</li> <li>Lovey Dovey, Clovers, Atl.</li> <li>I Understand Just How You Feel Four Tunes, Jub.</li> <li>Things That I Used to Do Guitar Slim, Spe.</li> <li>Where Did You Say? Fats Domino, Imp.</li> </ol> <p><b>St. Louis</b></p> <ol style="list-style-type: none"> <li>Work With Me, Annie Midnighters, Fed.</li> <li>Wish Me Well, Memphis Slim, Unl.</li> <li>Lovey Dovey, Clovers, Atl.</li> <li>You'll Never Walk Alone R. Hamilton, Epi.</li> </ol> |
|--|---|

### Reviews of New R & B Records

- JOHNNY ACE**  
Please Forgive Me .....87  
DUKE 128—A Billboard "Spotlight" 5-22-'54. (Lion, BMI)  
You've Been Gone So Long....85  
A Billboard "Spotlight" 5-22-'54. (Lion, BMI)
- BILLY (THE KID) EMERSON**  
I'm Not Going Home .....84  
SUN 203—A Billboard "Spotlight" 5-22-'54. (Hi Lo, BMI)  
The Woodchuck....78  
Novelty effort receives a good talking rendition from the chanter over Southern blues backing by the combo. The flip side has the power, but this one could get spins via the chanter's performance. The singer has a real sound. (Hi Lo, BMI)
- FOUR BELLS**  
Only a Miracle .....78  
GEM 220—The Four Bells turn in a pleasant rendition of a listenable new ballad backed with a semi-beat by the ork. Side should pull spins in the Northern cities and could pull some juke loot. (J & J, BMI)  
My Tree....72  
Another pretty effort is sung nicely by the group, tho this side is not as strong as the other. (J & J, BMI)
- ELMORE JAMES ORK**  
Sho Nuff I Do .....77  
FLAIR 1039—James' solid vocal and the above average blues material are combined for a first-rate dishing. Good backing, too. (Flair, BMI)  
1839 Blues....77  
Standard type of blues item gets a sock reading from James. The fans should go for this, and the operators could make good use of it, too. Good wax. (Flair, BMI)
- THE FLAIRS**  
You Were Untrue .....76  
FLAIR 1041—The group tackles a torchy item for a good hunk of wax. The lead singer handles the lyric smartly, while the group sets up a typical Flairs background. (Flair, BMI)  
Baby Wants....74  
A good dance beat and some slick backing do much to lift this Flairs vocal above the ordinary. Material is okay. The reading is good. (Flair, BMI)
- LOUIS JORDAN ORK**  
A Dollar Down .....76  
ALADDIN 3243—The material here tells the story of the guy trapped by the easy pay plans. In all, it's a rocking piece of material which he and the group do smartly. Should interest Jordan's large audien and could pull juke loot.  
Hurry Home....72  
Jordan tackled a ballad here — a standard tune, too—for an okay run thru which might do better in pop and jazz circles. It's good listening, but not what's expected of Jordan.
- RAYMOND PILL ORK**  
Bourbon Street Jump .....75  
SUN 204—Bouncy rocker is played with a beat here by the Hill combo on this new instrumental waxing. "Cat" music that could have the kids dancing in the juke parlors. (Hi Lo, BMI)  
The Snuggle....73  
Slow, insinuating riff effort is played with a solid beat by the ork on this instrumental side. Listenable wax also for the boxes. (Hi Lo, BMI)
- 5. Until Sunrise, D. Washington, Mer.**  
**6. Goodnight, Sweetheart, Spaniels, VJ.**  
**7. No Place to Go, H. Wolf, Chs.**  
**8. Lucille, C. McPhatter, Atl.**  
**9. You're the One, Spiders, Imp.**
- Balti.-Wash.**
- 1. Work With Me, Annie** Midnighters, Fed.  
**2. Hold Me, Baby** S. Allen & O. Black, Grv.  
**3. You'll Never Walk Alone** R. Hamilton, Epi.  
**4. Goodnight, Sweetheart, Spaniels, VJ.**  
**5. Lovey Dovey, Clovers, Atl.**  
**6. I Didn't Want to Do It, Spiders, Imp.**  
**7. Oh, Baby, Little Walter, Che.**
- IKE TURNER ORK**  
Loosely .....74  
FLAIR 1040—A pleasant instrumental built around a relaxed but swifty riff on guitar. The beat is not hectic; excellent for dancing. (Flair, BMI)  
Cubano Jump....73  
The Turner group gets a different sound here, and turns on the heat for this Latin-styled opus. Both sides are good juke box items. (Flair, BMI)
- JUNIOR DENBY**  
I'm Still Lonesome .....73  
KING 4717—Denby claims to have learned his lesson, and now pleads with his girl for a break. Denby has an unusual "sound"; this, along with a smooth, deliberate style, ought to gain some attention. (Jay & Cee, BMI)  
With This Ring....71  
In slipping his girl a wedding ring, Denby promises to be kind and true to her. This is attractive material and sung well. (Jay & Cee, BMI)
- LOVEY LEWIS**  
Take a Chance With Me .....72  
DUKE 126—In tender dulcet tones, Miss Lewis pleads with her boy friend. Her intimate style can be very convincing. The backing by the Johnny Otis ork is restrained. (Lion, BMI)  
Alright, Baby....69  
A conventional fast blues, in which Miss Lewis puts a deceiving boy friend down. Material would be more effective if the singer had sung out more and put more feeling into it. (Lion, BMI)



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 CHESS 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. "WHOOEE BABY" backed up with "TELL ME," with the Five C's."

Dealers everywhere are stocking these "picks." Call your distributor today. (Adv.)

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Atlantic 1030

Arnett Cobb  
NO CHILD NO MORE and NIGHT  
Atlantic 1031

Hal Paige  
BIG FOOT MAY and PLEASE SAY YOU DO  
Atlantic 1032

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## RCA Sets Separate Phonograph Division

Production, Sales and Merchandising Are Divorced from Home Instrument Field

NEW YORK, May 22. — RCA Victor is currently finalizing plans to set up a separate department to handle the sales and merchandising of record-playing equipment and small radios. The move would completely separate the company's television set sales from phono sales. Up to now, all this equipment was in the home instrument division.

The new department will probably have its own production line, executive staff and general sales and merchandising organization. Within the Victor company it is generally believed that Jim Toney will head up this department—which would be on a level equal to the record department or the home instrument division. Toney is currently assisting vice-president Paul Barkmeier in the latter's duties as distribution chief for Victor. Previously Toney had been ad manager of the home instruments division and an exec with Victor's Chicago branch.

The production facilities assigned to the phono division is expected to be located in Victor's new Cambridge, O., plant.

The phono division has been considered by traders to be a "step-child" of the TV set department. The renewed consumer interest in record-playing equipment, particularly hi-fi sets, and the stiff competition being offered by such electronics newcomers as Columbia Records, in the opinion of many traders, has shown RCA that phonos can not be merchandised properly as a subsidiary line of TV.

**Strengthening Move**  
It is known that for many months Victor record department brass have been seeking to take on the sales of at least the small phono units. The new set-up precludes such a switch, but may result in further strengthening Victor's drive to get what it considers its rightful share of the phono market.

It is generally believed, too, that placing phonos in a department apart from either TV or records would enable Victor to mer-

chandise record-playing equipment more aggressively in record and music shops yet leave the company free to continue its sales drive of phonos in connection with TV sets.

Just how the new set-up will filter down thru the Victor distributors is not yet known, but the upcoming Atlantic City meetings of both the record department and home instrument division will probably see much inter-office palaver on the move. One group with RCA Victor believes that some key distributors in major markets may also set up special phono sales crews. In any event the move is seen as a major move by the company to get its phono line in a stronger competitive position.

RCA Victor executives were not available at the end of the week for comment on the new phono-radio department.

## Tape Process, New Recorder By BCE, Ampex

HOLLYWOOD, May 22.—Bing Crosby Enterprises and the Ampex Corporation jointly introduced a new high-fidelity tape recording process termed "polyphonic" and unveiled the Ampex 600, new portable lightweight tape recorder at a showing Thursday (20) at the Hollywood Plaza Hotel.

The multiple channel tape application developed by engineers of BCE should become the future process for radio, TV and motion picture sound, according to Frank Healy, executive director of the firm's electronics division.

John T. Mullin, chief engineer for BCE, disclosed that no monitoring was employed in recording polyphonic music on tape. Special amplifiers were employed while the dispersal of microphones augmented the sound. Separate mikes and channels recorded each section of an orchestra so that playback on three loudspeakers reproduced the music realistically, he said, much as it might be heard by the audience.

The new Ampex 600, weighing only 26 pounds, is the lowest priced model in the Ampex line thus far introduced and will sell for \$545. Reproduction range of audible sound of 30 to 15,000 cycles at 7½ inches per second tape speed is another feature.

Unit is said to be the first portable for home listeners to boast professional quality sound comparative to the manufacturer's larger units in general use by radio networks and commercial recording companies.

## Magnavox 9-Month Earnings \$2 Mil; Near 1953 Figure

FORT WAYNE, Ind., May 22.—The Magnavox Company this week reported net earnings of \$2,030,912 after taxes and provision for renegotiation in the nine months ended March 31, 1954. This compares with \$2,051,578 in the same quarters a year ago.

The earnings were equal to \$2.68 a share on 758,680 shares of common stock outstanding, against \$2.70 a share on the same number of shares for the nine month period last year.

Net sales totaled \$51,147,940, compared with \$45,008,975, indicating a gain of 13 per cent. Net profit before taxes and provision for renegotiation in the nine months was \$5,083,949 as against \$5,652,578 in the same period last year. Provisions for renegotiation and federal income and excess profits taxes were \$3,052,037, against \$3,601,000.

## 'NUTCRACKER' Mercury's New Album Is Sure Bet

Every so often a classical record package comes along that is so clothed in the attributes of success that its commercial future is ridiculously easy to predict. Such a set is the complete "Nutcracker Ballet," by Tchaikovsky, just released by Mercury Records.

Certainly this is music that has almost universal appeal. In its cut down version as the "Nutcracker Suite," it has brought pleasure to young and old and many recorded treatments have

**TCHAIKOVSKY: THE NUTCRACKER (2-12") — Minneapolis Symphony Orchestra; Antal Dorati, Cond. Mercury OL-2-101.**

been best sellers. Now we have the complete ballet for the first time on records, with all the additional melodies, each as quickly attractive as the next.

**Great Care**  
The performance by Antal Dorati and the Minneapolis Symphony is bright, cheerful and sensitive. And Mercury has lavished great care on the clarity of the sound, coming thru with an achievement that will please the high fidelity fraternity. There's an actual gunshot to be heard, as well as toy instruments, to add to the festive occasion.

As if the musical content were not enough, the manufacturer has inserted the two LP's in a package that should prove near irresistible to many buyers. Colorful and purposely elaborate, it includes a slick illustrated booklet containing the story of the ballet. And all is sealed in cellophane. The \$13.90 price tag (\$2 above normal list) will prove no bar to sales, especially for those hunting gift packages. Dealers will make money with this one.

Is Horowitz.

## Hi-Fi Industry Sees 1954 Biggest Year

CHICAGO, May 22.—High fidelity was the talk of the Radio Parts Show here this week (17-20), with dealers, distributors and manufacturers in agreement that hi-fi sales in 1954 will be considerably higher than those in 1953, heretofore hi-fi's peak sales year.

Estimates on this expected sales rise ran as high as 40 per cent, but the average figure was around 25 per cent. In the audio field, tape recorders and playback units also drew their share of attention. However, tape and tape equipment will probably make its biggest showing at the Music Trade Show in July.

Manufacturers showing hi-fi phono lines included: Majestic, a dual-speaker portable (\$89.95), a dual-speaker table model and a three-speaker console (not priced yet); Symphonic, automatic portable (\$59.95), console (\$179.95), table model (\$149.95); Wilcox-Gay, table model; B & R Electronics, automatic portable phono (\$89.95) and various hi-fi components; Sonic Industries, portable (\$89.95), table phono (\$119.95); portable (\$99.75), economy portable (\$69.75), utility portable (\$59.75), three-speed manual (\$39.75); V-M Corporation, three-speed table model (\$149.50), portable three-speed model (\$119.95); Regal Electronics, table model (\$199.50), table model (\$169.50).

**Tape Field**  
In the tape field, Bell Sound System's tape playback (\$29.95) was the most-talked about tape device at the show. Available in two models — one a seven and one-half-inch per second and the other a three and three-quarter-inch per second set — the unit weighs three pounds and is 10 by 10 inches in size. It plugs into the magnetic in-put of any amplifier designed for a magnetic reluctance cartridge.

Other tape equipment included:

Pentron, portable two-speed recorder (\$129.50), playback unit (\$50); Eicor, hi-fi automatic continuous play tape recorder (\$229.95); Berland Associates, hi-fi professional broadcast recorder (\$545), a stereo-binaural version of company's Concertone 1500 series (\$495); Wilcox-Gay, dual-speed portable tape recorder (\$149.95); Telectronic, tape recorder (\$89.95); V-M Corporation, two-speed tape recorder (\$179.95); Crescent Industries, single-speed tape recorder (\$99.50), Two-speed (\$119.50, two speed hi-fi (\$149.50).

### WHAT'S HI-FI?

## Phonolog Says Nix to Designation

NEW YORK, May 22.—In a sharply worded attack on catalogs which separate so-called "high fidelity" records from other LP's, the Phonolog Publishing Company this week informed its subscribers it will refrain from such designation until a standardized definition of hi-fi is accepted by the industry. The company lists the output of 277 different labels.

In a letter to its subscribers, Phonolog states, "So long as hi-fi remains a battle of superlatives, then it is purely a gimmick." It referred to such fanciful slogans as "High Fidelity Plus," "Triple Fidelity" and "Ultra High Fidelity."

## Decca to Intro New 3-Speed Portables

NEW YORK, May 22.—Decca Records will introduce a new three-speed (manual) portable phono model, list-priced at \$19.95, this month as part of its summer phono promotion. The drive will feature 15 models in all, with Decca's three-speed automatic phono (DP-37 UL, regularly priced at \$79.95) reduced to \$59.95 as a special inducement for the summer trade.

Meanwhile, Decca reports that sales on its new hi-fi model are so much greater than anticipated that they can't maintain deliveries to meet the demand. The hi-fi phono, Decca's highest priced model, is listed at \$199.95 and \$209.95.

## Pitts Sales Exec for Capehart-Farnsworth

FORT WAYNE, Ind., May 22.—Donald F. Pitts has been named regional sales manager of the Capehart-Farnsworth Company's New England region and will assume his duties immediately, according to an announcement made by E. W. Gaughan, Capehart's general sales manager. Capehart is a division of the International Telephone & Telegraph Corporation.

Pitts, who will act as factory liaison in the area, was formerly manager of television sales for Graybar Electric Company, Inc., Boston. Earlier he had been sales representative in Western Massachusetts for Allied Appliances, Inc., Boston.

cigars to mark the birth of son, Douglas, May 15, to bring the Maxwell count to three sons and a daughter. . . . Burke Music Company, of St. Paul, and Disc 'n' Needle, Lake Street store, Minneapolis, both report Ralph Flanagan's "Lullaby of Birdland" doing exceptionally well. . . . Lou Welch at F. C. Hayer reports that the first arrival of Eddie Fisher's new song, "The Green Years," moved out just as fast, with a new shipment due in any day. She said sampling of Perry Como's novelty, "Hit and Run Affair" pegs this one as a winner. . . . "Happy Wanderer" on the London label is moving out at the rate of 1,400 a day at Lieberman Music Company, with dealers reordering steadily, according to Herb Sandel.

## Dealer Doings

By JUNE BUNDY

### Just Browsing

L. J. Arends, Arends TV Center, Shenandoah, Ia., reports Western sales in his record department were boosted recently, when George Morgan, Cowboy and Kathy Copas, and Lonzo and Oscar appeared in person at the Center to autograph their records.

Speaking of "browsing," R. Braggus, F. W. Woolworth, Denver, writes that the department's "eye and above eye-level racks make for easy browsing." Braggus also notes that in their section a record salesman's "main virtue seems to be the ability to unscramble the titles given us for pop records and tell the customer what he is actually looking for." . . . "Out in El Paso, Tex., M-G-M Record distributor Bill Shapiro, of Frontier Distributing Company, has organized an M-G-M Records soft ball team to meet all comers.

### Sales Strategy

Southalls, Kenmore, N. Y., finds record stamps have not only increased sales, but also help them keep customers. The shop has also installed "browser boxes" for LP and 45 EP albums, a self-service-type operation which "automatically" boosts sales on those items.

The El Rey Music Shop, So. Francisco, is giving Columbia's \$24.95 phono model an extra sales push by installing one of them in each listening booth and one on the counter, along with display material.

### Time Savers

Weary of running back and forth between the 45 and 78 record sections, Al Le Vine, Universal Radio, Melrose Park, Ill., has invented a new type of stock envelope for the dealer's shelf. He attached a seven-inch stock envelope to the right hand corner of a 10-inch green stock envelope, with bellows attached to the seven-inch so a number of 45 platters can be put inside. Le Vine has applied for a patent on the gimmick, and hopes to put it on the market shortly.

In a move to keep interest alive

in its "Three Penny Opera" original-score album after the off-Broadway show closes next week, M-G-M Records is providing dealers with advance order blanks and window sides now, altho the album won't be released until June 30.

Decca Records starts its annual subscription drive on its new numerical catalog next week, with deliveries to be made at the end of June. For the first time, Decca is including its completed package inventory control system in the catalog.

### Chicago

Lura C. Wine, of the Record Shop, Richmond, Ind., complains that there should be some way to make the hi-fi enthusiasts conscious of the fact that even tho a hi-fi record brings up (and out) all the good points recorded on it, that small noises are also made more apparent. He states that buyers should be advised that a perfectly noiseless record is almost impossible to produce and that when one is obtained it should be treasured. He feels that it would make selling for the retailers a much easier job.

The Wurlitzer Company store in Chicago is undergoing a remodeling of its interior, and Betty Andrews, who reports business is going on as usual, said the store is being converted to a self-service policy. All counters are being removed and attractive settings for the self-service area are being added.

Mary Colditz, manager of the record department of Hudson-Ross Randolph Street store, Chicago, announces that "The Jolson Story," playing in the next block, has spurred sales on Jolson records.

### Twin Cities

Dealers in this area are waiting the imminent visit of Wendy Waye, Coral star, who will make the rounds of retail outlets, with Herb Sandel, head of the Lieberman Music Company, wholesale record department. . . . Dick Maxwell, RCA Victor record chief at F. C. Hayer Company, Minneapolis distributor, is passing out

## Pentron's New Portable Taper Sells for \$129.50

CHICAGO, May 22.—Pentron Corporation unveiled a new portable tape recorder at the Electronics Parts Show this week at the Palmer House.

The new recorder, which will retail at \$129.50, is designed so that the user cannot mistakingly select the wrong speed or recording position.

The selector operates much the same as the gear shift on an automobile. It plays both 7½ inches or 3¾ inches per second. It also contains a radio input jack so that radio programs can be recorded directly.

A factory official said that the firm was planning to market a small, compact tape playback unit to retail somewhere under \$50. The new portable is model CT-1.

## A-V Tape Names Five Wholesalers

NEW YORK, May 22. — A-V Tape Libraries, Inc., the subsidiary of the Audio & Video Products Corporation, named five new wholesalers to cover record and music store distribution of its line of pre-recorded tape.

Appointed were Warren Radio Supply, Sioux Falls, S. D.; the Recordit Distributing Company, St. Louis; the Rand Distributing Company, Long Island City, N. Y.; the Sunland Music Company, Los Angeles, and the Radio Distributors Company, Indianapolis.

The firm also named three new wholesalers who will cover distribution to photo and camera shops. These are: Farnan & Seaman, Inc., Los Angeles; Hub Distributors, Inc., and the Raygram Corporation, New York.



# FAMOUS "360" SOUND IN NEW COLUMBIA DEMONSTRATOR

Columbia announces  
the "360-D"—the finest  
phonograph specifically  
designed for the Record  
Dealer. Call your Columbia  
distributor for full  
details now!



The volume statistics.

## Columbia Has New '360' Mod For Dealers

NEW YORK, May 1.—Columbia Records will introduce a demonstrator model of the firm's "360" phonograph for dealer use on May 15. The demonstrator will be very similar to the regular "360" except that it will be a manually operated machine, and that both speakers will be in front of the set rather than on the sides.

The reason for moving the speakers to the front of the set is to make it possible for dealers to use it in any type of room or position. With the speakers in front, the set can be used with the back and side against the wall of a listening booth or in a small blocked-in compartment at the counter. It will have a double sapphire needle and will be available in mahogany finish only.



# The Billboard Music Popularity Charts **PACKAGED RECORDS**

## • Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

1. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini).....RCA Victor LM 1778
2. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini).....RCA Victor LM 6009
3. BEETHOVEN: MISSA SOLEMNIS — Shaw Chorale, NBC Symphony (Toscanini).....RCA Victor LM 6013
4. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini).....RCA Victor LM 1768
5. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann).....RCA Victor LM 1005
6. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini).....RCA Victor LM 1757
7. RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL; TCHAIKOVSKY; CAPRICCIO ITALIEN; ANDANTE CANTABILE—Philadelphia Orchestra (Ormandy).....Columbia ML 4856
8. HOLST: THE PLANETS—Philharmonic Promenade Orchestra (Boult).....Westminster WL 5235
9. RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; BEETHOVEN: PIANO CONCERTO NO. 2 — Kapell, Robin Hood Dell Orchestra (Reiner).....RCA Victor LM 9026
10. BORODIN: POLOVETSIAN DANCES; STEPPES OF CENTRAL ASIA; IPPOLITOV-IVANOV; CAUCASIAN SKETCHES—New York Philharmonic (Mitropoulos).....Columbia ML 4815
11. MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: FIREBIRD SUITE—Philadelphia Orchestra (Ormandy).....Columbia ML 4700
12. TCHAIKOVSKY; NUTCRACKER SUITE; SLEEPING BEAUTY BALLET—Philadelphia Orchestra (Ormandy).....Columbia ML 4729
13. ORFF: CARMINA BURANA — Bavarian Radio Orchestra (Jochum).....Decca DL 9076
14. BIZET: CARMEN SUITE—Kostelanetz Orchestra.....Columbia ML 4826
15. FLORENCE FOSTER JENKINS RECITAL.....RCA Victor LRT 7000
16. WAGNER CONCERT (Orchestral Excerpts from "Lohengrin," "Die Meistersinger," "Die Walkure" and "Tannhauser")—Philadelphia Orchestra (Ormandy).....Columbia ML 4865
17. LEHAR: LAND OF SMILES—Schwartzkopf, Philharmonia Chorus and Orchestra (Ackermann).....Angel 13507
18. RAVEL: BOLERO; MOTHER GOOSE SUITE—Boston Symphony (Koussevitsky).....RCA Victor LM 1012
19. RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL—Detroit Symphony (Paray).....Mercury MG 50020
20. BRITTEN: YOUNG PERSON'S GUIDE TO THE ORCHESTRA; ORCHESTRAL SELECTIONS FROM "PETER GRIMES"—Amsterdam Concertgebouw (Van Beinum).....London LL 917

### LINER NOTES

IS HOROWITZ

London Records, if not the most prolific producer of LP's, certainly comes close to copping top honors. Its current release of 17 ffr albums brings the total issued by the firm since January 1 to 137. In addition to its own label, London now markets Telefunken and Oiseau-Lyre disks here, and soon will introduce two new international series. And no diminution of its home product is anticipated. Before the summer is out, London is expected to hit an ffr grand total of 1,000 albums, all put out in little more than three years.

#### FUTURES . . .

Westminster is readying the addition to the LP catalog of two never-before recorded string trios by Paul Hindemith. Messrs. Pougnet, Riddle and Pini are the artist. In the more popular vein, the label will also soon have a bumper Ravel package. No less than five familiar works are grouped on the LP, including the ever-present "Bolero."

Decca has a reading of the Brahms First Symphony by Alfred Wallenstein and the Los Angeles Philharmonic scheduled for early release. It will be one of several new additions to the label's revitalized classical program. . . . Nathan Milstein, who moved over to Capitol from Victor almost a year ago, is to be featured in a recording of the Tchaikovsky Violin Concerto on the latter label.

Another new Red Seal release will have Wilhelm Furtwangler leading the Vienna Philharmonic in a new treatment of the Beethoven Fourth Symphony. . . . Conductor Mario Rossi has recorded the Prokofiev cantata, "Alexander Nevsky," for Vanguard.

From Mercury, dealers will soon be hearing of a disking of Deems Taylor's "Thru the Looking Glass," performed by Howard Hanson and the Eastman-Rochester orchestra. The label also has a collection of French orchestral works due in readings by Paul Paray and the Detroit Symphony. Dukas' "Sorcerer's Apprentice" will be the draw title.

#### NAMES AND PLACES . . .

The Philadelphia Woodwind Quintet, which records for Columbia, is making its first foreign concert appearances this month. The locale is Reykjavik, Iceland. . . . Victoria de Los Angeles has left for Barcelona, Spain, where she will vacation for 10 weeks before traveling to Italy to participate in projected Victor recordings of "Madame Butterfly" and "La Sonnambula."

Conductor Thomas Scherman will receive an award from the National Association for American Composers and Conductors next week for his "consistent presentation of American works" with his Little Orchestra Society. . . . Pianist Artur Schnabel has begun a six-month tour of nine European countries. He's due to return for his 18th American concert tour under the management of Sol Hurok in November.

#### POP ITEMS . . .

Decca is preparing its first LP featuring its house band, The Commanders, in a set appropriately entitled "Meet the Commanders." Eddie Grady, who will front the band when it goes on tour, is featured. . . . Mario Lanza is to be heard in top songs from "The Student Prince" and other operettas in an upcoming Victor LP.

#### TIE-IN . . .

The Saturday Review, which has just issued its first LP, a reading by Carl Sandburg of "A Lincoln Preface," has tied in its sale as a subscription premium thru a tie-in promotion with the Liberty Music Shops chain in New York. It is being plugged as "a price-cut proof phonograph record." True enough, since it is being given away. The tie-in plan may be offered to dealers in other cities at a later date.

Carl Kriner, general sales manager of Warner's publishing firms, is in New York this week briefing trade salesmen on new standard and educational publications being issued by the concern. The salesmen are due to leave next week on their spring stock order trips.

## • Reviews and Ratings of New Classical Releases

### SYMPHONY AND ORCHESTRAL

**MENDELSSOHN: SYMPHONY NO. 3 IN A MINOR (SCOTCH) SYMPHONY NO. 5 IN D MAJOR (REFORMATION) (1-12")**—Philharmonic Symphony Orchestra of New York; Dimitri Mitropoulos, Cond. Columbia ML 4864 . . . . . 82

One of the most compelling symphonic disks issued in some time. A spectacular reading of the "Scotch," taken at an irresistible pace, and a probing performance of the "Reformation." From the point of view of sound alone, this disk stands to attract many. Competition is shunted aside for careful spenders, too, since this is the only version of the latter work confined to one side of a 12-inch. Strong sales potential.

**A WAGNER PROGRAM: TANNHAUSER—OVERTURE AND VENUSBERG MUSIC (1-12")**—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 4865 . . . . . 78

When the Philadelphia Orchestra, one of the finest in the country, records an all-Wagner program, there is little doubt that it will be a first-rate performance. The sales for this one will largely be among new classical fans, as there are many, many recordings of these selections available by both first-rate and competent symphony orks. What lifts this LP above the heap, tho, is the glorious sound, which in itself will attract much action.

**BERLIOZ: SYMPHONIE FANTASTIQUE (1-12")**—London Symphony Orchestra; Hermann Scherchen, Cond. Westminster WL 5268 . . . . . 75

Here is one of the fruits of a marriage between the Westminster label and England's Nixa Records. Scherchen, a most able symphonic interpreter already well known here via his recordings, conducts the London Symphony in a first-rate reading of Berlioz' "fantastic" work. The sparkling recording and performance should make this a good selling package even tho there are seven other good and fine versions already available—including a few sporting bigger symphonic names.

**DVORAK: SYMPHONY NO. 4 IN G MAJOR (1-12")**—Cincinnati Symphony; Thor Johnson, Cond. Remington R 199-168 . . . . . 72

Considering the low price and the fact that other disk versions are not either at a comparable price or too numerous, this reading of Dvorak's symphony should do quite well at retail. Dealers handling the Remington line would do well to keep this work on hand. Good reading and recording.

**CHARLES IVES: SYMPHONY NO. 2 (1-12")**—Vienna Orchestra; F. Charles Adler, Cond. Spa 39 . . . . . 58

An early work of the composer coming to be recognized as one of the most original America has produced. This package has basic interest for the thoughtful collector of modern music. Performance and recording are sympathetic.

### OPERA AND CHORAL WORKS

**MASCAGNI: CAVALLERIA RUSTICANA (2-12")**—Elena Nicolai, Mario Del Monaco; Symphony Orchestra and Chorus (Milano); Franco Ghione, Cond. London LL 990-991 . . . . . 79

This makes the eighth LP version of the perennial favorite. Commercially, its most positive attributes center on the authentic feel of Italian theater that the performance as a whole conveys and the host of admirers Mario del Monaco has won Stateside. London has wisely filled side four of the set with six familiar arias from other operas as sung by the tenor. Many opera lovers will look longingly on this package and dealers not already knee deep in "Cavalleria" should move it with little difficulty.

**STRAVINSKY: LES NOCES; MASS AND TWO MOTETS (1-12")**—New York Concert Choir and Orchestra; Margaret Hillis, Cond. Vox PL 8630 . . . . . 73

Two important contemporary choral works now made available for the first time on LP. "Les Noces" dates back to World War I and is in the form of a cantata, employing vocal soloists, choir and a small percussive ensemble. It is a gay, happy work, kept in lively motion by a driving and syncopated rhythmic pattern. In the Mass, as well as in "Les Noces," Margaret Hillis has excellent control of a fine assembly of vocalists and instrumentalists. Set will exert a strong pull on collectors of modern music.

**CIMAROSA: IL MAESTRO DI CAPPELLA (1-10")**—Fernando Corena, Basso-Buffo; Orchestra dei Pomeriggi Musicale di Milano; Bruno Amaducci, Cond. London LD 9118 . . . . . 68

A delicious recording of the farcical trifle. Opera buyers, especially those familiar with Corena, a recent Metopera addition, will enjoy it tremendously. They'll nibble if the set is exposed.

### CONCERTOS

**BRAHMS: PIANO CONCERTO NO. 1 IN D MINOR (1-12")**—Wilhelm Backhaus, Piano; Vienna Philharmonic; Karl Bohm, Cond. London LL 911 . . . . . 77

There are other recorded versions of this popular concerto with more flash, but few that are such clear statements of the large-scaled musical ideas Brahms develops in this work. The rapport of soloist and orchestra is unusually good. A long catalog life expectancy, plus good immediate reaction.

**BEETHOVEN: VIOLIN CONCERTO IN D; GLAZOUNOV: VIOLIN CONCERTO IN A MINOR (1-12")**—Oistrakh, Violin; State Orchestra; Alexander Gauk, Cond. Period SPL 598 . . . . . 75

No unknown quantities here. Surely these are the same readings already available on two other labels. What is unique, tho, is the coupling—more ambitious by far than its predecessors. Oistrakh's reading of the Beethoven is easily equal to that of any violinist before the public today and here it is only slightly marred by hasty tape editing. An imposing package, artistically and commercially.

**BRAHMS: VIOLIN CONCERTO IN D MAJOR (1-12")**—Julian Olevsky, Violin; National Symphony Orchestra; Howard Mitchell, Cond. Westminster WL 5273 . . . . . 70

Westminster has taken the bull by the horns and introduced its new violinist in one of the most demanding works in the literature. And Olevsky is an impressive performer, tho his interpretation of the Brahms doesn't match several of the many available. This package, however, probably has the best sound and on that count figures to pull some sales.

**MOZART: FLUTE AND HARP CONCERTO (K. 299); FLUTE CONCERTO NO. 1 (K. 313) (1-12")**—Willy Glass, Flute; Rose Stein, Harp; South German Chamber Orchestra; Rolf Reinhardt, Cond. Telefunken LGX-66019 . . . . . 69

The two works, among the most ingratiating by Mozart, are here coupled for the first time. The recording of the one for flute and harp emerges as the best of those currently available. This set could do much to focus attention on the revived Telefunken label, now handled in this country by London.

### CHAMBER MUSIC

**BEETHOVEN: VIOLIN SONATA IN F (SPRING); BRAHMS: VIOLIN SONATA NO. 3 IN D MINOR (1-12")**—Christian Ferras, Violin; Pierre Barbizet, Piano. Telefunken LGX 66014 . . . . . 72

A particular apt coupling to introduce Christian Ferras to the many still unfamiliar with his ability as interpreter and executant. Both sonatas are popular in the literature and the etching will tempt chamber music buyers who are given the opportunity to audition a band or two. Word-of-mouth recommendation is likely to help this entry pick up sales momentum.

**MENDELSSOHN: SEXTET FOR PIANO AND STRINGS, OP. 110 (1-12")**—Menahem Pressler, Piano; Members of the Guilett String Quartet, M-G-M E 3107 . . . . . 67

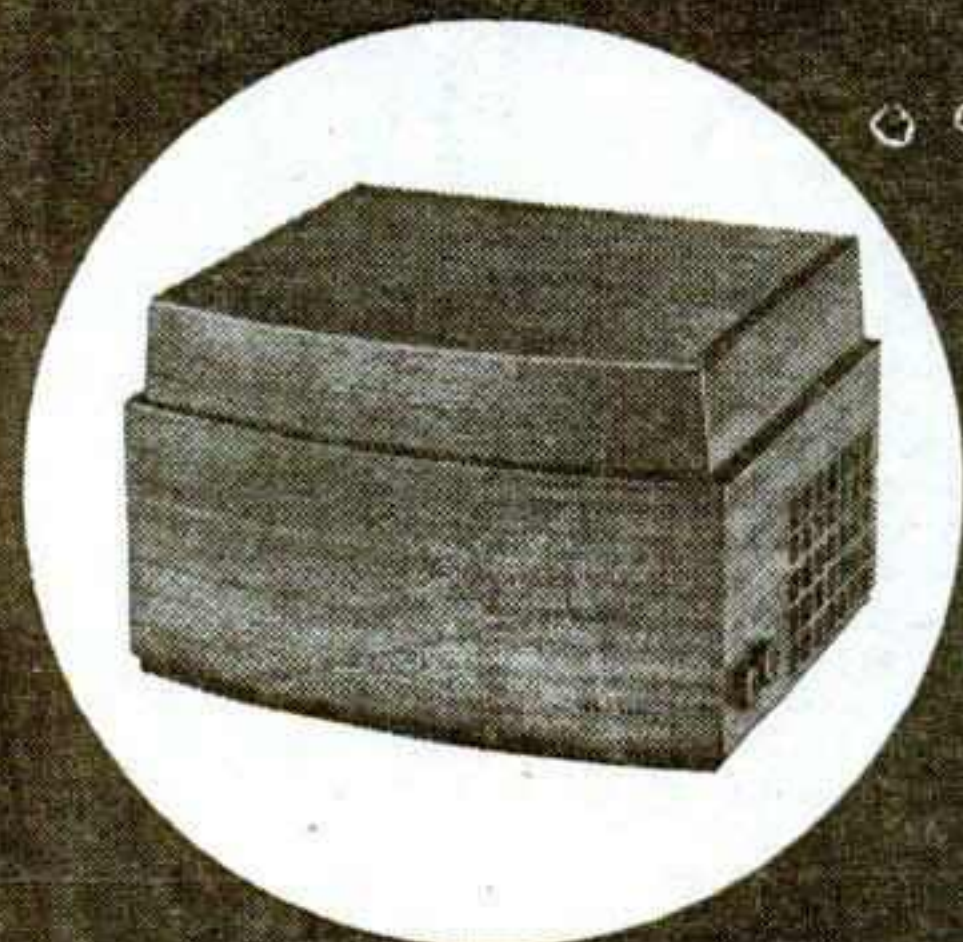
The discursive early work is more lengthy than its musical content would justify, but Mendelssohn collectors will never-

(Continued on page 66)

# "Has greatly increased our sales of records."

L. A. Secunda  
Manhasset Music Center  
Long Island, N. Y.

SWITCH IT ON AND THE WHOLE ROOM PLAYS



# COLUMBIA "360"

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# Now! The world's fastest-selling magnetic tape brings you a triumph in pre-recorded sound!

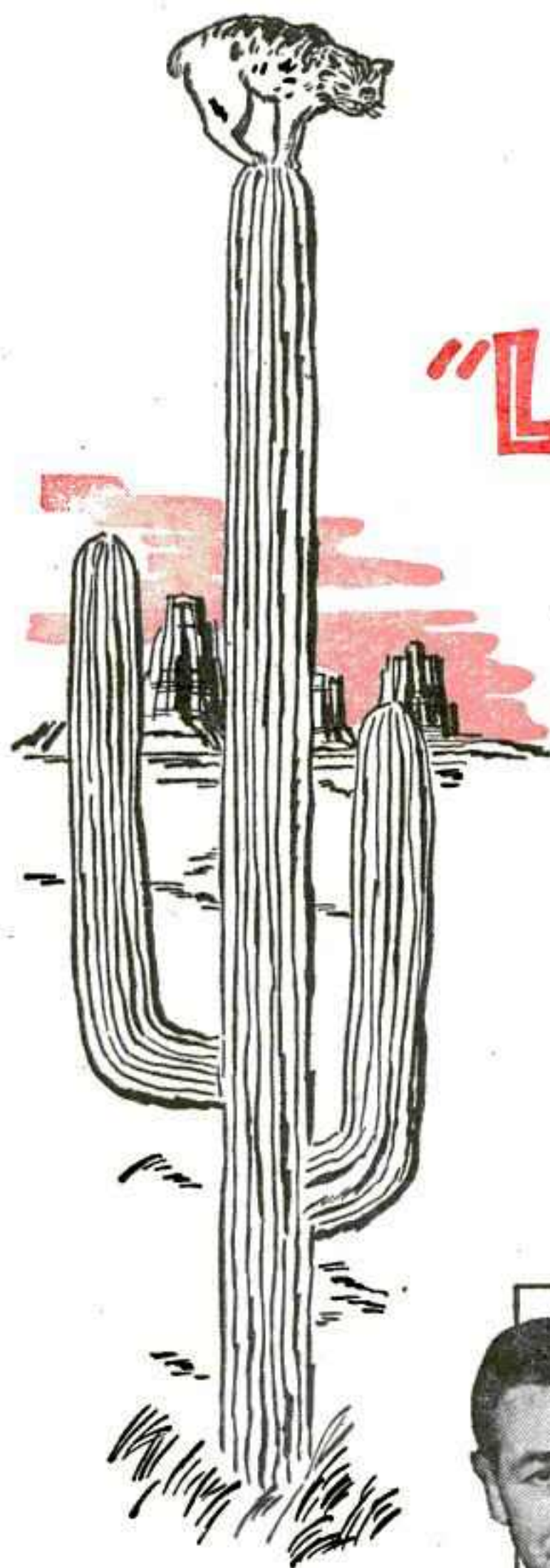
The famous musical suite from...

## WALT DISNEY'S THE "LIVING DESERT"

New ultra-high fidelity recording available  
only on "Scotch" Brand Magnetic Tape

All the top musical selections from Walt Disney's new film hit, "The Living Desert." Hear them in their full beauty—six sparkling musical vignettes—recorded without interruption on "Scotch" Brand Magnetic Tape. Directed by Thomas Peluso, the "Desert Suite" features a specially assembled symphony orchestra of 54 leading musicians. Delicate English horn solos, open brasses, clashing cymbals and thunderous tympani combine to create a dynamic range of sound that can be captured *only* by magnetic tape recording techniques. Thanks to "Scotch" Brand Magnetic Tape you hear every note . . . every tone with breath-taking fidelity!

Stock "Desert Suite" today! It's profitable to sell . . . and it's perfect for use in demonstrating tape recorders. Your distributor can supply you with this outstanding pre-recorded tape now. 11 minutes playing time. In sturdy dust-proof box. Available in 3¾, 7½, 15 ips speeds.



A triumph in high-fidelity  
sound on—



Hear these favorites from Walt Disney's  
Academy Award Winning  
first feature-length, true-life adventure!

- The Mud-pots
- The Millepede
- The Burrowing Snake
- The Desert Blooms
- The Sidewinder and the Kangaroo Rat
- Skinny and the Gila Monster



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# The Billboard Music Popularity Chart **PACKAGED RECORDS**

## ● Reviews and Ratings of New Popular Albums

**NAT (KING) COLE**  
10th ANNIVERSARY .....80  
(1-12")  
Capitol W 514

For the 10th anniversary of Nat Cole on the label, Capitol has issued this album containing 16 songs by the chanter, recorded over his first Capitol decade and never released before. They show off the original Cole on one side, playing some sparkling jazz piano with his trio and singing on a jazz kick, and on the flip they show today's smooth-voiced Cole, backed by lush ork arrangements. None of the sides are in themselves the best

work Cole has ever done, but taken all together they add up to a fine showcase for the singer, and there is little doubt that his many, many fans will want this giant-size album. Deejays will probably hand the various tunes lots of spins. Some of the best sides include "Dream a Little Dream of Me," "Lulubelle," "The Love Nest," "Peaches," "Rough Ridin'" and "Lovelight."

**SWING LOW** .....79  
De Paur Infantry Chorus; Leonard de Paur, Cond. (1-10")  
Columbia AL 45

Here's another outstanding de Paur album of spirituals, distinguished by the group's usual rich harmony and depth of feeling. Nicely paced, the album features four sweetly sorrowful choral arrangements and two with a joyful upbeat. In the former group, Luther Saxon contributes a moving tenor solo on "Nobody Knows De Trouble I've Seen," while tenor Grady Menefield offers a more spirited take-off on "In Dat Great Gittin'-Up Mornin'." In the same happy groove is Hall Johnson's delightful arrangement of "Who Built De Ark?" Should become a standard seller.

**SONGS OF INSPIRATION** .....74  
Fred Waring Ork (1-10")  
Decca DL 5522

Fred Waring and the Pennsylvanians, plus the large Waring choir, turn in some warm and meaningful renditions of a group of inspirational songs on this new set. Tunes include "I Believe," "Somebody Bigger Than You and I," "Peace in the Valley," "One Little Candle," "No Man Is an Island" and "You'll Never Walk Alone." Soloists include Frank Davis, Joe Marine, Gordon Goodman, Lenard Kranendonk and Stuart Churchill. The many TV viewers who have enjoyed Waring's ork and chorus doing these selections on his Sunday night show will be interested in this new release.

**HOLLYWOOD RHAPSODIES** .....72  
Victor Young String Ork (1-12")  
Decca DL 8060

This is the third Victor Young "Music for Your Mood" series album which uses motion picture themes for instrumental selections performed by a lush string orchestra. It's lovely stuff, handled skillfully and well-recorded. Those seeking good mood music will want this package.

**GARDEN OF PRAYER** .....70  
Jo Stafford; Paul Weston Ork (1-10")  
Columbia CL 6286

Jo Stafford, who can sing almost any type of tune, does a first-rate job here with this fine collection of sacred songs, helped greatly by the Paul Weston ork. The tunes include "It Is No Secret," "Beautiful Isle of Somewhere," "Peace in the Valley" and "The Beautiful Garden of Prayer." She sings them with deep conviction and sincerity. Some of the sides have been previously released as singles but the set should still have a strong appeal thru the Bible belt areas.

**STAN WILSON: LEISURE TIME** .....67  
(1-10")  
Cavalier AV 5002

Stan Wilson is one of the better folk singers around, with a style and repertoire very similar to that of Josh White. This album is well-paced, with a variety of international blues and folk items, including such standards as "St. James Infirmary Blues"; two calypsos, "Ugly Woman" and "Donkey City"; two Scottish numbers—a ballad "Lord Randall" and a sea chant "Golden Vanity" and others in a similar vein. Wilson sings them all with considerable feeling and delicate phrasing.

**SPEAK TO ME OF LOVE** .....60  
Artie Shaw Ork; Doris Dowling, Robert Pastene (1-10")  
Decca DL 5525

Undoubtedly this new attempt at coming up with something different in mood music must have sounded just fine—before it was recorded. In essence, this is a lush Artie Shaw ork, eight fine standards and readings of the lyrics as poetry by Doris Dowling and Robert Pastene. But it just doesn't come off—at least not as mood music. First the tempos aren't mood tempos, secondly the interruptions of the music while the voices read the lyric are just that—interruptions. In all, it's pretty corny stuff for a guy like Shaw.

### Jazz

**JASS AT OHIO UNION** .....78  
George Lewis Jass Band (2-12")  
Disc Jockey DJL 100

Every so often a small jazz diskery comes up with a jazz slicing that has a chance to become a collector's item. And this new two-LP set has a chance for this. It features a genuine New Orleans Jass Band led by Clarinetist George Lewis, and it was waxed at an actual concert performance at Ohio State University in March, 1954. It features the fine crew in wild, swinging readings of New Orleans favorites including "High Society," "When the Saints Come Marching In," and "Muskrat Ramble." But it also shows off the band playing spirituals and blues, and

## ● Reviews of New Pop Records

● Continued from page 58

**The River of No Return** .....65

Full of sighs and recorded so closely that Miss Monroe's husky breathing is right in the listener's ear, the side should attract those who admire her as an actress. (Simon House, ASCAP)

**MICKEY KATZ**

**Paisach in Portugal** .....68  
CAPITOL 2795 — Typical Yiddish parody done in the typical Katz style. It's a clever take-off on the ditty "April in Portugal." Strictly for the Catskill set. (Chappell, ASCAP)

**The Family Danced** .....67

This is a fine "fraylich" instrumental item which should please the Yiddish customers. Not much of this kind of music is readily available these days. (Hamish, BMI)

**CHAMP BUTLER-PAUL WESTON ORK**

**I Guess It Had to Be That Way** .....67  
COLUMBIA 40238 — Butler works here as on a night club floor. Backed intimately, he delivers a warm reading of a torchy item. Good listening. (Famous, ASCAP)

**When Fools Fall in Love** .....67

Somewhat esoteric material here gets a lush reading and orking. (Renault, ASCAP)

**THE NORMAN PETTY TRIO**

**Petty's Little Polka** .....67  
NOR VA JAK 1313—The trio rides gaily over this catchy riff, making it swing in an old-fashioned polka tempo. A pretty, rhythmic instrumental.

**Mood Indigo** .....63

The Ellington classic in a slow, deliberate reading that builds up a moody effect with great care, but tends to drag. An unidentified vocalist turns in a routine interpretation on the lyric.

**THE WHIPPOORWILLS**

**Help Wanted** .....62  
DOOTONE 338—The guitar group backing is stronger than the material here. An unnamed fem voice, a good one, handles the material smartly. It's all in a big echo, too. (Dootsie Williams, BMI)

**If I Was a Thousand Years Old** .....62

Same comment. (Dootsie Williams, BMI)

**KELLEY NORWOOD**

**Twisted Heart** .....60  
AC'CENT 1011 — Thrush Juanita Crowley handles the vocal on a cliché-laden ditty. The ork's performance is the same. (Sound Music, BMI)

**April in Paris** .....55

Typical dance reading of a hotel-style tenor band. Nothing special. (Harms, ASCAP)

**BILL HAMILTON**

**In a Cafe On a Hill-Top** .....60  
CENTRAL 203 — Hamilton, a band vocalist at one time, sings this weak material pleasantly. (Hill & Range, BMI)

**By That Mission**

**In Old San Fernando** .....55  
The combination of hackneyed lyrics and so-so arrangement overwhelm Hamilton's best efforts to put this material over. (Echo, BMI)

**MORTY CRAFT ORK**

**Persian Market** .....58  
BENAL A-1 — Tin Pally Alley arranger leads his ork in a wild treatment of the evergreen featuring Esy Morales on flute. Sound is intriguing enough to attract spins. (Bosworth, ASCAP)

**Vino Vino** .....52

Familiar old melody is sung warmly by Bob Manning in a generally lackluster recording. (Sunset, ASCAP)

**EASTMAN TRIO-TED NOGA**

**A Friend** .....58  
FULTON 1254 — Vocalist Noga and the trio do quite well on a minor key item with a lovely melody and an involved lyric.

**My Baby Smiled at Me** .....58

Again it's the material which weakens the entire recording.

## Cap Satire

● Continued from page 31

hands of disk jockeys and dealers at the same time, in much the same fashion that Capitol scheduled production on its "Dragnet" click of last year. Coupling titled, "Person to Pearson" is a parody concerning the Ed Murrow "Person to Person" TV show.

Indie Four-Star Records, first to introduce a wax version of the Army-McCarthy hearings via rendition titled "Point of Order With the Senator and the Private," in two parts, began shipment of promotion records and distributor orders this week.

a touching "Funeral Sequence" that goes back to the birth of this music. Lewis on clarinet, Jim Robinson on tram, Lawrence Marrozo on banjo, Joe Watkins on drums and Avery Howard on trumpet are outstanding. A well-produced and well-recorded set that two-beat followers, especially college students, will go for.

## ● Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level as determined by a survey of top dealers in all key markets.

1. **GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"** .....RCA Victor LPT 3057, EPBT 3057
2. **THE GLENN MILLER STORY—Sound Track** .....Decca DL 5519, ED 1214-5
3. **MUSIC FOR LOVERS ONLY—Jackie Gleason** .....Capitol H 352, EBF 352
4. **ROSE MARIE—Ann Blyth, Howard Keel** ...M-G-M E 229, X 229
5. **SONGS FOR YOUNG LOVERS—Frank Sinatra** .....Capitol H 488, EBF 488
6. **TAWNY—Jackie Gleason** .....Capitol H 471, EBF 471
7. **MUSIC TO MAKE YOU MISTY—Jackie Gleason** .....Capitol H 455, EBF 455
8. **LIBERACE BY CANDLELIGHT** .....Columbia CL 6251, B 336
9. **LIBERACE AT THE PIANO** .....Columbia CL 6217, B 308
10. **CALAMITY JANE—Doris Day, Howard Keel** .....Columbia CL 6273, B 347
11. **MAY I SING TO YOU?—Eddie Fisher** .....RCA Victor LPM 3185, EPB 3185
12. **I BELIEVE—Perry Como** .....RCA Victor LPM 3188, EPB 3188

## ● Reviews and Ratings of New Classical Releases

● Continued from page 64

theless rate this an important LP first. Good performance and recording.

### INSTRUMENTAL

**SCHUBERT: PIANO SONATA IN G, OP. 78; PIANO SONATA IN A, OP. 120 (1-12")—Friedrich Wuehrer, Piano. Vox PL 8590 71**

This is the third disk in the Wuehrer-Vox project of recording all the Schubert piano sonatas. Again we are treated to the same sensitive lyricism the earlier sets portray. Interpretation and sound are of a high order, and sales, with reference to the repertoire, should be 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  
0-50, Poor

## LEONETTI WINS PAGE 1 VIA BAN

CHICAGO, May 22.—Tommy Leonetti, Capitol Records artist currently appearing at the Chicago Theater, drew front-page publicity last week when he was banned from appearing at the high schools in nearby Hammond, Ind., by Lee Caldwell, public school superintendent.

Prior to his trip to Chicago Tommy had promised his fan clubs in two of the Hammond schools that he would make personal appearances there. He came into town two days early to accomplish this, but when the school superintendent found out about it, he had this to say: "Schools are for education and not for advertising records. We are in the midst of examinations and I don't want any swooning." The combined enrollment at the two schools is 2,350 students.

## Pops, Classics On RCA Tapes

NEW YORK, May 22.—The imminent issuance of a high fidelity batch of pre-recorded tapes by RCA Victor, as reported in The Billboard, will include popular music reels, four reels gleaned from the label's Bluebird catalog and a collection of Red Seal disk items transferred to magnetic tape.

One of the last named reels will be a binaural offering featuring Fritz Reiner conducting the Chicago Symphony orchestra playing Strauss' "Also Sprach Zarathustra."

Thus far RCA Victor has not made any official announcement concerning its entry into the tape market. The label's distributors, however, have already been notified of the new line which will originally be aimed at the hi-fi enthusiasts.

Victor's pop reels, 800 feet of tape at the seven and one-half-inches per second speed will retail for \$10.95. The Bluebird releases will sell for \$12.95, and the Red Seal reels, for \$14.95. Both the latter series will be packaged in 1,200-foot reels, also at the seven and one-half speed.

First Victor ads are scheduled to break in June in magazines appealing to hi-fi fans.

## Magnecord Intros 2 Tape Machines

NEW YORK, May 22.—In anticipation of a stepped up demand for pre-recorded tape reels, Magnecord, Inc., Chicago, this week introduced two new portable tape recorder-playback machines retailing at \$299 and \$329 each.

The new Magnecord units, designed for non-professionals, weigh 35 pounds each, and will perform all of the major functions of higher priced units now in general use by radio stations. Herebefore the lowest priced Magnecord units retailed at \$499, while its standard professional equipment for musicians and radio technicians ranged up to \$1,000.

## Cortina Issues 'Talk-Travel' Guide Series

NEW YORK, May 22.—The R. D. Cortina Company this month published a "Talking and Traveling" series of packaged records and travel guide books, designed to fulfill needs of the American tourist abroad.

The first two courses are entitled "Talking Your Way Thru Mexico and Cuba."

Cortina's new Travel-Language courses include five double-sided platters and a companion travel guide book. Priced at \$10.50, the courses will be distributed nationally and sold thru book and record shops, department stores, travel bureaus, and mail orders by Cortina itself.

Cortina is the originator of the phono-method of teaching foreign languages. The new Travel-Language does not duplicate the firm's regular language-disk series.



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# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## Rhythm and Blue Notes

By BOB ROLONTZ

Cleveland deejay Alan (Moon-dog) Freed is now negotiating for a radio show in New York (see separate story). . . . Ray Carroll will have his own r.&b. show starting next week (24) over W.M.C.A., New York, from 2 to 6 every morning. . . . Rainbow Records has signed a new group from Philadelphia, Lee Andrews and the Hearts. They are managed by deejay Kay Williams of WHAT in Philadelphia. . . . Willie Bryant, is now negotiating for a TV show in New York. Bryant and Ray Carroll worked together in New York for a number of years.

Atlantic Records has released a new slicing by Clyde McPhatter and the Drifters, "Honey Love" and "Warm Your Heart." . . . A new record by the Midnighters on Federal was also issued this week. Tunes are "Sexy Ways" and "Don't Say Your Last Goodbye." . . . Mercury r.&b. chief Bobby Shad has signed a new group, the Eagles. First records will be out next week.

The Buddy Johnson ork, with Ella Johnson and Nola Lewis, and the Counts, opened at the Apollo in New York this week (21). . . . Woody Herman and his ork are now at the Basin Street in New

York, and Dizzy Gillespie and his ork are appearing at The Birdland in the same city. . . . The Ward Singers have just completed a series of gospel concerts in New York, Philadelphia and Baltimore.

One of the most popular disk shows in the Denver area is LeRoy Smith's r.&b. hour-long, nightly show from KIMN. "Rockin' With LeRoy" pulls a lot of mail, as it is only r.&b. show in the area. In addition to his disk show, LeRoy books r.&b. talent into the Denver area and this week reports a near sell-out crowd for Roy Milton slated for a one-nighter on Monday (31). June 15 Earl Bostic is slated for a one-night stay in Denver followed a fortnight later by Lionel Hampton. . . . Fay Elliott back at the keyboard of the Algerian club after an extended tour of niteries in the Rocky Mountain area and West Coast. Faye slated to stay thru the tourist season at Tony Romolo's centrally located downtown club.

Jimmy Roberts marks his seventh straight year at the keyboard of Henry Vito's Chez Paree in Denver. Jimmy has played six 15-minute segments between shows nightly, six nights a week.

## Number of Releases This Week

| Label       | Pop | C&W | R&B |
|-------------|-----|-----|-----|
| ABBOTT      | 1   | 1   | 1   |
| AC'CENT     | 2   | 1   | 1   |
| ALADDIN     | 1   | 1   | 1   |
| BENAL       | 1   | 1   | 1   |
| BRAND       | 1   | 1   | 1   |
| CAPITOL     | 5   | 2   | 1   |
| COLUMBIA    | 4   | 5   | 1   |
| CORAL       | 3   | 1   | 1   |
| DAWN        | 1   | 1   | 1   |
| DECCA       | 6   | 2   | 1   |
| DE LUXE     | 1   | 1   | 1   |
| DERBY       | 2   | 1   | 1   |
| DOOTONE     | 1   | 1   | 1   |
| DUKE        | 1   | 1   | 1   |
| EPIC        | 4   | 1   | 1   |
| ESSEX       | 2   | 1   | 1   |
| FABOR       | 1   | 1   | 1   |
| FLAIR       | 1   | 1   | 3   |
| FOREST CITY | 1   | 1   | 1   |
| FOUR STAR   | 1   | 1   | 1   |
| GEM         | 1   | 1   | 1   |
| GILT EDGE   | 1   | 1   | 1   |
| GUYDEN      | 1   | 1   | 1   |
| KEM         | 1   | 1   | 1   |
| KING        | 1   | 2   | 1   |
| MERCURY     | 4   | 1   | 1   |
| M-G-M       | 2   | 1   | 1   |
| NOR VA JAK  | 1   | 1   | 1   |
| OKEH        | 1   | 1   | 1   |
| RCA VICTOR  | 5   | 1   | 1   |
| REDD E      | 1   | 1   | 1   |
| REPUBLIC    | 3   | 1   | 1   |
| SARG        | 1   | 1   | 1   |
| STARDAY     | 1   | 1   | 1   |
| SUN         | 1   | 2   | 2   |
| TIMELY      | 1   | 1   | 1   |
| "X"         | 1   | 1   | 1   |
| TOTAL       | 55  | 20  | 9   |

## Review Spotlight on . . . RECORDS

### CLYDE McPHATTER AND THE DRIFTERS

Warm Your Heart (Progressive, BMI)—Atlantic 1029—"Honey Love" is a calypso-type opus that could start a new trend in the market. Infectious beat, clever lyrics and a spicy delivery add up to a powerhouse package. Flip is a smooth ballad which McPhatter handles in slick fashion. Two powerful sides.

### THE MIDNIGHTERS

Sexy Ways (Armo, BMI) Don't Say Your Last Goodbye (Armo, BMI)—Federal 12185—Top side is a frank piece of material that shapes as a natural follow-up to the high riding group's current click, "Work With Me Annie." Turn it over and the reading of slow blues is found equally impressive. A great slicing for dealers and operators.

### ORIOLES

Drowning Every Hope I Ever Had (Benell, BMI)—Jubilee 5143—The Orioles have another disk here to add to their growing string of hits. Tune is delivered smoothly and could eke out plenty of pop business, in addition to r.&b. loot. Flip is "Maybe You'll Be There" (Triangle, ASCAP).

## Other Records Released This Week

### Popular

Adios; Little Brown Jug—Glenn Miller Ork, V 420-0031  
At Last; Perfidia — Glenn Miller Ork, V 420-0035  
Bolero; Moonlight Sonata — Boston Pops Ork, V 10-4217  
Camana; Debut—Sal Burcarey, Forest City 1001  
Falling In Love Waltz, The; Non Dimenticar—Frankie Day, Derby 853  
I Need Someone; Loving You Madly—Pat Boone Ork, Republic 7084  
Know That There's a Lord; Zoomba-Zoomba—Bill Roberts, Ac'cent 1006  
Man Love Woman; Wino's on Parade—Marga Benitez, Decca 48318  
Missouri Waltz; Beautiful Ohio — Glenn Miller Ork, V 420-0036  
Mood Indigo; One o'Clock Jump—Neal Hefti Ork, Epic 9042  
My Isle of Golden Dreams; Alice Blue Gown—Glenn Miller Ork, V 420-0032  
Our Flag; A Kiss From a Re—Jerry Allen, Brand 100  
Play Ball; Spring Fever Blues — Jimmie Maddin Ork, Skyway 103

St. Louis Blues, The; Taking a Chance on Love—Nellie Lutcher, Okeh 7030  
Smilin' Through; Danny Boy—Ann Cole, Timely 1006  
Somebody's Got to Go; Don't Do Me Wrong—Charles Maxfield, De Luxe 6054  
White Buck Special; Rah-Da-Ra — Dan Terry Ork, Columbia 40231

### Country & Western

Lovin' Country Style; You Can't Have My Love—Wanda Jackson, Decca 29140  
Somebody Took My Place With You; I'd Rather Be Alone — Lester Flatt-Earl Scruggs, Columbia 21248

### Sacred

In My Father's House; Who Built the Ark—The Harmonizers Quartet, Bibletone 8021  
Nalle; To the Cross; It Took a Miracle—Bill Pierce-Dick Anthony, Singtime 1000

### Jazz

What Is This Thing Called Love?; Moonlight Serenade — The Johnny Savage Quintet, Nor Va Jak 1314

## Reviews of New Jazz Records

### PAUL BLEY COMBO

Drum One . . . . . 75  
MERCURY 16006 — The cool cats and other jazz fans will enjoy this swinging side featuring some fine piano by the orkster. The combo backs the 88'er with a solid beat. A bright side. (Marshall, BMI)  
Autumn Breeze . . . . . 71  
A sultry new tune receives a warm reading from the pianist backed smoothly by the drums and guitar. (Marshall, BMI)

## MUSIC AS WRITTEN

Continued from page 40

inked for the M-G-M picture, "The Last Time I Saw Paris," on the strength of her M-G-M Record album "Under Paris Skies," returned to New York from Hollywood this week in preparation for a club date tour of the Southwest, Canada and South America. Decca Records will re-issue Hildegarde's old waxings, "Lili Marlene" and "Darling, Je Vous Aime Beaucoup," next week. Tunes were "most-requested" on the nitery canary's recent club tour.

### Chicago

Russ Carlyle and his orchestra set for the Cavalier at Virginia Beach, Va., beginning July 4, and then into the Oh, Henry, Chicago, for five weeks beginning August 4. . . . Freddie Montell, new artist developed by guitarist Darrell Balasty, made his debut on Chance Records last week. He does "Gypsy Darling," which was penned by Darrell and his wife, Ardele, and "Deep in the Dream." Nat (King) Cole opens Wednesday (26) at the Chez Paree. . . .

Wendy Waye, Coral recording artist, in town on a deejay junket plugging her release of "Press Me." In town with the Metropolitan Opera Company for an engagement here are Lily Pons, Richard Tucker, and Lucine Amara. Marianne Brown, factory representative for Columbia Masterworks, is along with the company. Roberta Peters is also in town to appear with the Met group. . . . Dick Contino opens Friday (28) at the Chicago Theater. Dick is with Mercury Records.

### Hollywood

Peggy Lee will conclude her recording chores for the "White Christmas" album by recording two additional Irving Berlin tunes from the Paramount film of the same name at Decca. Thrush originally waxed with Bing Crosby and Danny Kaye, but date was postponed until her return from Las Vegas where she topped at the Sands. . . . The Sauter-Finegan ork, currently at the Hollywood Palladium, signed to headline opening day at the San Diego State Fair, Delmar, June 25. . . . Bronislau Kaper and Helen Deutsch, who teamed to write "Hi-Lilli, Hi-Lo," have paired again on "Take My Love," to be introduced in M-G-M's "The Glass Slipper." . . . Nelson Riddle skied to New York to handle sessions for Cap talent in Gotham. . . . Joan Weldon pairs with Tony Martin in the Sigmund Romberg biopic, "Deep in My Heart." It's her first singing role. . . . Frank Sinatra sliced a series of voice tracks for deejay use thruout the country. . . . Bar of Music has inked Josephine Premice for a return date. . . . Entourage of Capitol Records execs turned out for Connie Russell's opener at the Coconut Grove. . . . Kings Four, recently inked to a Coral Records pact, set for four weeks in Honolulu, to be followed by a series of TV guest shots. . . . Coral Records artist and repertoire topper, Bob Thiele, returned to New York so that he can recuperate from his bout with a virus that had him in the hospital. . . . Artie Shaw, who finished an engagement at the Hotel Sahara's Casbar last week, has been signed for a four-week return date starting June 2. Irving Fields and trio continue as alternate group.

### Dallas

Don Cornell, Coral Records star, and disk jockeys from the Dallas area were guests of Coral execs at a luncheon recently at the Baker Hotel, that city. On deck for the affair, in addition to Cornell, were Buddy Harris, Charles Boland and Bill Morgan, of KGKO; Bart Nelson, WFAA; Dick Kanatzar, KSKY; Bill Stewart, Bruce Hayes, Gene Edwards and Hugh Lampman, KLIF; Johnny Thompson, Southern divisional rep for Coral, and Bill Emerson, of Big State Distributing Company.

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NAME.....  
COMPANY.....  
ADDRESS.....  
CITY.....ZONE.....STATE.....



# THE FINAL CURTAIN

**ADAMS—Ruby,** 54, chorus girl star of the 1920's. May 7 in San Francisco. Her stage career was cut short as a result of a crippling accident which occurred backstage at the Strand Theater in 1925. Her spine was broken and she never walked again. Survived by her son, Steve Bovo, and a sister, Mrs. Mae Newsom. Burial in Holy Cross Cemetery, San Francisco.

**ANDRE—Joseph S.,** 70, former well-known tenor who traveled years ago with Nell O'Brien's Minstrels, May 15 in New Bedford, Mass.

**BROOKS—Jerome,** 38, advertising executive of Sullivan, Stauffer, Colwell & Bales, May 10 in New Rochelle, N. Y. He began his advertising career with Benton & Bowles in 1937. During the war, he was one of the chief writers in the domestic radio branch of the Office of War Information, and a member of the U. S. Army Air Force. He joined SSC&B in 1947. Survived by his widow, a son and two brothers.

**IVES—Charles L.,** 79, American composer and Pulitzer prize winner, May 19 in Roosevelt Hospital, New York. Primarily a businessman, he was a partner in the insurance brokerage firm of Ives & Myrick, New York, and wrote music as a hobby. In 1947 he was awarded a Pulitzer prize for his "Third Symphony," which had been written 35 years earlier.

**KEENEY—Lena E.,** New England representative of the Elliott Ticket Company and well known in outdoor show business, May 10 in East Longmeadow, Mass. (Details in Park department.)

**KRAUSS—Clemens,** 61, well-known Austrian musician and conductor, May 16 in Mexico City. (See Hi-Fi department for details.)

**MURRAY—William T.,** former operator of the Rialto Theater, Atlanta, May 15 in that city. Starting out as theater manager in 1911 he operated the Alamo theaters, Atlanta, presenting such stars as Anita Stewart, Alice Joyce, Tom Moore, Mable Normand, Charlie Chaplin, Mary Pickford and John Bunny. More recently, and until the time of his death, he was manager and part owner of the Hilar Theater, Atlanta.

**SCHREIBER—Mrs. Hattie T.,** 81, mother of Frank P. Schreiber, manager of Stations WGN and WGN-TV, May 14 in Oak Park, Ill. Two other sons and two sisters survive.

**SHARP—Mrs. Ella,** sister of Martha Rodgers of the Slebrand and Alamo Expo. shows, May 13 in Pottsville, Pa. Services and burial in that city.

**TERRY—Mrs. Jean,** 54, wife of the late E. Terry, co-owner of the Dickey & Terry "Uncle Tom's Cabin" Company, May 10 in Aurora, Ill. Burial in Bushnell, Ill.

**TRALL—Egbert J.,** 65, professionally known as Bert Travers, recently in Bridgeport, Conn. He was a former comic singer and dancer in vaudeville until his retirement in 1934. Survived by a daughter, Mrs. George Erickson, Stratford, Conn.; three sons: Ed, West Haven, Conn.; Russell T., Bellmore, L. I.; and George, Bridgeport; a sister, Mrs. Mary T. Powers, Bridgeport. Burial May 18 in Berkshire Cemetery, Sandy Hook, Conn.

**TRENCHARD—Alfred Roland,** 56, formerly active in radio and television and public relations, May 13 in Fort Pierce, Fla. He had served as director of public relations for Stations WAAT and WATV, Newark, N. J. He was a member of the New Jersey Broadcasting Association.

**VIALET—Alfredo,** 77, former first violinist of the old New York Symphony, May 9 in the Bronx, N. Y. A native of Cuba, he studied music there, in the United States and France. At one time he was the conductor at the Strand Theater, New York. He had played concerts throughout the U. S. His widow survives.

**ZIOGAS—Eileen M.,** 37, wife of Charles A. Zioegas, manager of Memorial Coliseum, Cedar Rapids, Ia., April 24 in Mercy Hospital, that city. In addition to her husband, she is survived by a son, Michael. Burial in St. John's Cemetery, Cedar Rapids.

**In Memory of My Beloved Wife**  
**LILLIAN BASILE**  
Who Passed Away May 14.  
"Rest in Peace"  
**CAPT. JOE BASILE**

**CARLIN—John J.,** founder and operator of Carlin's Park, Baltimore, and owner of Buckeye Lake Park, near Columbus, O., May 22 in Baltimore. (Details in Park department.)

**DISTEFANO—John,** 62, proprietor of the Victor Cafe, Philadelphia, May 4 in St. Agnes Hospital, that city. The cafe was a rendezvous for music lovers, with a record collection in excess of 10,000 records, lining the walls of the restaurant, which was originally a record shop. He opened the music store in 1918 and in 1933 converted it into a cafe. Surviving are his widow, Rose, and two sons. Burial May 11 in Philadelphia.

**DRYDEN—Charles E.,** 62, veteran circus performer, at Wichita, Kan., Tuesday (18) after an extended illness. He began tramping in 1888 with Dr. Hunter's med show and later was with Haag's Mighty Show, M. L. Clark Circus, Christy Bros., John Robinson, Sells-Floto, Hagenbeck-Wallace and other shows until his retirement in 1942 after a season with Mills Bros. Survivors include a sister, Mrs. Nora McLean, with whom he had lived in Wichita. Burial in Wichita.

erated the Alamo theaters, Atlanta, presenting such stars as Anita Stewart, Alice Joyce, Tom Moore, Mable Normand, Charlie Chaplin, Mary Pickford and John Bunny. More recently, and until the time of his death, he was manager and part owner of the Hilar Theater, Atlanta.

**OWEN—Hayes E. Sr.,** 53, former vice-president of the Tipton County (Tenn.) Fair Association May 14 in Covington, Tenn. Surviving are his widow, two sons and a daughter. Burial in Munford Cemetery, Covington.

**PICKENS—Monte Jr.,** 74, father of Jane Pickens (Mrs. William Langley), stage, screen and radio star, May 12 in Panama City, Fla., of a heart attack.

**In Memory of**  
**A Great Showman**  
**and a Real Friend**  
**ELI N. LAGASSE**  
Founder of the Lagasse Amusement Company  
Died May 26, 1949  
**AL MARTIN**

**CARL HADA**  
Passed away June 1, 1950.  
The days we had were too happy,  
The love too perfect and true  
To be lost when death took you from me,  
So in memory I'll live them anew.  
Loving wife,  
**STELLA HADA**  
237 N. LaCrosse Ave., Chicago, Illinois

**GREY—Mrs. Ruth Craig,** wife of Andrew J. Grey, May 18 in St. Petersburg, Fla. Burial May 21 in that city.

**RENO—George D.,** 81, last of the trapeze team, the Flying Renos, recently in Dallas. Survived by a stepson. Burial in Dallas.

## Pix Distributor Guide

Continued from page 24

**Valiant Film Productions**  
2330 W. Holcombe Blvd,  
Houston  
Father Mike (Comedy).....A...30... 13  
Academy Theater (Drama).....A...60... 13  
Medal of Honor (Drama).....A...60... 13  
T.V. Gusher (Indus.).....A... 5... 20

**Victor Radio and Television Enterprises**  
Box 485, Passaic, N. J.  
Lady of the Evening  
(Women).....A...30... 52  
City Limits (Mys.).....A...30... 52  
Sincerely Yours (Women).....A...30... 52  
Door of Hope (Relig.).....A...30... 52  
Conspirators (Drama).....A...30... 52  
The Good Shepherd (Relig.).....B...30... 52  
End of the Road (Drama).....B...30... 52  
Strange Desires (Drama).....B...30... 52  
Nightfall (Mys.).....B...30... 52  
Barn Dance (Music).....B...30... 52  
Bandits of the Old West  
(West).....C...30... 52  
Sky Pilot (Adv.).....C...30... 52  
This Is Chicago (Docum.).....C...30... 52  
This Is New York (Docum.).....C...30... 52  
The Singing Wayfarers  
(Music).....C...30... 52

**Vitapix Corporation**  
509 Madison Ave., New York  
Vitapix Feature Theater  
(Drama).....B...60 to... 26  
70  
Vitapix Western Features  
(West).....C...30 to... 27  
60  
Vitapix Championship Wrestling (Sports).....C...60... 39

**Louis Weiss and Co.**  
655 N. Fairfax Ave.,  
Los Angeles 36  
Thrill of Your Life (Misc.).....B...30... 13  
Craig Kennedy, Criminologist  
(Mys.).....C...30... 26  
Canine Comments (Misc.).....C...15... 13  
Jim and Judy in Teledad  
(Child).....C... 5... 39  
Little Story Shop (Misc.).....C...15... 5

**Winik Film Corporation**  
625 Madison Ave., New York  
Madison Square Garden  
(Sports).....A...30... 26  
Madison Square Garden  
(Sports).....A...15... 26  
Greatest Sport Thrills  
(Sports).....B...30... 78  
Greatest Sport Thrills  
(Sports).....C...15... 26  
Famous Fights (Sports).....B...15... 26  
Famous Fights (Sports).....C...15... 26

**Ziv Television Programs**  
498 Madison Ave., New York  
Mr. District Attorney (Mys.).....B...30... 39  
Favorite Story (Drama).....C...30... 78  
I Led Three Lives (Adv.).....C...30... 78  
Boston Blackie (Mys.).....C...30... 58  
Cisco Kid (West).....C...30...130  
Story Theater (Drama).....C...30... 26  
Your TV Theater (Drama).....C...30...120  
Times Square Playhouse  
(Drama).....C...30... 39  
The Unexpected (Drama).....C...30... 39  
Yesterday's Newsreel (News).....C...15...139

## Stations Fancy

Continued from page 22

other than Katz has shown any inclination to get into a film buying operation. Almost any one of them will give whatever advice it can on film, as they will on almost any station problem. But their business is still time sales, and that's what they're sticking to.

Barbet's Buyers Associates, which is the oldest of the three, having been launched in February, 1953, has been growing at a steady clip. Barbet now has over 25 stations on his roster.

But at this moment Barbet, Ginsburg and Salk are really the only full-fledged film buying reps.

## Ireland Case

Continued from page 15

Leslie, said that Ireland secured a statement from Norvin Productions, Television Programs of America, Leon Fromkess and others clearing him of any suspicion of disloyalty. He also received a "substantial cash settlement."

Ireland had filed suit March 2 in Los Angeles Superior Court when, he claimed, his agreement to star in the series was abrogated on the grounds he was politically unacceptable to Young & Rubicam, Inc.

## Power Production Offices in Chicago, St. Louis and N. Y.

CHICAGO, May 22. — Jules Power, Chicago television producer, has formed the firm of Jules Power Productions, Inc., with offices in Chicago, New York and St. Louis.

Power, who this month changed his name legally from Pewowar, was formerly partner and executive producer with Herbert S. Laufman & Company, television packagers.

Power, who is producer of the Peabody Award winner, "Mr. Wizard," which was judged the best children's program on TV for 1953, is joined in this venture by all of his former staff. They include Bernard Miller and Les Goldsmith, and Jack Miller and Robert Claver, of the New York Office.

The new firm produces, in addition to "Mr. Wizard," "All About Baby," "It's a Curious Thing," "The Jane Pickens Show" and "Time for Fun." A new kiddie show, "Zippy the Happy Clown" will debut over KSD-TV in St. Louis June 14.

## UHF Malnutrition

Continued from page 22

are those which are located in markets where they are competing with more than one VHF station. There are seven such markets. The situation is a little less rough in the 31 markets where there is only one VHF station for the UHF'er to contend with.

In such cities, the VHF outlet is often s.r.o., and advertisers and distributors are faced with the alternatives of making use of UHF facilities or by-passing TV altogether for the time being. In 62 markets, most of them relatively small, UHF stations face no competition from local VHF outlets.

The major problem of these stations is not so much that they are UHF, but rather that the markets in which they are located are so small that they are often by-passed by distributors. It should be noted, however, that most of the UHF markets pick up signals from VHF stations located in near-by cities. There lies the cause for much of the UHF stations' woes.

The foregoing is not to say that UHF stations are unable to obtain film at all. The difficulty is in obtaining the top quality film which can draw the viewers, which is, of course, the film that the VHF stations and their advertisers are gobbling up in the normal course of operation of the laws of supply and demand.

Film distributors are well aware of the situation, and many of them are making efforts to help UHF stations in every way they can. The most spectacular move in this direction was made last month by Comet Television Films, Inc., which recently merged with National Telefilm Associates.

Oliver Unger, president of Comet, in a letter to UHF stations, offered them the use of Comet's film properties at whatever price they feel they can afford to pay.

NBC Film Division, according to Sales Manager John B. Cron, also is actively selling its properties to the UHF's. As of the last week in April, NBC had already sold 317 programs to 91 UHF stations in 82 cities. Cron said.

## Ankles NARTB

Continued from page 15

pictures at the convention. Irate at the "last-minute demand," Rush said he instructed his representatives there to withdraw from the convention after first demanding the refunding of registration fees for his representatives, and the refunding from the Palmer House of suite and room fees.

The executive explained that he is not at issue with the union requirements, but understood that union projectionists only are required for the showing of 35mm. film where admissions are charged. He indicated he felt the demand was not made by the union, but possibly by the hotel management.

Rush further explained that he would gladly have hired a projectionist had he been advised sufficiently in advance, or that such advance notice could at least have determined what course of action he would have taken.

## Film Pot o' Gold

Continued from page 15

the 3-V color system at a saving of \$9,400 per projector. Thus a station with two black and white projectors can be color equipped for a figure under \$44,000.

A full-scale treatment of color equipment costs may be found elsewhere in this issue, in a story headed "Outlets Better Have \$165,000."

It may be seen from the foregoing figures, however, that a station may add color film to its network color airings for as low as \$44,000 via RCA or \$35,000 via Du Mont. But local live originations still will necessitate nearly \$67,000 per live camera chain.

This means almost \$134,000 for two camera chains and more than \$190,000 for three. It thus can prove over four times as costly for a station to go to local live color as to convert its film equipment from black and white.

## Added Costs

To this must be added production costs for local live colorcasts—the special sets, extra camera handling, more expensive dollies for cameras, more expensive pan-heads, additional lighting, more care for arranging lighting and minor items such as special makeup. This means a considerable jump in man-hours as well as money spent per show.

One web airing color shows is understood to have needed four extra technicians per airing, and altho this may not be required on a local basis, it points generally in the direction a station must face.

The sum total provides what seems a simple answer. Stations poring over the figures are going to tend more and more toward film in the color age. The net result will be a period of accelerated growth and prosperity for the TV film industry.

## Roach Sets Romero

Continued from page 15

spots to be filled and was not yet ready to announce the key people, Roach indicated he was looking for qualified people to operate within this new organization as associate producers to relieve him of much of the detailed work. Too, Roach expressed himself as saying the elevation of such key personnel from the ranks of writers, directors and production is acknowledgment of their importance in the telefilm industry.

Roach said he has instituted what he terms a creative board. The functions of this board, in addition to working on their current projects, would be as a "service" for sponsors. The board membership will be charged with creating ideas, story-wise, for sponsors who will submit general ideas of what they want rather than the reverse, where sponsors are shown a completed property in hopes that it will fill the sponsors' needs.

"This is merely keeping the same system that movies found successful," Roach said. "It will be a pyramid organization."

In addition to understanding and evaluating the sponsor's sales and marketing problems as they are related to telefilm entertainment, the board members will pool their abilities for the creation of new and original material, Roach indicated, adding that the "toughest thing in TV film is getting original material." "The best elements of new, original ideas must be brought together, produced rapidly and continually—that's what TV must have," Roach added.

## NBC Prepping

Continued from page 15

Robert Keith and Jack Kelly, and "An Evening With Lotte Lehman," starring the former operatic singer.

Fourth in this latter group is "The Duke," starring comic Paul Gilbert, for whom a suitable format has been studied over a period of time. Cleaver indicated he thought the current result is the one.

The big question yet to be resolved, in view of increased creation and production of new shows, are time slots. The admittedly an acute problem, it is believed not insurmountable by NBC officials. And it is further admitted that failure to get appropriate programming time will result in syndication of the properties.

## BIRTHS

**BRACE—** A daughter, Dianne, to Mr. and Mrs. Clayton Brace in Presbyterian Hospital, Denver, April 14. Father is program director for KLZ-TV, that city.

**HAWK—** A daughter, Karen, to Mr. and Mrs. Vernon Hawk May 4 in Christ Hospital, Cincinnati. Father is manager of the Cincinnati branch of Coral Records.

**HURIBUT—** A son, Barron Wade, May 16 in St. John's Hospital, Santa Monica, Calif., to Mr. and Mrs. Robert Huribut. Father is manager of the KNXT film department.

**LEEDS—** A daughter, Lisa Beth, to Mr. and Mrs. Hank Leeds, May 12 in New York. Father is an independent package producer and director of TV films. Mother is Jean Harrison, president of Harrison Productions, film commercial firm.

**MARVIN—** A daughter in St. John's Hospital, Santa Monica, Calif., May 7 to Mr. and Mrs. Lee Marvin. Father is an actor.

**MCCRELESS—** A daughter to Mr. and Mrs. Blake McCreless recently in San Antonio. Father is farm director for Station KONO, that city.

**MOHR—** A daughter, Laura Anne, to Mr. and Mrs. J. L. (Spooks) Mohr, April 27 in the Fort Shelby Hospital, Bristol, Va. Parents are with the Gold Medal Shows.

**MURRAY—** A daughter May 10 to Mr. and Mrs. Ken Murray at Santa Monica, Calif., Hospital. Father is the well-known comedian.

**O'DONNELL—** A boy to Mr. and Mrs. Robert R. O'Donnell recently in San Antonio. Father is general manager of the Tom Summers Theaters, Inc.

**RICCIARDI—** A son, Vincent Joseph, to Mr. and Mrs. E. L. Ricciardi May 3 in Georgia Baptist Hospital, Atlanta.

**RODSTEIN—** A son to Mr. and Mrs. William Rodstein, May 3 in Albert Einstein Medical Center, Northern Division, Philadelphia. Father is night club and amusement arcade operator, known as "Big Bill." Mother is former show girl, known as Michel George.

## MARRIAGES

**McVICKERS-REPLEY—** Roy McVickers, non pro, and Harriett Ripley, emcee on KLZ-TV, Denver, April 6 in Denver.

**MORROS-STEINBERG—** Richard B. Morros, assistant to the general manager of the feature film division of Motion Pictures for Television, Inc., and Jo Ann Steinberg, non pro, May 16 in Miami.

**THIERSEN-BALLUNN—** Johan Thiersen, comedian-emcee, and Inge Ballunn, May 6 in Copenhagen, Denmark.

**WILCOX-MARTIN—** M/Sgt. Lee Hart Wilcox and Virginia Martin April 25 at Naval Air Station, Alameda, Calif. She was formerly with Olsen and Johnson and is now a dancing instructor for Arthur Murray in Oakland, Calif.



## Winkley Appeals To Justice Dept., Fed Trade Comm.

### Charges Coercion Of Track Owners By Rival Group

CEDAR RAPIDS, Ia., May 22.—Frank R. Winkley, manager of Auto Racing, Inc., appealed Friday (21) to the Federal Trade Commission and the Department of Justice for protection in a fight for racing dates with a rival racing association.

Winkley charges that officials of the rival group threatened track owners with withdrawal of sanctions if they continued to hold races under the International Motor Contest Association, the governing body for all Winkley's races. Dates involved include those at Salem and Winchester, Ind., plus Illiana Speedway, Schererville, Ind.

Winkley claims he will start civil action against the racing association if track owners do not allow him to carry out his signed contracts. He said that the advice of his legal counsel was that coercion on the part of the rival racing group constitutes restraint of trade.

## Wixom Animals To Play 2-Day Canvas Stands

TERRE HAUTE, Ind., May 15.—Wixom Bros.' Circus Menagerie will open May 31-June 1 at Ob-long, Ill., with a walk-thru tented menagerie. The show will use a 40 with four 20s and marquee to house its 15 cages of animals plus 10 head of lead stock. The cages are red and gold four-wheel models which are to be transported on low-boy semi-trailers.

Agent for the operation will be J. C. Admire. It will make two-day stands, aiming at uptown locations under merchants' auspices. In larger towns, promotion crew will work programs, banners, UPC and ticket sales. Mrs. Wixom will be in charge of promotion and will have with her Ward Keith and Mr. and Mrs. Bob Thornton. Four concessions have been sold. One combination biller will be carried.

Back on the show, admission will be 25 and 40 cents and hours will be from noon to midnight. Light plant and cookhouse will be carried.

Admire said he would steer clear of towns with zoos and that the animal show would troupe thru August.

## Ring Business Up, Down in Ky.

HARDINSBURG, Ky., May 22.—Ring Bros.' Circus played to light business at Leitchfield Monday (17), but bounced back with a three-quarter matinee and near-full night here Tuesday (18). The Monday stand had a light matinee and half night. Earlier, Crossville, Tenn., was good.

## Wagner Reports Initial Thrill Show Grosses Top '53 Takes

NEW YORK, May 22.—Buddy Wagner, who this year heads his own automobile thrill show unit, reports that the grosses for shows staged since his April 4 kick-off have been mostly ahead of last year.

The best gross of the season was garnered last Sunday (9) at the Delmar (Md.) Raceway, the first spot to be played since the show moved into Eastern territory. Capacity crowds were claimed for Newport News, Va., and Pitman, N. J., despite the unseasonably

## R-B USHERS 'ALL NEW THIS YEAR'

BALTIMORE, May 22.—Ringling-Barnum circus apparently was rebuilding its usher department from scratch as it opened its under-canvas season with a two-day stand (18-19) here.

None of last year's ushers was expected to be hired. Peter Grace continues as superintendent, and was hiring new men thru newspaper ads here. The ads specified that applicants were to be high school graduates between the ages of 18 and 30. Show uses bookings' ushers, not its own, at New York and Boston.

## COPY JERSEY

### N. Y. Dems May Stump For Bingo

NEW YORK, May 22.—Democratic leaders are looking to the legalization of bingo and raffles as a possible platform adjunct in prying control of the State government from the Republicans. Advice has been sought and gained from Governor Meyner, of New Jersey, who unseated the Republicans and swept into office on just such a campaign a year ago.

As in Jersey, the staging of bingo and raffles would be limited strictly to groups and organizations qualified in their charitable efforts and professional participation would be excluded.

It is understood that several polling groups have been hired to survey public reaction in key centers. This study will be conducted more extensively before a final decision by the leaders in September.

#### Public in Favor

Preliminary polling is reported to have shown the public favors such an effort by at least two to one and, in some instances, by as many as four to one. In New Jersey the referendum legalizing bingo was carried by better than two to one. Only one county voted adversely.

Governor Dewey has long resisted all such moves and, should

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## Unions Battle it Out Over Canada Exh'n

• Continued from page 28

no musician play for an AGVA member.

"There has been no dispute between AGVA and any musician in Toronto heretofore. He has compelled employers to require performers to resign from AGVA as a condition of their continued employment. He has forced performers to join his so-called musicians' union auxiliary.

"There is no provision for any performers under the AFM charter. Performers can have no vote, protection or service from the musicians' union. Compelling performers to pay \$10 into AFM to be permitted to work is ransom money which is illegal as it is immoral."

The battle between AFM and

AGVA began in Toronto some months ago when Murdoch formed a performer's auxiliary and ordered musicians not to play for AGVA performers unless they resigned and joined the Toronto local. The charge for joining was \$10 a head.

#### Legal Action

A legal battle began when a group of dancers working for the Canadian Broadcasting Corporation's TV outlet were discharged because musicians refused to play for them. Dancers started court action against Murdoch, won the case and were rehired. Murdoch appealed the lower court decision and was again defeated.

Jack Arthur said that if no agreement is reached between the two unions, performers' contracts involving \$120,000 would be endangered. CNE has a deal for 60 musicians to play 14 shows at \$18 per man per performance plus \$540 a performance for the leader.

In addition, a 30-piece band has been hired for \$30,000 to play concerts. "Total talent and music outlay will be about \$250,000. We plan an appeal to our Labor Minister. If that doesn't help, we don't know what we'll do."

Another bone of contention is the hundreds of amateur kids brought in from all around the provinces, dance contest and song contest winners. "We pick these youngsters all year around. They're simon pure amateurs from high schools and colleges. Now both unions want them to join," said Arthur.

## TAX SLICE HELPS

### Dunking Threat Less This Year for Pool Ops

NEW YORK, May 22.—Operators of the nation's privately owned swimming pools, which are filling now for openings this weekend and next, figure to take somewhat less of a dunking this year.

The federal imposed 20 per cent admissions tax which strangled them from its first imposition was recently reduced and eliminated from admissions of 50 cents and under. Thus, for the first time, under some circumstance, the privately operated pools can again compete for patronage with the city, county and State-operated units which have always been exempted from the federal tax.

While the pool people are mostly not yet satisfied with the turn of tax events since they want legis-

lation that will put them in a position to give the government operated units a full run for their money they can, nevertheless, operate now without the big tax bite that has had them looking for the financing inhalator in the past.

If they hold their admission fees to 50 cents and under there is no federal tax. Admissions above this figure are taxed at the rate of 10 per cent, half of what it was previously. The chances are that admissions generally will be pegged at the 50 cent fee with charges for accommodations extra.

#### Many Problems

While not completely out from under the burden of federal tax, the operator of private pools is faced with other and equally pressing problems which have already resulted in either the shuttering or the financial doldrums of a number of pools.

The building of pools for private operation has long been at a virtual standstill both because of the tremendous costs involved and operational problems and because of the continuing growth of government-owned units. A number of pools have been erected as memorials to war dead.

Given sunshine, especially on the weekends and holidays, most operators figure they can make it this year, so long as their grosses aren't diluted by tax grabs as in the past.

#### TWO MATINEES

NORRISTOWN, Pa., May 22.—Hunt Bros.' Circus played to two big matinees and a near-full night here Saturday (15), as Charles T. Hunt Sr., stated that attendance and general business for his show is holding to last year's level.

Credit was given work done by the advance department, which includes John Cloutman, press chief; Al (Red) Underwood, advance manager, with Mrs. Underwood, Donald Underwood and Art (Doc) Miller, and Edward Schuster, contracting agent.

Book pitch on the show is moving copies of the Hunt biography, with Cloutman handling the sale of this and the show's program booklet.

## Winston-Salem Group Names Kingman Coliseum, Fair Head

### Fairman Exits Brockton, Mass., After 22 Years; Will Continue IAFE Work

WINSTON-SALEM, N. C., May 22.—Frank H. Kingman, for 22 years secretary of the Brockton (Mass.) Fair, has been named to manage the Winston-Salem Fair and Memorial Coliseum here, both part of a new multi-million dollar cultural center located only minutes away from the heart of this city and financed by one of the nation's largest tobacco fortunes.

Announcement of the appointment was made this week by a newly formed three-man commission headed by Charles E. Norfleet, head of the Winston-Salem Foundation. Norfleet is the director of the commission. Robert Dayton, vice president and controller of Wake Forest College, will be secretary-treasurer and Stratton Coyner will serve as the third member.

Wake Forest College, located in the North Carolina town of that name since its founding, was induced to move to Winston-Salem and a completely new plant adjacent to the fairgrounds and

Coliseum by the Foundation.

The commission's announcement of the appointment of Kingman was focused on the administration of the Coliseum, a 10,000-seat arena which was started last fall and is expected to be ready for operation about next March. A sunken foundation which will allow for the placing of much of the building area below ground level, is included in the planning. Costing \$1,250,000, the building was planned to house every conceivable type of indoor arena show endeavor or athletic event. A freezing plant was not included in the original specifications, however, so only ice shows with portable equipment can be accommodated.

In Brockton Kingman said that he expected to be in Winston-Salem permanently after next October 1. He will continue to manage the Brockton Fair thru the staging of this year's event early in September and clean up the fiscal year's business before departing. No successor has been

named by the Brockton Agricultural Fair Society, operators of the event.

Kingman will likely be here in time to observe the operation of the fair in October. In the fair management set-up he will replace James E. Graham who has been associated with the event for several years. Graham will continue to function as manager thru this year's event after which he will devote full time to his job as secretary of the North Carolina Hereford Association at the request of that organization.

#### Blum, McNair Remain

Continuing their posts in the fair operating set-up are Thomas S. Blum, long-time manager, and Grover McNair, also a veteran, as secretary-treasurer.

Kingman, veteran secretary of the International Association of Fairs and Expositions, will continue in that capacity and conduct association affairs from his new offices here as he did while at Brockton.

The Coliseum Commission was named by the Foundation Public Policies Committee headed by Chairman R. E. Lasater, and including Thomas B. Rice, P. Huber Hanes Jr., Sandford Martin and W. P. Sandridge.

#### Coliseum Aids Fair

It was explained that the Coliseum would function as a separate unit except for fair time when it would be operated and administered by the fair. It will provide excellent facilities for both ex-

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## COUNCIL

### More Ad \$\$ Will Increase N. E. Fun \$\$

BOSTON, May 22.—New England now has a billion-dollar fun business, but ops are handling it like a five-and-dime enterprise.

So says the New England Council, which estimated that in 1947 the fun business amounted to only \$516 million in the six-State area. "Last year the \$1 billion figure was reached, and this year, on the basis of inquiries and reservations made to various agencies, indications are the big gross will be bettered," the council reports.

The NEC says there is no limit to the potential of the fun industry, but ops have got to get alert to the value of advertising and promotion. Yankeeeland doesn't spend as much for ballyhoo as the other parts of the country do, and the resort business has got to learn that these aids to business cost money but they pay off.

The NEC reported that the New England recreation and vacation industry has been growing by leaps and bounds since the end of World War II because of the changing living habits of all Americans, part of a trend. The NEC advised a big advertising and promotion program plus continuing improvement of property.

## Mills Makes Mich. Dates To Fair Crowds

KALAMAZOO, Mich., May 22.—Mills Bros.' Circus, playing a loop thru Michigan, won a three-quarter matinee and half night house here Monday (17) with VFW auspices, altho evening temperatures were cold. In Lansing on Friday (14), the show had two half houses, also under VFW auspices.

Coming up is a tour of Illinois stands, most of them in the Chicago suburban area except for Rockford, which often proves to be the show's banner stand of a season.



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**BOOK REVIEW**  
**Circus Origin, Acts Traced By New Vol.**

CHICAGO, May 22.—"The English Circus," an elaborate book described by the publisher as "the first comprehensive attempt to trace the history and development of the circus in England," has been added to the list of fine circus volumes produced in Britain. Its 358 pages, 25 photos and 10 line drawings cover not only the English but also a good portion of early world circus history and touch on American performers' stories.

The author is Ruth Manning-Sanders, who has written other circus material. It is a scholarly type of book written in pedestrian style. Generally, the first half tells the history of circuses, the second recounts the history of types of acts.

Its account of Roman circuses and equally early affairs is good, and the starting of the circus from medieval origin is well done. Mrs. Manning-Sanders has written most interestingly about wandering minstrels and jongleurs and how they developed into circus performers. Her accounts of such shows as Cooke's, Hengler's and Sanger's will seem lacking in detail to some, and small shows are virtually ignored. Not a few readers will wish more of this type of material could have been substituted for those pages devoted to such things as the SPCA versus animal trainers. Even so, there is much historical information, much circus lore, much of interest to American circus people.

The author takes up each type of act—riding, training, aerial work, clowning—tells of its beginnings and pioneers or originators, describes some of the feats involved, and winds up with comments about current practitioners. This is the book's strongest section.

"The English Circus" mentions about three dozen acts that are American or well-known here. It is something of a reference book, particularly about circus origins. While its special value is to those seeking history, traditions and show data, it carries interest for all who are connected with the circus. ("The English Circus," by Ruth Manning-Sanders, Published in the U. S. by The British Book Center, Inc., New York.)—Tom Parkinson.

**D. C. Regulation Crimps RB Bow**

WASHINGTON, May 22.—A D. C. traffic regulation which prohibits outdoor shows from unloading during early morning rush hours for government workers forced a two-hour delay in the Ringling-Barnum opening performance at the Benning Road grounds yesterday (21).

Despite D.C.'s enforcement of the regulation and a heavy downpour of rain, which mired the grounds, the circus managed to get under way at 4:15 p.m. Ticket holders waited patiently, tho the show had been scheduled to open at 2:15. The matinee wound up a short time before the night show got started.

Attendance picked up sharply yesterday (21) and good crowds were expected for the Saturday and Sunday performances.

**W. Coast Nursery Certifies Health Of Birds to Ops**

SUNNYVALE, Calif., May 22.—Parakeets and other birds are being sold with certificates of good health to concessionaires by the M. & B. Nursery here, Manuel F. Suarez, owner, said. He added that the firm breeds all of its birds and they are inspected regularly.

M. & B. maintains 24-hour service to insure concessionaires prompt shipments. Firm also carries rare parakeets as well as Harlequins, violets, rainbows and Opalines. Also available are M. & B. seeds for parakeets as well as canary roller mix.

**Parker Opens, Closes in One Illinois Stand**

CHICAGO, May 22.—Parker Bros. Circus opened and closed with a two-day stand at suburban Waukegan, and several acts were laying over in the area this week. Show was operated by Edward W. Say and Harriet Beatty Jr.

Originally to open in Evanston, the show was postponed a week, starting Tuesday and Wednesday (11-12) at the Waukegan Speedway. First matinee was blown when it developed that there was no equipment for hanging rigging.

Two telephone poles were substituted for rigging poles and the night show was given to an estimated 75 people. Second day's matinee drew 175, and sponsoring Amvets brought three bus-loads of servicemen to boost the second night's crowd to 300.

Performers included the Spar-ton Family, Jorgen Christiansen and Doc Ford.

**Bailey-Cristiani Wins Turnaway In Utah Stand**

RICHFIELD, Utah, May 22.—Bailey Bros. & Cristiani Circus drew a turnaway at the 3,500-seat grandstand Tuesday (18) night, with Jaycee auspices. The afternoon show also filled the stand. Tickets were scaled at \$1.10 and \$1.65, with children at half. Show paraded elephants and the Zucchini cannon downtown.

Bailey-Cristiani is the first show to hit this area since Wallace & Clark played it two years ago.

Ralph J. Clawson, manager, said Flagstaff, Ariz., was good on Sunday (16), with the matinee filling the stand and the night house about three-fourths of capacity. Show plays ball parks and grandstands. Monday (17) was open, allowing for the 300-mile jump.

**Galva Talent Pact To Sweet Agency**

GALVA, Ill., May 22.—Contract for free acts for the Centennial here, July 28-31, has been awarded by the Centennial Commission to the Don Sweet agency, East Moline, Ill. Sweet will act as show manager emcee.

The bill will include a daily balloon ascension and double parachute leap by Capt. George Parerick, high trapeze and swaying pole exhibitions by Kayletta, and eight variety acts. Included in the talent line-up is Lew and Ruth Henderson's chimps; Bob and Mae Morris, equilibrist; John and Jorie Armstrong, comedy acrobatics; Consuela, trapeze and Roman rings; Waits and Newman, musical act; Sigler Duo, skaters, and Lew Henderson, juggler. Shorty Chapman and his Hammond organ will provide accompaniment. Free act budget for the event will run above \$3,000.

There will also be a historical pageant each day, drum and bugle corps contest and parades. Theodore Briegel, one-time theater and dance hall manager, is serving as free attraction chairman. C. Forrest Bailey is general chairman. More than \$10,000 has already been subscribed by businessmen and civic leaders for financing.

**Indianapolis Speedway Buys 10,000 New Chairs**

INDIANAPOLIS, May 22.—The Indianapolis Speedway has purchased 10,000 new folding chairs from the American Seating Company, Grand Rapids, Mich., for use at the annual 500-mile Memorial Day race. The seats are of Bonderized steel, with a double coat of baked-on enamel to assure outdoor use thruout the year, and are finished in kelley green, with seats and backs comfortably contoured.

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**BOOK REVIEW**

**Hunt Traces Unique 62-Yr. Show Career**

NEW YORK, May 22.—An intriguing outline of 62 years of American circus life is contained in "The Story of Mr. Circus" authored by Charles T. Hunt, the dean of the nation's owners-managers, in collaboration with John C. Cloutman. (The Record Press, Rochester, N. H., 352 pages plus illustrations, \$3.50.)

The vigor that marked Hunt's entry into the circus field persists throught the book which ends at the present time, but with no degree of finality, as plans continue for another "bigger and better" season.

Few persons today would be able to trace from personal experience the chronicled events. No one else would be able to tell the story with such authority as Hunt who has owned and operated his own show from the day he entered the business in his home town of Kingston, N. Y., with the exception of a sale on paper once in Washington, a clever ruse to facilitate the playing of a date.

**From Horses to Trucks**

The 'abulous Hunt career covers every phase of circus activity imaginable, from the days of horse-drawn wagons over undeveloped roads leading to isolated communities to today's high-speed, large-capacity trucks moving on super highways. Not included, except in reference to others, are the railroad shows, as Hunt, altho likely well able to finance such a move, has always resisted going on rails.

While the book is strictly limited to Hunt's personal experiences, it is as much a history of the circus business as a story. The events are presented chronologically and the treatment is thoro in a fashion that will appeal to circus people and fans and students of Americana but is unlikely to find favor with a reading public interested primarily in entertainment.

A span of 62 years in the circus business must necessarily include every conceivable kind of experience ranging from joy and sadness to excitement and frustration, and the book is jammed with examples of these and more. Hey Rubes in tough country are numerous. The unbelievable courage and strength of man and beast that it took to haul wagons over the early trails and the comparative ease of today's methods are all included. The acquisition of the first bull, Dolly, who bosses the current sizable herd, the experiment with air conditioning and the life saving efforts of such a staunch circus follower as Melvin Hildreth are all brightly told.

It was quite a job to pack the events of such an interesting and colorful career in a single book. Cloutman did a good job in capturing all of the facts and getting them into print. Best of all, however, was his religious retention of Charles Hunt's flavor, color and phraseology. Those who know him and read the book will find themselves transported to relaxing moments over coffee in the show's cookhouse with the dean himself.—JIM McHUGH.

**Polack Eastern In Long Jumps**

AKRON, May 22.—Polack Bros.' Eastern unit jumped 1,425 miles from here to Austin, Tex., following a six-day run that drew a reported 33,000 persons. That long jump will be followed by one of 1,340 miles when the show moves from Austin to San Diego, Calif., where the show play: May 28-31.

Other jumps for the unit in the period from early March to July range from 200 to more than 700 miles except for single hops of 30, 40 and 125 miles each.

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**King, R-B Ink Binghamton 4 Days Apart**

BINGHAMTON, N. Y., May 22.—King Bros.' Circus and the Ringling Circus are scheduled to show this town four days apart with the King unit set for the first-in date. Both will show the same lot at Stowe Flats.

King is booked for June 14 and Ringling for June 18. Preceding both will be a week stand by the James E. Strates Shows, also on the same lot, beginning May 25. The Ringling date was set by Leon Pickett, contracting agent.

The city is dumping on land fringing the show lot and continuing progress at the present pace may mean the loss of this property for show purposes for several years. At the completion of filling, however, the lot will be above flood level and hard packed.

**Sights Set High By O. Horse Show**

PORTSMOUTH, O., May 22.—Entries received to date indicate that the fifth annual Charity Horse Show, to be held May 29-31 at the Lucasville Fairgrounds, will be the largest yet staged, said D. D. Mitchell, general chairman. Already 210 entries have been received, and officials are expecting a total of 260, which will likely be established as the limit.

Given good weather over the Decoration Day weekend, officials expect attendance in excess of the 6,000 people who saw the 1953 show which netted \$7,031 for use by the Portsmouth General Hospital in making improvements and purchasing equipment.

**Danbury Fair Track Opens**

DANBURY, Conn., May 22.—The stock car racing season at the Danbury Fair Speedway started here today. The one-third mile track will be busy each Saturday night thruout the season. Prices are \$1.10 for adults, 50 cents for children. Parking is free.

SANDWICH, N. H., May 22.—The Sandwich Fair Association has voted \$5,000 for development of a 2 1/2-acre parking lot. All officers of the association were re-elected with Harry Blanchard as president.

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High Speed Shaver and Plexiglas Case, as pictured — \$137.50. Price of Machine only \$75.00. Stands, \$12.50.

New, Improved Shaver and Plexiglas Case, as pictured — \$112.50. Improved Ice Shaver only \$25.00.

**S. T. ECHOLS, 3700 S. JEFFERSON AVE., ST. LOUIS 18, MO., or BOX 11, BISMARCK, MO.**

**Toronto Concession Clinic Program Set**

TORONTO, May 22.—Concessionaires in the popcorn, candy, ice cream and soft drink field will attend the 3d annual Popcorn and Concession Education Conference, sponsored by the International Popcorn Association, Friday, May 28, at the King Edward Hotel here.

The one-day program will consist of a clinic with a panel of speakers representing concessionaires, theaters, venders, popcorn processors, jobber-distributors, manufacturers, wholesalers, brokers and allied suppliers.

Morning program will offer IPA President J. J. Fitzgibbons Jr., of Theater Confections, Ltd., this city, in an address of welcome, and Thomas J. Sullivan, executive vice-president of the International Popcorn Association, who will speak on "How IPA Helps the Popcorn and Concession Industries."

Other morning speakers and their subjects will be George Panter, Sudbury Arena, Sudbury,

Ont., "Arena Concession Operation"; Irving A. Singer, Rex Specialty Bag Corporation, Brooklyn, "Pack to Attract—More Concession Sales," and Kenneth H. Wells, Theater Confections, Ltd., "Promotion of Popcorn for Indoor and Outdoor Theaters."

Afternoon speakers and their subjects will include James V. Blevins, Blevins Popcorn Company, Nashville, whose subject will be "The Popcorn Outlook," and Robert L. Mann, Krispy Kist Korn Machine Company, Chicago, "Machinery and Equipment Picture." A discussion on "Promotion and Sale of Candy and Soft Drinks" will also be held in the afternoon.

The Coca-Cola Company will host those in attendance at lunch, with the Pepsi-Cola Company of Canada as host for a cocktail meeting at the conclusion of the meeting.

**Santa Rosa, Calif., Closes Food, Drink Concession Pacts**

SANTA ROSA, Calif., May 22.—H. Jack Liebau, manager of the Sonoma County Fair here, has closed contracts for all major food-and-drink concessions for this year, it was announced this week. Lou Basso again will have the Jockey Club and the bars thruout the grounds. Hap Young will again operate the Blue Top tent restaurant and Lombardi & Gifford again will occupy the indoor cafeteria.

Play at the racing meeting barely missed the \$2 million mark last year, and it is expected to exceed that this year, as play is up on all California tracks this spring.

Foley & Burk Shows, which wintered on the grounds, broke quarters with a stand on the grounds May 13-16 in connection

**'BURGERS TOP HOT DOG SALES 3-1 AT MEMPHIS**

MEMPHIS, May 22.—Hamburgers outsold hot dogs almost three to one at the Mid-South Fair here last year, according to figures released this week by (Bill) Wynne, fair manager. Patrons consumed 242,000 hamburgers, 82,600 hot dogs. Hamburgers sold at 30 cents, hot dogs at 25 cents.

**Spokane Bottler Starts Putting Up Pop in Cans**

SPOKANE, May 22.—Western Bottling Company, bottlers of Mission, Pepsi-Cola and Canada Dry products, this week became the first firm in the Spokane area to can and distribute canned soft drinks.

Canned orange, root beer, grape and lemon-lime were distributed. Sales, according to Otto Garcea, general sales manager, were exceptionally good.

Production schedule calls for the company to turn out from 67 to 75 carloads of canned soft drinks this season. Machinery costing \$200,000 and with a capacity of 210 cans a minute has been installed for this purpose.

Eight additional men are to be hired to handle distribution in the four Pacific Northwest States.

Western Bottling has been in business more than 50 years. It has two subsidiaries which operate bottle vending machines and cup vendors.

with the Luther Burbank Memorial Rose Festival. The Foley & Burke org will return to play the fair July 16-24.

**CANS IN CANADA**

**Pop-Packaging In Metal Begun By Two Firms**

TORONTO, May 22.—Pop-cans have hit Canada. Two companies—Orange Crush, Ltd., this city, and Pure Springs (Canada), Ltd., Ottawa—have started to turn them out in this country's first large-scaled soft drink canning operations.

Ginger ale, root beer and cola are being put up in cans by the companies. Cans retail two for 25 cents.

**NEW DEVELOPMENTS**

**Fast Drink Dispenser, Piza Oven Introduced**

BOSTON, May 22.—Jet Spray Cooler Company is marketing an electrically refrigerated drink dispenser with a new Rocket faucet that is faster in action and easier to operate, the firm states. Unit has a magnet-driven pump with a four-gallon plexiglass dome bowl that constantly circulates the contents, maintaining temperatures of 38 to 40 degrees. Dispenser is encased in a dent, chip and stainproof blue plastic cabinet and is rubber mounted. It measures 21½ inches high, 14½ wide and 17 deep. A small tap aerates each drink.

**Pizza Oven**  
Cuts Baking Time ...

BURLINGTON, Vt.—A pizza oven, designed to bake pizza pies in less than five minutes, has been introduced by G. S. Blodgett Company here. Unit has a deck capacity of six 15-inch pies to produce a pie a minute. Features include a stainless steel front,

four-inch fiberglass insulation, heavy-retaining bakers' tile, a special high temperature heat control and a sealer on the door for cooler working conditions.

**Makes Doughnuts**  
At 15 Cents Per Dozen ...

LITTLE ROCK—Hol'n-One Donut Company is marketing a new portable unit that is said to turn out 48 doughnuts a minute at an average cost of 15 cents per dozen. It operates at the press of an electric switch located on one handle of the machine, whereupon doughnuts are uniformly dropped from the nozzle, the firm claims. Machine holds nine pounds of mix.

**Instant Coffee**  
Speeds Up Process ...

WHITE PLAINS, N. Y.—Instant coffee in packs large enough for bulk brewing is being offered by the Maxwell House Division (Continued on page 80)

**Demand, Prices For Soluble Coffee on Rise**

NEW YORK, May 22.—Demand for soluble coffee from the institutional trade continues to grow as more food operators find their profit margins cut down by rising ground coffee prices, according to L. C. Powell, manager of institution industrial sales for American Home Foods, Inc., producers of G. Washington coffee.

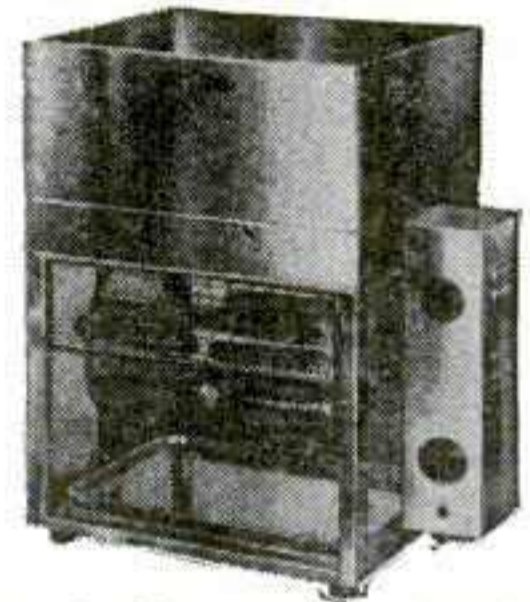
Prices on the concentrate, however, have also increased during the past month. On November 24 of last year the price per pound, in 25-pound tins, was \$3.15. Recent price increases have raised this to \$4.15.

This increase of \$1 per pound still prices soluble coffee under the prevailing market for the ground product, Powell said. As an illustration, it takes four pounds of roasted bean coffee to produce a pound of soluble. During this same period the green bean coffee market has risen 37 cents per pound. By multiplying this increase by four, a total of \$1.48 is arrived at, the increase on four pounds of green coffee since last November.

**Eliminates Filter**

In using powdered coffee, the urn bag or filter paper is eliminated, according to G. Washington instructions. The required amount of water is placed in the urn or (Continued on page 80)

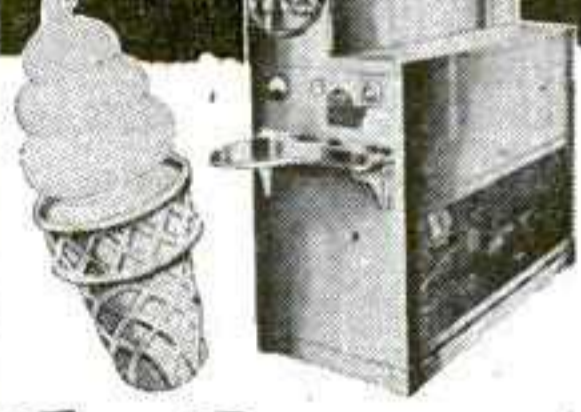
**BAR-B-DOG with AUTOMATIC ROTATING SPIT \$189.50**



The Bar-B-Dog combination hot dog roaster and bun warmer holds 48 buns and 48 hot dogs. Will barbecue 300 per hour. Can be used for "foot-long" 90% glass enclosed to add to savory appearance of the deliciously barbecued hot dogs as they rotate on the automatic spit. Perfect heat control. Stainless steel and glass construction meets all food requirements. Write for full details.

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**VICTOR POPCORN SUPPLY CO.**  
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Phone 7-5538

**Maintenance a Must For Snow Cone Ops**

CINCINNATI, May 22.—The proper maintenance of snow cone equipment is probably the easiest of all concession gear, but the little attention it does require is necessary for continuous, trouble-free operation, according to Dave Evans, president of Gold Medal Products Company here.

Preventative maintenance does not cost money, it saves money—just a few drops of oil on a motor bearing at proper intervals might not only save a \$10 repair bill but also keep the machine in operation, he points out.

As a guide to better maintenance, Evans recommends the following:

On the ice-shaver itself there are just three points that require checking, the motor, cutting blades and electrical switches and con-

nections. For the motor, give each bearing about three drops of light lubricating oil weekly. The blades should not require sharpening all season, but do not start out the season with dull blades—it not only takes more power but it takes more pressure to shave the ice.

**Sharpen Blades**

To sharpen blades they must be removed from the cutter-head which must be removed from the motor shaft. This may not be easy for the set screws usually make a burr on the shaft. To avoid damaging the cutter-head when trying to remove it, first take out the set screws that hold the cutter head on the motor shaft—take them all the way out. Next take a large screwdriver and try to pry the cutter-head off the (Continued on page 80)

THE "The Amusement Industry's BILLBOARD Leading Newsweekly"



... with Audited Paid Circulation to match!



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When in trouble it buries its head in the sand.

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Largest manufacturer of show tents in the East. Write for prices

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THE GREATEST FLASHES  
MAKING ALL ELECTRIC  
GROUP GAME OF THEM ALL. Free  
Photo and Details  
**ELECTRONIC GAMES**  
Greensburg, Pa.

**ANIMAL ACTS DRAW**

**Business Rises for N. H. Animal Farm**

By GUY LIVINGSTON

HUDSON, N. H., May 22.—Benson Wild Animal Farm, 500-acre park here, billed as "The Strangest Farm on Earth" is out to crack its record of half a million admissions last year, and finds no indication of money being tight in Yankee land this season.

"As a matter of fact," Charles Keene, general manager, said, "on a per capita basis we are running 2 or 3 cents ahead of last year."

The farm boasts 46 buildings using 150 acres of the mammoth area, and presents three big show acts, lion, elephant and chimp, twice each day. It opened with new landscaping and new paint on April 15, after being closed for the first time during the winter season.

**3,000 in Rain**

Opening day in the rain, 3,000 admissions were chalked up. Top Sundays have been 17,000 and attendance so far this year is 50 per cent better than last year, Keene reported.

With admission pegged at 60 cents for adults and 30 cents for moppets, the farm offers pony

rides at 15, elephant rides at 15 for kiddies and 25 for grownups, and a ride amusement area with a Merry-Go-Round, Whip and a 10-car train, "The Jungle Express," manufactured by National Amusements. The train travels one-third of a mile hauling adults at 25 cents and kiddies at 15.

The farm, owned by Raymond W. Lapham, formerly head of the Boston Garden, and managed by Keene, has organized a big scale promotion to get the business this season.

Group rate admissions for children at 25 cents are being heavily flacked. An excursion tie-up with the Boston & Maine Railroad has been lined up in which the ticket covers the admission price to the farm, and the farm bills the railroad for the price of the ticket.

**Pamphlet Sent Out**

A new monkey house and a new bird exhibit have been added this year, and all buildings are listed (Continued on page 82)

**Lillian C. Basile, Bandleader's Wife, Passes in N. J.**

EAST ORANGE, N. J., May 22.—Mrs. Lillian Curtis Basile, wife of the prominent bandleader, Joseph Basile, died Friday (14) in St. Michael's Hospital after a long illness. She was 64.

Surviving besides her husband are four daughters, Mrs. Dorothy Golone, Mrs. Elsie Sonitz, Mrs. Ethel Gillies and Mrs. Helen Hutchinson and five grandchildren.

Mrs. Basile was well known to many persons active in outdoor show business who had been guests at her home for sumptuous family dinners. Mrs. Basile was past matron of Anita Chapter O. E. S., Newark; a member of Sadik Court, L. O. S.; National Circle, Supreme Woodmen of America; Ladies' Auxiliary, National Showmen's Association and Ladies' Auxiliary, Newark Lodge of Elks.

She was particularly active in work for the Shriners' Crippled Children's hospitals and visited many of them with her husband when he staged shows for the youngsters.

Eastern Star services were held Monday (17) at the Gunther Funeral Home.

**Carnival Routes**

Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- A.C.A.: Joliet, Ill.
- Alabama Am.: Loxley, Ala.
- Alamo Expo.: Grants, N. M.; Gallup 29-June 6.
- American Beauty: Brookfield, Mo.; Trenton June 1-6.
- American Midway: Greenville, Tex.
- A.M.P.: Rocky Mount, Va.
- Baker: United; Beech Grove, Ind.; Indianapolis 31-June 5.
- Beam's Attrs.: St. Michael, Pa.; Burlington 31-June 5.
- Becht, Lee: West Hamilton, O.; East Hamilton 31-June 5.
- Bee's Old Reliable: Winchester, Ky.; Hazard 31-June 5.
- Belle City: Boltonville, Wis.; Ripon June 2-6.
- Bernard & Barry: Sudbury, Ont.; Timmins 31-June 5.
- B&H: Charlotte, N. C.
- Big Four: Rock Falls, Ill.; Bryant June 1-5.
- Big State: Hoisington, Kan.
- Blue Grass: E. Peoria, Ill.
- Blue Ribbon: Oconto Falls, Wis.; Shawano 31-June 5.
- Bogle, F. C.: Abilene, Kan.; Salina 31-June 5.
- Boone Valley: Oelwein, Ia.
- Borderland: Llano, Tex.
- Brodbeck & Schrader: Larned, Kan.
- Buck, O. C.-Model: Philadelphia.
- Burdick's Greater: Osage, Tex.
- Burke: Harry; Lafayette, La.
- Burkhart: Joliet, Ill.; Aurora June 1-8.
- Byers Bros.: Tonkawa, Okla.
- Capital City: La Follette, Tenn.
- Caravella Am.: Sunbury, Pa.

**Circus Routes**

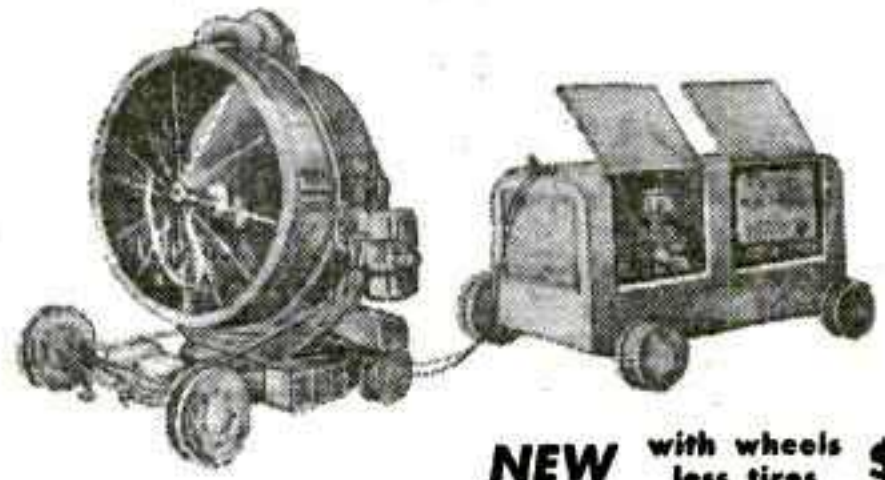
Send to  
2160 Patterson St.  
Cincinnati 22, O.

- Bailey Bros. & Cristiani: Burns, Ore., 25;
- John Day 26; Enterprise 26; Baker 29;
- Wesler, Idaho, 31.
- Beatty: Grants, Paas, Ore., 25; Roseburg 26; Eugene 27; Bend (night) 28 and 29 (mat.); Hermiston (mat.) 30.
- Buck's, Edgar: Lincoln, Kan., 26; Minneapolis 27.
- Clyde Bros.: Hamilton, Ont., 25-26; Kitchener 27-29; Windsor 31-June 2; Dubuque, Ia., 6-8; Iowa City 8-10.
- Davenport, Orrin: Brandon, Man., 25-29.
- Gainesville Community: Wichita, Kan., June 11-12; Ardmore, Okla., 17-18; Denton, Tex., 24-26.
- Hagen Bros.: Columbus, Wis., 25; Watertown 26; Jefferson 27; Whitewater 28; Marengo, Ill., 29; Deerfield 31; Elkton, Wis., June 1; Oconomowoc, Wis., 3.
- Hamid-Morton: Montreal 25-26; Richmond, Va., June 7-12.
- Hunt Bros.: Berlin, N. J., 26; Moorestown 28; Maple Shade 27; Palmyra 28; Runnemede 29.
- Kelly-Miller: Norton, Kan., 25; Stockton 26; Smith Center 27; Superior, Neb., 28; Concordia, Kan., 29; Washington 30; Fairbury, Neb., 31; Crete June 1; Central City 2; Albion 3; Columbus 4; Fremont 5.
- King Bros.: Washington, Pa., 25; Uniontown 26; McKeesport 27; Charleroi 28; Coraopolis 29; Beaver Falls 31; East Liverpool, O., June 1; Alliance 2; Warren 3; Oil City, Pa., 4; Warren 5; Jamestown, N. Y., 7; Bradford, Pa., 8; Olean, N. Y., 9; Wellsville 10.
- Mills Bros.: Elmhurst, Ill., 26; Arlington Heights 26; Park Ridge 27; Rockford 28; Park Forest 29; Kankakee 31; Logansport, Ind., June 1; Kokomo 2; Elwood 3; Noblesville 4; Indianapolis 5.
- Polack Bros. Eastern: (Bow) San Diego, Calif., 28-31; (Stadium) Tucson, Ariz., June 3-5; (Stadium) Las Vegas, Nev., 9-11.
- Polack Bros. Western: Merced, Calif., 25; (Aud.) Sacramento 27-June 6.
- Ring Bros.: Lawrenceburg, Ky., 25; Eminence 26; Palmyra 27; West Union, O., 28; Pikeston 29; Greenfield 31.
- Ringling Bros. and Barnum & Bailey: Philadelphia 25-26; Wilmington, Del., 31; Atlantic City June 1; Trenton, N. J., 2; Asbury Park 3; Mineola, N. Y., 4-5; Stamford, Conn., 7; Bridgeport 8; Waterbury 9; Wallington 10.
- Von Bros.: Earton, Md., 26; Grantville 29.

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**SPECIAL**  
Limited time only!  
1 box carbon free with each light and generator.

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**TENTS**  
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**O. Henry** Tent & Awning Co.  
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**Ed Grass'ck**  
1564 Broadway  
New York 36, N. Y.  
PLaza 7-2800

**Frank Jeuring**  
390 Arcade Bldg.  
St. Louis 1, Mo.  
CHestnut 1-0443



## Whalom to Host N. E. Summer Meet July 27

BOSTON, May 22.—The executive committee of the New England Association of Amusement Parks and Beaches accepted an invitation from Henry Bowen's Whalom Park, Fitchburg, Mass., to hold its annual summer meeting there. The meeting date was set for Tuesday, July 27.

Whalom last played host to the summer meeting about nine years ago. Last year's meeting was held at Lake Compounce, Bristol, Conn. A schedule of activities will be announced at a later date.

Fred L. Markey, association executive secretary, said that the location of the funspot in Central Massachusetts should result in a big turnout since it can be easily

reached from all parts of the New England area.

### Back to Parker House

The committee also voted to return its annual winter-spring meeting to the Parker House, Boston. This year the meeting was held at the Statler Hotel, Boston.

Al Martin, head of the Boston booking agency bearing his name, was elected a member of the executive committee to fill a vacancy caused by the election of Irving Norton, Lake Compounce, Bristol, Conn., as second vice-president.

A representative group of members of the association are planning to attend the 50th anniversary celebration of Robert Plarr, operator of Dorney Park, Allentown, Pa., at that spot August 10.

### Continue Ads

An advertising campaign sponsored by the association in The Boston Post last summer and labeled highly successful will be continued.

It was also voted to urge an all-out effort on the part of association members to raise money for the Jimmy Fund, a New England philanthropic effort in behalf of youngsters. The money raised will be put into one association fund to be presented with appropriate ceremonies before the end of the present season.

## Daily Skeds Set By Compounce And Riverside

HARTFORD, Conn., May 22.—Two of the Connecticut Valley's major amusement parks, Riverside Park, Agawam, Mass., and Lake Compounce, Bristol, Conn., go on regular daily schedules effective Decoration Day (30).

Both locations have been operating on a weekend policy in recent weeks, with extensive newspaper advertising highlighting special events.

## ST. PETE'S PLAYLAND

### Kid Spot Prospers In Old Folk's Haven

ST. PETERSBURG, Fla., May 22.—Playland Park, a kiddie spot and reportedly the only such operation on the West Coast of Florida, gained success early and is continuing in that direction despite its location here in this popularly thought of haven for old people.

The funspot was opened on Thanksgiving Day, 1952 by Mr. and Mrs. Roy H. Clarke. Clarke, a former accountant and Air Force colonel, was far ahead of critics who thought he was wrong to think of juvenile attractions in this locality. Surveys on population increase, growth in elementary school enrollment, increases in bread and milk deliveries, to name a few, convinced him that he was right.

Since the St. Petersburg area attracts close to 500,000 visitors each year during the winter and summer seasons, the majority of which are family groups, Clarke felt that entertainment for children was practically non-existent. Later events proved him right.

Playland was opened with the thought in mind of catering to particular parents. The half-block area is entirely paved except for generous areas of lawn, shrubs and palm trees. Lounge chairs, outdoor umbrellas and tile tables are spread around the park to give parents a chance to relax while their offspring ride. Cleanliness is emphasized for all facilities and park attendants are uniformed.

The park is located at the beach end of the main, free causeway leading to the chain of islands on which the bathing beaches are located. Hundreds of swank hotels and motels dot the area. Most local residents are said to favor the free causeway rather than the toll road with the result that they pass by Playland. The location is given much credit for the success of the venture by Clarke.



JOHN J. CARLIN

## Death Claims John J. Carlin, Balt. Operator

BALTIMORE, May 22.—John J. Carlin, founder and owner of Carlin's Park here and owner of Buckeye Lake Park, near Columbus, O., died today in Baltimore after a long illness.

Carlin, who operated the park here continuously since its founding in 1918, was notable in the outdoor amusement industry for development of profitable winter operation at the funspot. Years ago he converted his park ballroom into an ice skating arena and utilized it for the presentation of winter carnivals, offering some of the country's outstanding ice skaters, and for ice hockey. For many years Carlin owned the Baltimore franchise in the Eastern Amateur Hockey League and operated the Baltimore Orioles team.

Carlin was a long-time member of the National Association of Amusement Parks, Pools and Beaches and actively participated in that organization's functions for many years. Funeral services and burial will be held Tuesday (25).

## \$ Availability, Games Brighten Rocks' Spot

NEW YORK, May 22.—An observed high per capita spending plus the appeal of a group of new games has Dick Geist, vice-president of Rockaways' Playland, leaning to the belief that an excellent season lies ahead. The park is scheduled to go on a full-time operating basis this weekend.

Geist said that business last week was excellent with clear skies and balmy temperatures prevailing on Sunday (16). He reports business good anytime the weather will permit it and says that per capita spending has remained consistently high.

Sparking interest on the part of the public and considerably aiding the gross are eight new concession units operated by Harry and Evelyn Currie. The games, new to Playland, include such units as rolldowns, over 12 and huckle buck.

Advertising and promotional activity will be stepped up again this year with Walter Kaner Associates continuing to handle the account. Planned special contests include sweater girl, Mr. Muscles, tall girls, grandmothers and teen queen. The big one is expected to be the Miss WNBT contest which results from a tie-in with the National Broadcasting Company. An-

other WNBT tie-in will promote the "most beautiful child."

Sid Schectman, formerly with the Bert Nevins publicity office, is now associated with Kaner. He had been inactive in the field for several months because of illness.

## Colored Slabs Replace Rocks' Sidewalk Area

NEW YORK, May 22.—Sixty-seven feet of sidewalk on 98th Street was ripped up by Rockaways' Playland in recent weeks and replaced with slabs of colored concrete, each six feet by 14. Elsewhere at the Queens funspot concrete slabs colored red and black were set around the new Rotor.

With Cyril Benson of England and his aid, Patterson, in charge of construction, the ride has been erected and awaits the arrival this week of electrical equipment. Operation is expected next weekend.

The new paint shop has been completed, as has a fireproof garbage disposal shed at the 97th Street service entrance. Painting of the Roller Coaster in silver is nearly finished, and the cars are being done up in white with red trim and black leather seats.

Four new stores were opened by Harry and Evelyn Currie last week, and they now have a balloon game, rolldown, over-12, ball game, punk rack, huckle buck and basketball throw.

## Chicago Park, Radio Station Repeating Show

CHICAGO, May 22.—The WGN radio show from Riverview Park, "Riverview Funtime," has been resumed for its second season, with Buddy Black operating the WGN booth at the Chicago park and conducting the Wednesday night show.

The 30-minute program includes recorded music, interviews with show business names and with patrons of Riverview. Background includes the music and midway noises of Riverview. This program is in addition to the park's heavy series of spot announcements of several Chicago radio and television stations.

## Daytona Owner Sees Big Year

DAYTONA BEACH, Fla., May 22.—Prospects for the season look good to Turner Scott, operator of Sea View Amusement Park here. He said that the tax reduction would be a main factor. His spot includes five rides and several concessions, within a couple of blocks of all major hotels here.

Season runs thru Labor Day, with the peak starting in mid-June. Band concerts are featured. G. C. Mitchell, former agent for carnivals, has arrived to assist in management and operation of concessions. He is remaining off the road this season at the suggestion of a doctor.

## Canton Starts Full Schedule

CANTON, O., May 22.—Meyers Lake Park near here will start fulltime operation Saturday (22) after being open for weekends since April. Manager George Sinclair said that two rides, Rock-o-Plane and Whip, have been added for this year. Also new are a lunch stand and a grass beach, replacing a sand beach. Weekend business has been generally good, he said.

## Weather Turns For Pearce's Walled Lake

DETROIT, May 22.—Walled Lake Park opened for daily operation last weekend to fair business, sparked by favorable weather conditions. The park, like others in this area, had been operating for the preceding four weekends, but adverse weather consistently kept early business down to a minimum.

Total business Saturday and Sunday at Walled Lake was hurt by competition of other outdoor attractions, including the double-header ball game played by the Detroit Tigers, and an air show at Selfridge Field, according to Fred W. Pearce, veteran park operator.

Remodeling and streamlining of the bathhouse is being completed under park manager Robert Templeton, with a new front being installed and the sand beach enlarged. Beach opening will be scheduled after Decoration Day, dependent upon enough warm days to heat up the lake water.

The Walled Lake Casino, operated by the Tollettene family, opened with a regular weekly schedule on Saturday, with the Artie Arnell orchestra booked in. Spot is expected to bring in name bands later in the season.

## Indian Pt. Off to Good Start; Hefty Selling Program Set

PEEKSKILL, N. Y., May 22.—Indian Point Park staged a good opening here last weekend despite bad weather forecasts which probably curtailed attendance to some degree. The forecast for Saturday (15) was poor and visitors mostly started off late.

Manager E. D. Kelmans said that the opening week was mostly in the nature of a preview since the charter and outing business doesn't get underway until this weekend. Bookings are said to be the best since he formed the Hudson River funspot several years ago.

New attractions included a National Amusement Device Company train traveling on nearly 3,000 feet of track. The train, sold by William de L'horbe, travels thru a wooded area for approximately half its run. A 100-foot tunnel is nearly completed. Another major new attraction is a 12-car Whip.

Some of the new features including an outdoor beer garden and new long range shooting gal-

lery are expected to be ready by the end of next week.

### Publicity Program

Kelmans said that the advertising-promotion program which had been increased each year under his direction would be boosted again this season. Three-sheets in subway entrances will be employed extensively. Painted boards dot all of the main approaching highways. Radio spots are also slated for heavy use.

A heavy advertising campaign in New York and Westchester county newspapers announced the opening. The use of space will be stepped up as the season progresses.

Special bargains are being offered Hudson River Day Line passengers. The regular fare entitles them to a round trip plus free rides. Another bargain is the offering of strip tickets in 5-cent units having a face value of \$1.10 for \$1. Indications on the opening weekend were that the public appreciated the bargain offering.

### \$ TIGHTER

## Record Sun. Play Noted At Palisades

NEW YORK, May 22.—A near-perfect day, the assurance of which came late enough to keep a lot of families from heading to the country, gave Palisades Park the best Sunday (16) it has had in 20 years, according to Irving Rosenthal.

With clear skies and balmy temperatures, the weather was perfect to whet the appetite of the public for outdoor activity and the rides and concessions all scored banner business.

Rosenthal's comments on reports of increased per-capita spending are full of skepticism. "The public is not spending more money," he says. "We are getting more money, but only because we are drawing more people thru increased promotional activity. It may be that the studies of per-capita spending are not taking into consideration the recent reduction in taxes."

Today Palisades opens its massive salt water pool and the ballyhoo has centered around the swim spot all week. New embellishments were designed by Jack Ray and built under the direction of Joe McKee, park superintendent.

Next week the park also gets its annual triplet's contest underway. This is a standard promotion that brings the funspot lots of publicity.

## Dazey Hosts Press, Radio And TV Folk

MIDDLETOWN, O., May 22.—Don Dazey, general manager of LeSourdsville Lake Park, located on Highway 4, midway between this city and Hamilton, O., played host Tuesday (18) to more than 200 press, radio and television guys and gals, their wives and friends at a preview cocktail session and dinner party in the park's dining room.

Following the repast, Dazey made a brief welcoming address, during which he introduced Edgar Streifthau, president of the park operating company, and other LeSourdsville personnel, after which publicity director Fred L. Keightley served as guide for the visitor on a round of the funspot's rides and amusements.

LeSourdsville began full-time operation last weekend. Park will operate daily except Mondays. With numerous improvements, including complete repainting and landscaping, the funspot makes a sparkling appearance. The revamped Kiddieland sports a new Tubs-o-Fun ride.

The park's Stardust Gardens will again use name bands at intervals, with Woody Herman and His Third Herd the first in June 4.



# Eltich, Lakeside Start Denver Park Season

DENVER, May 22.—The 1954 park season here got underway last week, with both of Denver's major amusement spots Eltich Gardens and Lakeside Amusement Park, swinging their gates open.

This will be the 64th annual season for Eltich, operated by the Gurtler family. For the second consecutive year the spot's kiddie area, Storyland, has been enlarged. It features live animals in fairyland settings that include props, buildings and gimmicks from well-known fairy tales.

More than two dozen kiddie rides are operated, it was reported, and adult rides number 30. Teddy Phillips' orchestra at the Trocadero Ballroom played for an annual collegiate night, with promotion slanted to two dozen colleges in a 100-mile radius of Denver.

# Amsterdam Trio Builds Kiddieland, Rent Concessions

AMSTERDAM, N. Y., May 22.—A new Kiddieland, Merryville Park, is being built a mile north of here on State Route 30 and the three partners are aiming at a Decoration Day opening.

Owners are Jerry Culick, Gus Zucco and Vincent Cresanti. They are installing a Sky Fighter, Speedboats, Miniature Train, Herschell Autos, and Smith & Smith Chairplane. Food stand and several concessions, including high-striker and shooting galleries, are in. Live ponies also are set. Some of the rides and all of the concessions are in on percentages or rentals, while owners have the other rides.

Music will be supplied by tape and PA system. Decorations will include plywood cutouts of animals.

# Howard A. Duffy, Old Orchard Op, Dies Suddenly

OLD ORCHARD BEACH, Me., May 22.—Howard A. Duffy, a partner in the operation of Old Orchard Beach Ocean Pier, died suddenly Monday (10). Funeral services and burial were held in Lawrence, Mass., Thursday (13).

Duffy, active in park operations all of his adult life, was one of the best known of New England operators. His death came as a shock to his friends since he was comparatively young and active in affairs of the New England Association of Amusement Parks and Beaches. He appeared in good health at the spring meeting of the New England Association in Boston early in April.

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# CONEY ISLAND, N. Y.

By UNO

The official start of the Coney season, usually gauged by the opening of Steeplechase Park, began Saturday (15) with ideal weather to make it a banner weekend. Most attractions, however, teed off by unshuttering a few weeks ago, taking advantage of the weather. Forecasts by publicity chief Monroe Ehrman are for more than 50,000,000 fun-seekers. One of the season's new exhibits is Mrs. Haroy, a formaldehyde-preserved finback whale, 75 feet long and weighing about 40 tons, resting on a steel truck in a lot on Stillwell Avenue between Surf Avenue and the Bowery, one of the main arteries of the island.

When the bathing season gets under way there will be, according to James Linden, park department supervisor, 98 lifeguards, 12 lieutenants and six chief lifeguards assigned to cover the stretch from Brighton 15th Street to West 37th Street. An increased police force will provide 140 patrolmen, 18 sergeants and four lieutenants to handle the crowds.

Steeplechase Park began its 58th season testing out the piggy-back rides mounted by dancers from the Broadway musical "By the Beautiful Sea." Several scenes of that show are laid in the Steeplechase of the early 1900's. Dave Rosen, operator of Palace of Wonders freakery, has as a new associate Dick Best, well-known outdoor showman, who has brought in as a feature attraction, Betty Lou Williams, the four-legged woman. . . . The Brooklyn Daily, in its seashore supplement of May 7, devotes a lot of space to the resort.

Larry Rapp, talker, and his wife, Jean Carroll, the tattooed lady, both at Palace of Wonders, celebrated their first wedding anniversary with a merry party plus a heavy flow of eats and drinks at their New York home a fortnight ago. The fun began at 8 p.m. and wound up at 2:30 a.m. the next day. In the gathering were Jimmie Hurd, lecturer; Sophie, dancer; Mr. and Mrs. Charles

Lucas with Prince Julian, magician from Hubert's Museum in Manhattan; Max Wartell, song writer; Dody Gregory, lady wrestler; Jack Weisbard, Mr. and Mrs. Dave Rosen and Edith Purden, talker. . . . Nathan Handwerker and his Nathan's "Famous" hot dogs, now a Coney institution, came in for a lot of space by Muriel Fischer in The New York World-Telegram of May 12. One chapter tells of Nathan and his arrival in the U. S. from Poland at the age of 18 when he went to work for Feltman's, where the hot dog was introduced in 1871 and when and where Nathan won the reputation of being the fastest roll cutter in the business. Nathan's sidewalk eatery at Surf and Stillwell was started in 1916 at a cost of \$300.

# Lena Keeney, Ticket Rep, Dies in Mass.

EAST LONGMEADOW, Mass., May 22.—Lena E. Keeney, New England representative of the Elliott Ticket Company, a New York firm, for 20 years and actively engaged in outdoor show business for more than a quarter of a century, died here Tuesday morning (10). Friends estimated her age in the early fifties. She is survived by her husband.

Mrs. Keeney had a wide acquaintance among park and other outdoor show people thruout the New England territory and handled the entire ticket needs of many of them. She was a familiar figure at all industry gatherings and traveled to virtually every corner of New England to attend them.

Funeral services were held here Thursday (20).

# St. Pete Playland

Continued from page 74

Clarke's direction. A special birthday table covered by a huge umbrella is available. Besides the birthday cake, on which the child's name is inscribed, the guests are served punch and ice cream and given favors. Twelve rides are included in the total price of \$1.25 per child. Over 400 parties were handled during the first year of operation.

The Clarkes added a new twist to the staging of birthday parties by having a photographer take pictures. Some 25 to 30 candid photos are taken and mailed to the parents who buy freely.

The spot is operated year around with peak business coming during the winter and summer seasons. Good business is said to last for about eight and one-half months. During the fall Clarke uses television advertising and promotional gimmicks to keep patronage at a profitable point.

An increase in business is looked for with the opening of a new \$20,000,000 bridge across Tampa Bay which will connect the St. Petersburg peninsula with the mainland to the south around Sarasota. The bridge will be opened in August. It is expected to earn considerable publicity and serve as an additional tourist attraction.

# Army, Long Bands Inked by Hershey

HERSHEY, Pa., May 22.—Hershey Park has engaged the United States Army Field Band, directed by Maj. Chester E. Whiting, to present free concerts twice daily on Sunday (30) and Decoration Day (31). Also signed by the park is the Johnny Long orchestra to play for dancing in the park ballroom Saturday (29).

Increasing popularity is reported for the free park zoo. Ten spider monkeys and five ringtails have been added to the layout. New exhibits have also been added to the Pennsylvania Game Commission's wildlife conservation display in the park. The commission is featuring inanimate wildlife exhibits plus a collection of snakes.

# Knoxville Opens Early

KNOXVILLE, May 22.—Chilhowee Park here opened its season Saturday (15) with fireworks and new features. Mack Franse manages the municipally-owned spot. It has 11 rides, with Airplane Rockets as a new one, and five kiddie rides. Opening was two weeks earlier than the spot's usual Decoration Day start.

# Sandusky Spot Relocates Rides, Shows; Ready for Early Bow

SANDUSKY, O., May 22.—Cedar Point will be ready for its pre-season opening May 29, according to D. M. Schneider, general manager, who said visitors will find many changes about the grounds.

Wayne King will play the ballroom Saturday (29). Dates for other name bands are to be announced later. First free act of the year will be the Three Milos, swaypole. They are booked for the five pre-season dates of May 29, 30, 31 and June 5 and 6 when the beach, midway and picnic areas will be open. Breakers Hotel and dining rooms do not open until June 12.

Foremost among the changes is a complete Kiddieland near the Coliseum. A modern entrance has been erected to the children's amusement area, complete with simulated candy canes and huge alphabet blocks, topped with a large "Kiddieland" sign. Inside the low picket fence will be 10 rides.

The Merry-Go-Round, long a fixture at the resort, was revamped and repainted during the winter. New this year is a child-size Ferris Wheel. A Whirloride and Tank ride are other new amusements this year.

Wax Fun Shows Hand Cars and Kiddie Boats have been moved into Kiddieland from former midway spots. Track for the Miniature Steam Train has been more than tripled

in length so that now it encircles the playland. A station, tunnel and blinker lights have been added to the train layout. The former Goofy House now has a castle-like front and houses the Eden Musee, wax show. The Eden Musee is being returned to Cedar Point after a lapse of several years and is operated by Edward Schmid of Hebron, O.

A new Funhouse occupies the former site of the Fun Parade near the miniature golf course. In it are a few gadgets from the old Goofy House, plus many new fixtures and surprises. The front of the building has also been remodeled in keeping with the new features.

A new front has been installed for the Pretzel ride while many of the stands have been refinished for the approaching season. Mr. and Mrs. Randolph Mathura, known professionally as the Chans, mentalists, will be back at the resort this season after a lapse of four years.

# Sorry, Our Error

ANGOLA, Ind., May 22.—Except for hillbilly headliners, the Boyle Woolfolk Agency, Chicago, is the exclusive booker of acts for Buck Lake Ranch here. The Woolfolk office books in three acts every Sunday and holiday. This corrects a story in the May 22 issue which listed another agency as the booker of acts into the funspot.

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Saturday, May 29, at 2 p.m., located on Highway 501, outside city limits of Durham, N. C.; Gogwood Grove, five acres fenced-in parking all around park, only park of its kind around Durham, railroad track all around park.

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**CURRIN AUCTION CO. SELLING AGENTS, DURHAM, N. C.**



## SET FOR DALLAS

### To Build All-Electric Model Home as Exhibit

DALLAS, May 22.—The "House Beautiful Pacesetter House for 1955," all-electric model home, will be built for exhibition on the fairgrounds at the 1954 State Fair of Texas, October 9-24.

The three-bedroom house will be a joint venture of the State Fair, House Beautiful magazine, the General Electric Company, the Dallas Power & Light Company and University of Texas.

The house will be designed by the School of Architecture of the University of Texas, under director of Harwell Harris, the dean and an architect well known for his work in popularizing the "California type" of modern contemporary homes.

The model home will incorporate the latest innovations in home building and will be designed especially for modern living in the Southwest. The house will be open to fair visitors from 10 a.m. to 10 p.m. A charge of 25 cents will be made.

Following the 1954 fair, the house will become the property of the State Fair for such disposition as it sees fit.

All interior decorations will be supervised by members of the staff of House Beautiful, which will feature the home as its "Pacesetter House" in one of its editions in the spring of 1955. Furniture, rugs, drapes and all other soft goods for the interior will be furnished by the magazine.

Construction for the house, set for completion September 10, will be done under supervision of the Dallas Home Builders Association.

## RAPS STATE FAIR

### Detroit News Hits Financing, Care of Plant

DETROIT, May 22.—An attack on current maintenance and financing of the Michigan State Fair was launched Wednesday (19) by Merle Oliver, feature writer for The Detroit News, in a front page story backed up by a pictorial spread.

Headlined "Grandstand Rots Away at State Fairgrounds," Oliver's article stated that trees were growing right in the grandstand, getting "nourishment from rotting wood which falls from the disintegrating seats."

The article cited the Home Arts Building, long scheduled for replacement by the fair management, as another building considered still safe on the interior, altho "the porches appear to be about to collapse."

Oliver indicated the complex financial set-up of the fair, with its long time division of responsibility between various fair agencies. He pointed out a request of the Board of Managers for \$1,268,500 for capital improvements—pared down to \$87,500—with even that money not available until July 1, too late to do much good for the 1954 fair.

One way around the financial impasse was indicated in an arrangement whereby an auto race promoter agreed to pay only \$100 rental for the grandstand, but to install a safety fence costing \$7,500. The cash rental would go into the State General Fund, and not be available for fair expenses.

Significance was given to the article by the fact that it was one of a series which caused a general blackout policy on games of every kind at carnivals and fairs throughout the State last year.

## Warren County, Tenn., Fair Granted Charter

NASHVILLE, May 22.—The secretary of State has issued a general welfare charter to the Warren County Agricultural and Livestock Fair Association, McMinnville, to promote production of quality farm products and "develop a spirit of contest among farm people to serve as an incentive to greater effort."

Incorporators were Mrs. Ward Golden, Clifford McClain, Robert Smartt Jr., and 33 other persons whose names were signed to the charter application.

## Fair Dates

Copyright 1954  
The Billboard Pub. Co.  
The following changes and additions to the list of Fair Dates were received during the week ending May 21.

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.

### Arizona

Holbrook—Navajo Co. Fair. Sept. 10-12.

### Indiana

Roann—Roann Booster Club Fair. Sept. 22-25. George W. Giltner.

### Michigan

Allenville—Mackinac Co. Fair Assn. Sept. 10-12. A. R. Soblaskey.

Alston—Laird Twp. Dairy Assn. Aug. 27. Mrs. Anne Pirhonen.

Barryton—Barryton Community Fair. Oct. 6-7. Forrest N. Armock.

Carson City—Dairyland Agr. Soc. Aug. 28. Clayton R. Freusel.

Cedar Springs—Cedar Springs Farmers' Day. Aug. 12. Avery Garfield.

Delton—Delton-Kellogg FFA-FFA Agr. School Fair. Oct. 15. Harold Burpee.

Flushing—Lower Thumb Agr. Dist. Assn. Nov. 2-4. Oscar Hall.

Goodells—Thumb Dist. Plowing Match. Oct. 7-14. Bill Bosserman.

Hancock—Houghton Co. Agr. Soc. Oct. 21. L. L. Best.

Kinross—Chippewa Mackinac 4-H Club Fair. Sept. 6. Mrs. Elizabeth Kennedy.

Marion—Marion Farm Exhibits' Assn. Sept. 6. Paul S. Timkovich.

Merrill—Merrill Community Fair. Nov. 4-5. Henry C. Mead.

Mesick—Mesick-Buckley Agr. Expo. Sept. 24. Cecil F. Kerr.

Middleville—Thornapple Community Fair. Nov. 12. Elton W. Lawrence.

Newaygo—Garfield Community Fair. Sept. 22-23. Mrs. Ben Ridderman.

Newberry—Luce Co. Fall Harvest Show. Oct. 19. Karl Lawson.

Norway—Dickinson Menominee Co. Agr. Soc. Sept. 3-6. Frank J. Molinaro.

Owosso—Shiawassee Valley Mid-Winter Fair. Dec. 8-10. Lawrence Banna.

Peck—Peck Agr. Fair Soc. Sept. 30-Oct. 2. Mrs. Ethel Frank.

St. Johns—Clinton Co. 4-H Club Fair Assn. Aug. 16-18. Donald J. Walker.

Sparta—Sparta High School Agr. Assn. Aug. 4-5. Fred Humeston.

Unionville—Unionville Agr. & Hort. Soc. Oct. 7-8. John Jochem.

Wayland—Wayland Community Fair. Sept. 24-25. Donald Rice.

### Tennessee

Crossville—Cumberland Co. Fair Assn., Inc. Sept. 2-4. Mrs. Ruth Turner.

Murfreesboro—Mid-State Colored Fair. Aug. 25-27. William H. Butler.

Rogersville—Hawkins Co. 4-H Fair. Sept. 9-11. Mrs. Ben Alley.

Westmoreland—East Summer Fair. Sept. 10-11. Gustine Simmons.

### Texas

Gainesville—Cooke Co. Fair Assn. Aug. 30-Sept. 4. LeRoy Robinson.

### Utah

Logan—Caches Co. Fair & Rodeo. Aug. 18-20. Kenneth R. Cordon.

### Washington

Elma—Grays Harbor Dist. Fair. Aug. 20-22. Mrs. Gardiner Jones.

Menlo—Pacific Co. Fair. Aug. 19-21. Mrs. Marvin Sexton.

### Wyoming

Gillette—Campbell Co. Fair. Aug. 26-28. Bill Parks Jr.

Riverton—Fremont Co. Fair Assn. Aug. 26-28. W. L. Duncan.

## CANADA

### Alberta

Athabasca—Athabasca Exhn. Aug. 5.

Battle River—Battle River Exhn. Aug. 10-11.

Benalto—Benalto Exhn. July 21-22.

Cardston—Cardston Exhn. Aug. 21.

Darwell—Darwell Exhn. Aug. 21.

Donnelly—Falher-Girouxville Exhn. Aug. 4-5.

Falher-Girouxville Exhn. Aug. 4-5.

Goose Creek—Goose Creek Exhn. Aug. 11.

Grand Centre—Grand Centre Exhn. July 28.

Grande Prairie—Grande Prairie Exhn. Aug. 3-4.

Lamont—Lamont Exhn. Aug. 3-4.

Lethbridge—Lethbridge Exhn. Aug. 9-11.

Louisiana—Louisiana Exhn. Aug. 18.

Olds—Olds Exhn. Aug. 6-7.

Pincher Creek—Pincher Creek Exhn. Aug. 17-18.

Priddis—Millarville—Priddis-Millarville Exhn. Aug. 21.

St. Paul—St. Paul Exhn. July 29-30.

Westlock—Westlock Exhn. Aug. 11-12.

Wetaskiwin—Wetaskiwin Exhn. July 27-28.

Wildwood—Wildwood Exhn. Aug. 20.

Willingdon—Willingdon Exhn. Aug. 19.

### British Columbia

Arrow Park—Arrow Park Agr. Soc. Sept. 4.

Bella Coola—Bella Coola Fair Assn. Sept. 6.

Bridge Lake—Bridge Lake Farmers' Institute. Sept. 4.

Burns Lake—Lakes Dist. Fair Assn. Sept. 3-4.

Chase—Chase Women's Institute. Sept. 6.

Crawford Bay—Crawford Bay Fair. Sept. 14.

Creston—Creston Valley Fall Fair Assn. Sept. 17-18.

Dawson Creek—Dawson Creek Exhn. Assn. Aug. 13-14.

East Kelowna—East Kelowna Fall Fair. Sept. 8.

Ganges—Islands Farmers' Institute. Sept. 1.

Gibson's—Howe Sound Farmers' Institute. Aug. 20-21.

Lillooet—Lillooet Fall Fair Assn. Sept. 16-17.

Louis Creek—North Thompson Fall Fair Assn. Sept. 6.

Mayne Island—Mayne Island Fall Fair. Aug. 19.

Peachland—Peachland Women's Institute. Aug. 27.

Penticton—Penticton & Dist. Peach Festival Assn. Aug. 20-21.

Revelstoke—Revelstoke Agr. Assn. Sept. 6.

Rock Creek—Rock Creek & Dist. Fair Soc. Sept. 22.

Saturna—Saturna Fall Fair Assn. Sept. 1.

Sunset Prairie—Kiskatinaw Fall Fair. Aug. 12.

Vernon—Vernon & Dist. Junior Agr. Fair Assn. Aug. 19-21.

Watch Lake—Watch Lake Fall Fair. Sept. 11.

### Saskatchewan

Abernethy—Abernethy Exhn. July 23. Sam Lowe.

Alameda—Alameda Exhn. June 29. A. W. Young.

Bounty—Bounty Exhn. July 14. R. A. Stewart.

## Cincy Area Annuals Sign WLW Talent

CINCINNATI, May 22.—"Mid-western Hayride," a WLW Promotions, Inc., attraction, besides being the feature in front of the grandstand on opening night of Darke County Fair, Greenville, O., August 21-27, will form the nucleus of a huge square dance at the fair, headed by Bonnie Lou.

Officials hope that more than 1,000 couples will square dance that night, and are arranging for a huge floor to be laid in front of the grandstand and across the track. The local radio station also plans to carry pick-ups of events at the fair at intervals throughout the evening. Another WLW group, led by Willie Thall, will play the fair August 23.

The Thall and Bonnie Lou groups have also been set for two near-by annuals, Champaign County Fair, Urbana, O., and Fayette County Fair, Connersville, Ind. The Bonnie Lou aggregation will play Urbana August 10, with the Thall troupe following on the 12th. On August 17 the Thall group goes to Connersville, with the Bonnie Lou-led show going in on the 19th.

## Salt Lake City Bow Set for '55 'Holiday on Ice'

SALT LAKE CITY, May 22.—"Holiday on Ice for 1955" will make its first showing at the Utah State Fair here with a 15-performance engagement starting Friday night, September 17, and running thru Sunday, September 26, J. A. Theobald, fair manager, announced.

It will be the fifth straight year for the icer here. Each year in the past, the show has enjoyed bumper business and on many occasions there have been runaway crowds. Last year the fair returned more than \$5,000 to would-be ticket buyers because no tickets were left.

The 1954 show closed its nationwide tour May 11 at Mobile, Ala., where business was better than last year, according to Skeets Goodhart, company manager.

The cast will have a six-week vacation, then report to Sioux City, Ia., for rehearsals. Show is to have completely new costumes, specs and several new acts, including a new one by Flex.

## Madisonville, Tenn., Picks Cowan as Prez

MADISONVILLE, Tenn., May 22.—Monroe County Fair Association held its annual meeting and elected R. L. Cowan as president; Bob Carson, vice-president, and Ralph Duncan, secretary-treasurer and manager. Directors include Mr. and Mrs. Frank Smith, J. F. Childress, Ralph Mitchell, Mrs. Merle McCarrroll, Mrs. Carlus Owen, Noel N. Maddux, Calvin Smith, Charles Dixon, Bob Carson and R. L. Cowan.

Churchbridge—Churchbridge Exhn. Oct. 15. Sam Beaton.

Cut Knife—Cut Knife Exhn. July 30. L. J. Forest.

Davidson—Davidson Exhn. July 28. Miss S. A. Willner.

Golburn—Golburn Exhn. July 21. Mrs. W. J. Kinne.

Grenfell—Grenfell Exhn. Oct. 27. Mrs. J. E. Kent.

Humboldt—Humboldt Exhn. July 6-7. Mrs. E. Kilcher.

Invermay—Invermay Exhn. Aug. 4. Mrs. G. Birrell.

Kennedy—Kennedy Exhn. July 24. T. C. Wilhelm.

Lucky Lake—Lucky Lake Exhn. July 29. Mrs. V. M. Bovard.

Maryfield—Maryfield Exhn. July 23. Wesley Goldsmith.

Mossbank—Mossbank Exhn. June 30. Mrs. G. H. Conner.

Moosomin—Moosomin Exhn. Sept. 25. Mrs. J. E. Smith.

Nellburg—Nellburg Exhn. May 22. G. S. Gibbons.

Nakomis—Nakomis Exhn. Aug. 6. W. C. Dennis.

Perdue—Perdue Exhn. Aug. 4. Mrs. Harry Johnson.

Rosthern—Rosthern Exhn. Aug. 18. Ambros Stiemens.

Shaunavon—Shaunavon Exhn. July 20-21. Mrs. M. Lopston.

Smeaton—Smeaton Exhn. Aug. 4. Anthony Ahle.

Somme—Somme Exhn. Aug. 11. D. B. Butterfield.

Unity—Unity Exhn. July 28. John Cold.

Vandura—Vandura Exhn. June 3. C. N. Morrow.

## Varied Sports Program Is Set For Louisville

### 'Gator Wrestling Ski Slide Booked For Cuffo Show

LOUISVILLE, May 22.—Acts set for the sports show to be presented in the free grandstand of the Kentucky State Fair here this year will include a ski slide and alligator wrestling, J. Dan Baldwin, fair manager, announced this week.

Hank Hansen's ski slide and Bill McLellan's alligator wrestling acts have been booked along with Haushalters' Golden Retrievers, Frank Pelouin and the Water Boys in their log-rolling routine, and the Gauchos, sharp-shooting act.

In addition, Van de Velde, one-finger balancer, has been contracted and will be the only part of the program that does not hold to the sports theme. Jimmy Lee will announce the show.

The sports show is a new departure at the fair here and is to be tied in with exhibits of sporting goods equipment. Booths will be housed in tents spotted near the grandstand.

The show was booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago, with Randy Avery supervising for that office.

Idea behind the show is to cash in on the huge interest in fishing, hunting, camping, etc., in the State and to lure many new patrons to the fair. Event here has 60-cent front gate but throws its grandstand open, both afternoon and night, to patrons. The sports show will be presented for 18 performances starting September 10, the first day of the nine-day fair.

## Eastern States Aims for First 500,000 Gate

WEST SPRINGFIELD, Mass., May 22.—More than half a million persons and a record high in attendance are looked for at this year's Eastern States Exposition, which will operate nine full days for the first time.

Last year's attendance was 456,370 but Jack Reynolds, general manager, said that the extra day this year might bring the exposition its first half-million attendance.

Governor's Day will feature the opening, September 18. Children's Day has been scheduled for the following Monday.

## Bethlehem, Conn., Ups Gate 25c; Ends Parking, Kid Fees

BETHLEHEM, Conn., May 22.—Bethlehem Fair has announced it will up its adult gate admission price from 75 cents to a dollar, but that it will give free parking and free admission to children. Parking fair has been 50 cents, kids' admission 25 cents. Children over 14 will pay the full admission price. The fair plans to stress the price changes as an advantage for family attendance.

## Elizabethtown, Ky., Fate Put Up to Local Groups

ELIZABETHTOWN, Ky., May 22.—Officials of the Hardin County Fair have told representatives of the local Chamber of Commerce and the Hardin County Farm Bureau that the fair will probably be liquidated to meet its obligations unless the two groups take steps to continue it. Present fair organization, formed in recent years, replaced the Hardin County Fair Association, which was dissolved when the fairgrounds was sold for building lots.

## Calgary Stampede Mulls Rented Tents To House Exhibits

CALGARY, Alta., May 22.—The Calgary Exhibition and Stampede board is considering the use of circus tents to house exhibits at this year's show. Officials have been negotiating with a U. S. tent company.

Exhibit space will be at a premium unless tents are used because the Stampede Corral will house the Sonja Henie ice show. The Willingdon and Bessborough buildings on the grounds will be filled and in recent years the Corral has been used to handle the overflow.

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## Gooding Opens Dancing Waters At Cincy Park

### Unit Will Remain In Spot 10 Weeks Before Fairs Start

COLUMBUS, O., May 22.—A "Dancing Waters" unit, operated by Floyd E. Gooding, opened today at Cincinnati's Coney Island for 10 weeks, at the end of which it will play fairs under the Gooding banner.

Front for the show, built at the Gooding winter quarters here, is 93 feet long and represents the biggest investment Gooding has put into a show front since he added show operation to his large-scale ride operations. All of the pipes, pumps, etc., used in the show are mounted in a semi.

Gooding expects the show to register big business at the Cincinnati funspot. It is the only show in the park, he pointed out, and the word-of-mouth build-up it gets from park patrons should be reflected in progressively larger grosses during the 10-week stand.

All of Gooding's eight ride units now are in operation, and every one of them caught good-to-excellent business over the last weekend, the first good weekend of the season. Grosses over the past weekend were "every bit as good" as last year in the same spots, Gooding said.

## Rain Hounds Va. Greater From Start

SALEM, N. J., May 22.—Rain has largely washed out all of the dates played so far by the Virginia Greater Shows, starting a month ago with its opening in Suffolk, Va., its winter quarters home.

A flooded lot caused the show to remain over for a second week at Cambridge, Md., the second spot. Four days of rain literally swamped the unit and the second week wasn't much better with only two fair nights being registered.

The Monday (10) opening here got the same kind of weather plus cold. The weather remained cool thru most of the week but the kiddie's matinee on closing Saturday (15) was termed satisfactory. A new lot, closer to the center of town, was broken in.

W. C. (Bill) Murray left on an extensive booking trip after conferring with Manager Rocco Masucci. Kelly Wright, truck mechanic, closed here.

## Portsmouth, O., Gives Page Bros. Good Business

PORTSMOUTH, O., May 22.—Page Bros.' Shows, playing Ohio for the first time, registered good business here under the auspices of the Fire Department. Indications now are that the show will remain in Ohio all summer.

Charles Griggs, business manager, now has eight concessions, having recently completed a new one. Frank Bland, general agent, is handling Saturday matinees until someone is hired to take over that duty.

Another new truck was purchased here and another show front is now being built on a semi. Rolling stock, under the supervision of Supt. Jim Shroat, is now in top condition.

Much visiting was done between show personnel and that of the King Bros.' Circus, which Sundayed and played here Monday (17).

## BUSHEL OF SPINACH—THE EATING KIND

LEVITTOWN, Pa., May 22.—Lloyd Serfass, operator of the Penn Premier Shows, found himself loaded with spinach during his date here. But the long green stuff was the eating kind, and Serfass was loaded with it because he had to buy two acres of the stuff at \$400 an acre to provide sufficient space for the setting up of his shows since the contracted site adjoining was inadequate. Cold and a couple of days of rain, probably good for the spinach, did the shows no good. But, even so, the wind-up was good and Serfass reported winding up with a little spinach himself, this time the folding kind.

## Weather Hits Buck Showing At Wilmington

WILMINGTON, Del., May 22.—Weather again smacked the O. C. Buck Shows as the stand of that organization here this week was favored by only one good day. Rain or cold, and sometimes in combination, prevailed the first two days and resumed again on Thursday (20). Yesterday was bleak for the most part but the forecast for today was fair.

Show appeared here under the auspices of the Tall Cedars of Lebanon at the Price's Corner location. The sponsoring organization announced fair crowds and business despite the prevailing unfavorable weather. Lew Robinson is chairman of the show committee.

### Entertain Vets

A troupe of midway performers, headed by Mitzi, Girl Show feature, entertained at the Veterans' Hospital at near-by Bracken on Thursday. The effort earned the shows some favorable publicity.

The show has been aided very little by weather since it opened its season some four-weeks ago in Charlotte, N. C. The James E. Strates Shows, which played here a couple of weeks earlier, was also largely rained and muddied out. The John H. Marks Shows, which also had a date set for this town, canceled out.

## Claxton Paces RAS In St. Louis Stand

### Registers Big Business in Early Days Of 21-Day Stand; Cotton Carnival Up

ST. LOUIS, May 22.—Leon Claxton's "Harlem in Havana" was on its merry way here Friday (21), fourth day of the 21-day stand of the Royal American Shows, to chalk up one of the best grosses it has ever registered in this city.

The lot—at Grand and Laclede—is in the heart of the Negro section. Claxton to Negroes has long been a top favorite and his show has always enjoyed banner business here. Indications are that this year's patronage will exceed any in the past.

Claxton's popularity—and the pull of his show—is based not alone on the consistently high quality of his show but also to his many public spirited and charitable acts here. With a show stronger than any of his previous editions this year, he is drawing an even higher percentage of midway patrons here than in the past.

The Royal American Shows moved here from the Memphis Cotton Carnival, where they closed an eight-day run Saturday (15). Given good weather this time—rain one out of eight days, as against rain seven out of eight last year—the RAS topped the '53 Memphis gross by a substantial margin.

The final two days were ex-

## WOM-Pacts Repeat Date At Lowell, Mass., Fourth Cele

RICHMOND, Va., May 22.—Frank Bergen, general manager of the World of Mirth Shows, this week announced that he had again signed to furnish all midway attractions at the Lowell (Mass.) Fourth of July Celebration, one of the biggest grossing events of its kind in the nation.

Limited to less than 48 hours of activity in the past, the event this year, insofar as the show date is concerned, will open on Thursday, June 30 and close on Monday, July 5. Last year, with all operating activity confined to less than two full days, the shows and rides reportedly grossed close to \$40,000, a likely record take for any similar period at a still date or celebration. The powerful and high grossing girl shows did not work at all and no concessions operated.

Last year the date was handled by Jeff Harris, Boston promoter, and the shows booked in thru him. This year the booking was made direct by Bergen with the

city. The event is held on park property located in a heavily populated section of the city and, on the night before the holiday, attracts visitors from several States and as far as 100 miles away.

### Gamble On Move

Last year Bergen gambled a costly train move in and out of Lowell on the possibility of making the date pay off. Only one organized show, operated by Dave Endy, had played the event, a local institution, in the past. For the remainder of some 50 years of operation midway activities had been limited to the presentations of independent operators and their earnings, on occasion, had become legend.

The appeal of the date has always been difficult to analyze since the principal feature, even dispensed with at times, has only been a fireworks display. In the immediate postwar years name attractions and other costly show

features were brought in but this proved a financial flop.

The unusual awarding of the date directly to a carnival resulted, Bergen said, from high recommendations from civic officials following the initial appearance of his organization there last year. Since the date does not open until a Thursday and closes on a Monday night, the show will again split weeks this year to make the stand.

### Rain Insurance

In the past, with operations strictly limited to the night before the holiday and continuing without interruption, as long as people showed interest, right thru midnight on the holiday, show activities had absolutely no hedge against the weather. This year, at least, the added days of operation will give the shows some measure of rain insurance.

The show, like most others, has long needed a strong Fourth of July date. The last it had of substance that could be counted on for consistency was in Hartford, Conn., a regular stand before the Ringling Circus fire.

With still a week to go before launching its season at Plainfield, N. J., Friday night (28), the Bergen unit is facing the best route it has ever had. This year's delayed opening, occasioned to avoid the usual losses caused by rain and mud, proved a wise decision. The hefty deficit that usually burdened the office before the show got to its established Decoration Day stand at Plainfield will be happily missing this year.

Most of the wagons are loaded and ready to move out of the show's winter quarters on the fairgrounds to the show train. Bergen said that the job would be completed over the weekend, thus allowing for a leisurely move up country and the proper setting up of all units.

## ACA Continues 25c Gate Price At Still Dates

### Plays Without Free Attractions; Pushes Painting Program

DECATUR, Ill., May 22.—The Amusement Company of America will continue to operate with a 25-cent front gate at its still dates, J. C. McCaffery, co-owner and general agent, announced this week here at the show's third stand of the season. The show will continue to operate without a free attraction, McCaffery added.

Weather was clear but cool thru the first four days of the engagement here, but the weatherman held out promise of 80 degree temperatures for Friday and Saturday (21-22).

At East St. Louis, Ill., last week, the ACA was given clear weather, a sharp contrast to last year in that spot, when it caught rain practically every day. The East St. Louis gross, however, was not much different this year than last, according to show execs.

Painting and make-ready for fairs continues here, as it will at other still dates. The equipment and show line-up is the most attractive since it was sold four years ago to McCaffery, Paul Olson and Maurice Ohren by Harry Hennies. A vast amount of work was done in winter quarters but some finishing touches, particularly on trucks, was left for the still-date season.

## Indianapolis Parks Are Closed to Shows

INDIANAPOLIS, May 22.—The Indianapolis Park Department will not give carnivals permission to operate in city parks after three existing permits expire, it was announced this week. Complaints of the noise by home owners adjacent to some parks caused the decision, J. Russell Townsend, park commissioner, said.

## EARNINGS UP FOR PENN PREMIER

### Grosses Top '53 Despite Weather, Competition; Lower Taxes Help

WASHINGTON, N. J., May 22.—Gross business for Lloyd Serfass' Penn Premier Shows is ranging consistently ahead of the same period a year ago. While the recent reduction in federal admission taxes amounts to total elimination for most units and so contributes greatly to the net gross, Serfass said that the show's earnings were still ahead, even without taking into the consideration the tax savings.

Grosses are ahead despite adverse weather encountered at all spots and considerable competition from other units. The show opened in Baltimore and played several dates in that vicinity with all proving profitable, Serfass said.

Moving from the Baltimore area to Chester, Pa., Penn Premier found itself sandwiched in between the Vivona Bros.' Shows and the O. C. Buck-Model Shows. Bad weather in the early part of the week hurt all of the outfits. However, when the weather

cleared business for the Serfass unit was reported very good with the crowds on the closing days notably big.

### Levittown Okay

At Levittown, Pa., a mushroom-growth town, the show bucked several days of unseasonably cold weather and two days of rain. Even so, the date turned out all right financially and it has been set again for next year. A week of good weather and the stand promises to be a banner one.

Perth Amboy, N. J., proved the best spot of the season to date with more than 6,000 paid admissions registered on Friday. The kiddies matinee for that spot also proved a winner and was judged to be the biggest garnered by the shows in the past several years.

Serfass reported that his shows were probably the first organized unit to harbor a bingo operation in New Jersey under the new State law legalizing this activity as long as it was staged by and for recognized charitable organizations without professional participation. An okay for the game is an involved procedure, he said, with numerous forms to be filled out in addition to consultations with a number of public officials.

Charlie Zerm's Circus Side Show and Frank Tezano's revue

(Continued on page 80)

## Tivoli Exposition Gets Good Biz At Kansas Stills

KANSAS CITY, Kan., May 22.—Out since May 4, the Tivoli Exposition Shows have been enjoying unusually good spring business.

The Mission (Kan.) Centennial, a seven-day event ending May 30, yielded one of the best spring still date grosses in the shows' history. Top ride was the new 15-car Scooter, with Sheba gal show, top money-getter among the shows. Concessions also enjoyed a big week, according to Sam Greco, concession manager.

The Centennial marked the first time a carnival has been permitted in Mission for about 15 years. Frank Spina repped the show in dealing with the Centennial Committee and city officials.

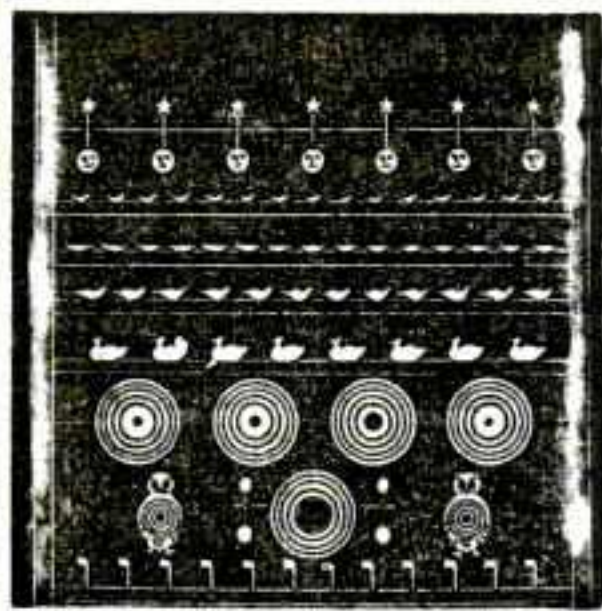
From Mission, the show moved here, where good business also was registered, particularly Friday and Saturday (14-15) nights. Owner H. V. Peterson said the Scooter again was the biggest money-getter, with the circus Side Show heading the rides.

## Isser Ready For L. I. Tour

NEW YORK, May 22.—The I. T. Shows will launch its annual tour of Long Island stands next week. Phil Isser, general manager, said that he is looking for good business in the thickly populated, high-income suburban communities.

The Isser units so far have limited activities mostly to metropolitan lots, with full show activity not possible until the units get to the suburbs. A focal date now is the Centennial celebration of Haverstraw, N. Y., beginning July 26.





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Tracy, Minn., May 27-29; Watertown, S. Dak., May 31-June 5; then per route.

**Weather Again Clamps  
Strates' Earning Aim**

**SOUTH PLAINFIELD, N. J., May 22.**—Altho its train was delayed by mishaps, the James E. Strates Shows opened here on schedule Monday night (17) to good business. The weather has been fair thru most of the engagement and the prediction for the closing today is good, a satisfac-

tory indication that business will turn out the same way.

On Sunday (16), when the train was pulling out of the Upper Darby, Pa., yards, the engine collided with an automobile parked too close to the tracks. The sudden slamming of brakes injured 13 of the show personnel who, luckily, escaped with minor cuts and bruises.

The train was held up for some two hours as 16 of the wagons became unhooked and had to be reset. Some minor damage also occurred to the electrical equipment.

**Delay in Philly**

Later the same day while the train was leaving Philadelphia the brakes on Owner Strates' private car failed to release. This caused another delay of several hours while temporary repairs were made to facilitate the train's movement here.

Last week in Upper Darby the show was held down by rain, cold and threatening weather. However, on Friday and Saturday (14-15) business picked up considerably. The children's matinee on closing day was the best of the season.

A wide area has been built for this stand, with patronage sought in such adjoining communities as New Brunswick, Metuchen and the Plainfields.

Many of the Cetlin & Wilson Shows' personnel, playing nearby in South Philadelphia, visited in Upper Darby.

**2 Vivona Units  
Tab Okay Takes  
In New Jersey**

**NEW YORK, May 22.**—The two Vivona Bros. units did well in New Jersey this week with the number one unit, managed by John Vivona, scoring in Perth Amboy, N. J., and the number two unit, managed by Morris and Babe Vivona doing okay at Manville, N. J.

At Perth Amboy the gate reportedly topped 1,500 from Tuesday (4) on. The opener, Monday (3), was rained out. On closing Saturday (8) the paid gate hit 3,209.

The shows and concessions reportedly had a big week while the rides also did well. Danny Dell had all front end units working here for the first time in several years.

At Manville the rides and concessions got in a nice week.

**Top Committees  
Get New Office  
In Tampa Club**

**TAMPA, May 22.**—A new office in the rear of the Greater Tampa Showmen's Association is being constructed under the direction of Eddie Lowe to provide separate quarters for year book and annual jubilee committees.

It was explained that the press of business centering around the activities of these groups taxed the facilities and hampered the routine in the regular offices.

Eight new advertising directories have been installed in the clubrooms, and Bobby Wicks, thru the generosity of the C. J. Sedlmayr, has completed decorating a number of elephant miniatures in gold leaf.

**Battle of Flowers  
Again Inks Ruback;  
1955 Dates Are Set**

**LAS VEGAS, N. M., May 22.**—Jack Ruback, owner of the Alamo Exposition Shows, currently here, disclosed this week that he has again been awarded the contract for the Battle of Flowers celebration in San Antonio. Dates for the '55 event have been set for April 18-23. President A. Wilson of the San Jacinto Association signed for the sponsoring organization, with past President Reynolds Andricks witnessing the signing.

**Tirza Signed  
To Handle Two  
Prell Gal Units**

**NEW YORK, May 22.**—Tirza and her Wine Bath will be featured with Prell's Broadway Shows, starting at the Harrisburg, Pa., engagement May 23.

The show girl, it was reported here, will operate the Girl and Posing Show units with Prell. Tirza won considerable popularity and much newspaper publicity in the metropolitan New York area as a result of her several seasons at Coney Island.

Tirza will troupe thru the remainder of the still date and fair season. Prell has an excellent route for this type attraction this year, having added several strong Pennsylvania events, including the Bloomsburg Fair.

**Venditto Bros.' Unit  
Opens in Cranston**

**CRANSTON, R. I., May 22.**—Venditto Bros.' Shows, owned and managed by John Venditto, opened here Monday (17) under the auspices of the Auburn Legion Post in a location fronting the Cranston Stadium.

At full strength the show will have 3 major rides, 6 kiddie rides and about 20 concessions. Whitey McTeague, of Greenwood Amusements, has the bingo.

**Switch Date Gets Continental  
Best 1-Day Gross in 10 Years**

**SCHENECTADY, N. Y., May 22.**—Last minute routing that brought Roland Champagne's Continental Shows here without advance billing worked out well for that organization. On Friday night (14), lured in part by a large fireworks display, more than 3,000 passed thru the gates and spent the most money on midway attractions that the show has earned on any one night in the past 10 years.

The fact that the show was first-in and poor weather preceded the big night probably helped to build up that particular session to record proportions. Altho the show came into town without billing, its presence was well known by Tuesday after 600 bills had been posted and Paul LaCross, general agent and publicity director, made the papers, radio and television stations.

The show had been scheduled to

play the week at Hudson, N. Y., but heavy rains had turned that lot into a quagmire and the bypass became necessary. The Schenectady date was set as an emergency measure late Saturday night and Sunday morning.

**One Day Lost**

The show could not get open here until Tuesday night (11), altho all equipment was on the lot and up early Monday (10), because the utilities company was unable to supply the needed power on such short notice.

Tuesday thru Thursday the show earned only fair grosses as inclement weather cut deeply into attendance.

A kiddie matinee on closing Saturday was very good and the earnings from this session brought the committee's end well over their guarantee. The final play on Saturday night was also good.

**BIRDS-BIRDS**

Carnival Birds

**PARAKEETS  
CANARIES  
FINCHES  
and  
CAGES**

**CONRICK BIRD FARM**

8900 South Western Ave.  
Los Angeles 47, Cal.

Phone: Pleasant 8-5294

— 24 Hour Service —

**WANTED**

Girl Show Operator with 3 or more girls, also Motordrome with own outfit. Wire at once

**KING REID SHOWS**

Plattsburg, N. Y., this week; Lebanon, N. H., next week.

**Concessionaires!**

Let "CARD SHARKS" pile up profits for you . . .

This will be your best seller this year.

Turn to Page 93

**CAN USE AT ONCE**

Hanky Panks; no flats. Shows of merit; no Girl Shows. Show solid booked all Fairs and Celebrations, no Stills; Utah, Idaho and Nevada. Two units. Will book Cook House and Grease. Book also C-Cruise or Tilt or Hi-Ball. Get with a good, clean show well booked. Can use No. 5 Wheel and Merry-Go-Round for second unit. Write or wire as per route.

**INTER-MOUNTAIN AMUSEMENT CORP.**  
2242 So. State . . . Salt Lake City, Utah

**OUR ROUTE**

Provo, Utah, May 24 through 31; Logan, Utah, June 7 through 12; Franklin, Ida., June 14-15; Emmett, Ida., June 21-26.

**PHILIP SUNDERLIN & GEORGE ICE  
WANT**

Side Show People, Working Acts that pitch other; Useful Side Show People, answer. Manipo Harris, Wally White, answer or come on. American Reader for Mitt Camp. Want strong Annex Attraction; Lester-Ester, contact or come on. Long season of top fairs.

**PHILIP SUNDERLIN or GEORGE ICE**  
c/o Morris Hannum Shows  
York, Pa., May 24-29; then per route in Billboard.

**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 KIESTER**  
Hotel Nuville Rochester, Minn.

**THANK YOU  
Victor Hamid**

Concessionaire with Carl D. Ferris Shows, for your purchase.  
"Save money with Johnny."

**JOHNNY CANOLE**  
Altoona, Pa.  
Phones 9347 or 3-0063

**JACK RENFRO WANTS**

Agents for Razzie; the only one on the show. Work every week. No drunks or habits wanted. No collect wires.

Address c/o C. A. Stephens Shows  
Centerville Iowa this week; or per route

**WANTED AT ONCE**

Midget Cow and a large Newfoundland, St. Bernard or any large Dog. Contact:

**FRANK ELLIS**  
c/o Schefer's Just For Fun Shows  
Hannibal, Mo., this week; then per route



## MIDWAY CONFAB

Mr. and Mrs. Lloyd Serfass left their Penn Premier Shows in New Jersey for a few days to fly to Tampa to check on the progress of the new home they are building there. While there Lloyd managed to squeeze in a visit to the Greater Tampa Showmen's Association clubrooms. He reports the facilities in excellent shape with the lawns never looking better. Mrs. Serfass will continue to troupe until about the first of June when she will again take off for Tampa to supervise the final construction and furnishing of their home.

Claude Sechrest, concession manager of the Cetlin & Wilson Shows, is making the route alone until he is joined shortly by his wife and son after the youngster, in school in their home town of Miami, finishes his term. Meanwhile, Claude notes, not much fun has been lost by the family since the weather so far this season has been mostly bad.

Jimmy Wood, general manager of the Pan American Amusement Company, is recuperating at his home in Venice, Calif., following surgery in a local hospital. Although still weak, he expects to return to the lot the end of this week. The show recently closed its Burbank-on-Parade date which marked the 67th birthday of that California city.

Joe Mead, Pacific Coast Showmen's Association secretary, is getting set to open a concession stand in City Park in West Covina, Calif., on Decoration Day. Mead will have the American Legion Canteen.

Alex Freedman, novelty dealer who has contracts for several of the largest California fairs, including the California State Fair, returned to his home in Los Angeles recently from Detroit. He made the trip to the Motor City to attend a "Sweet Sixteen" party for his niece. While in the Middle West, Freedman inspected and purchased merchandise.

Bill Harris, general manager of the Royal Midwest Shows, recently purchased a bingo set-up and is now readying it for the show.

Ned House, Fred Venditto and George Barton, jewelry workers, were in Providence last week on a buying trip. House is out of Johnson City, N. Y.; Venditto from Johnson, R. I., and Barton from Attleboro, Mass. While in Providence, they visited with Samuel B. Pockar, a dealer in jewelry and novelties.

World of Mirth Shows is the subject of an illustrated article in the May issue of International Trail, International Harvester Company publication dedicated to transportation. Author of the article gathered his material during visits with the show at Framingham, Mass., and Norwich, Conn. Story emphasis was placed upon the role International trucks play in moving the show.

Alto correctly identified as a specialist in insurance for outdoor showmen, Al C. Beck in these columns last week was incorrectly said to be residing in Cleveland. Actually, Al is a resident of Miami and conducts his business from that city.

Visitors to the Virginia Greater Shows last week at Salem, N. J., included Mrs. Sam Brown and daughter from Bridgeton, N. J., and John Bazarth, heading a carnival committee from Roebing, N. J., the show's next stand. Mrs. H. W. (Hap) Arnold rejoined the show after a visit to her daughter in Pennsylvania who had been seriously ill.

A delegation representing the Show Folks of America recently honored Vice-President Sophie Tucker at the Chez Paree, Chicago, presenting her with a plaque for her contributions to show people. George Flint emceed the presentation. Others in the delegation were Mrs. Flint, President Peggy Richards and Board Chairman Lucian Knapp.

Ellsworth McAtee, now back on the Dyer Greater Shows, extends thanks to his many friends who sent him cards while he was hospitalized.

Jimmy Foranzie, manager of the revue on the Gold Medal Shows, has been passing out cigars as the proud father of a boy born Satur-

day, May 15, at Middleboro, Ky., as the show prepared to move to Harlan, Ky. Mrs. Foranzie and the new addition remained in the Middleboro Hospital while Foranzie rejoined the show at Harlan, from where he shuttled back to Middleboro to visit his wife and new son.

A surprise wedding reception was given Linda Montez and Sherman Sparks recently after being married on the Greater Wallace Shows in Richlands, Va. Attending the reception, held in Bill Hoxie's Side Show, were Sam Summers, Martha Rice, Penny Law, Tex Terrell, Bill Hoxie, Janet Grayson, Mr. and Mrs. G. T. Lawlor, Carmen Black, Mr. and Mrs. Edwin Meyer, Ginger Wayne and Sandy Terrell. Jimmy Trump, billposter on the Cetlin & Wilson Shows, left the show recently because of illness. He is staying with his son in Akron. Gilda Lee joined the "Hollywood Scandals" revue on the World of Pleasure Shows May 18 in Lima, O. Joe V. Palmer, and his wife, Nell, who owns Coulter's Block, group of stores at Crystal Beach, Ont., have been busy getting Mrs. Palmer's new restaurant and gift shop ready for opening. The Palmers returned recently from a winter stay in Miami. Palmer will go to Virginia Beach, Va., soon to confer with Isador Biscon.

Jackie Miller, wrestler from Modesto, Calif., visited Shan and Cleo McCary recently while en route to Minnesota with his Athletic Show to join the Veterans' United Shows. Louis and Estelle Bell were visited by friends from New York recently when Vivona Bros.' Shows played Dover, N. J. Mike and Hilda Roman's cookhouse supplied the food. The Al Alfredo family has joined Shan Bros.' Shows with a Side Show.

Claude Bentley, for seven years Side Show manager on the James E. Strates Shows and back with the 20th Century Shows this season after a 1953 tour with that org, reports that his season to date has been good when weather was favorable. In his line-up this year are Walter Paul, front talker; Robert Lloyd and James Bannon, ticket sellers; T. Vaughn, canvasman; Sylvia Porter, elephant girl; Henry Bally, pinhead; Orin Smith, human pincushion; Margie Vaughn, electric chair; Mike Harrett; Jimmy Gates, impalement; Madeline Hannigan, magic; Eileen O'Shay, bally; Bertha Bert and Lynette Carter, annex; Mala the chimp and snakes. Bentley, who is handling the show alone this year, Gene Jenkins having left, is framing a grind show, "Venus on the Half-Shell," to be offered at fairs.

Birthday parties for Gene Beecher, general manager of the Coney Island Road Shows, and Mrs. Les (McDrome) Evans were celebrated recently on the shows' tour thru Cuba. Those in attendance at both parties included Mr. and Mrs. Nodarse, Mr. and Mrs. Dick McSpadden, Mr. and Mrs. Duke Dougherty, Mr. and Mrs. James Maloney, Mr. and Mrs. Ari Grotenfort, Curley Brideweiser, Laura Manus, Gerry Hatcher, Annie Levy, Marie Groth, Mrs. Hannah Cunningham, and Jack Wilkinson and his bride, Rosita.

Princess Cherokee has completed her 20-week contract at the Bula Pacific nitery in San Francisco and plans to join the Sterling Crown Shows. George (Fox) Storki has been discharged from a San Francisco hospital and is prepared to hit the road.

G. C. Mitchell, for many years general agent with various carnivals, is at Sea View Amusement Park, Daytona Beach, Fla., assisting Turner Scott, owner-manager, in the management and operation of concessions. Mitchell has recovered from heart attacks suffered in November last year while representing the American Tent & Awning Company of Norfolk. On advice of his physician, Mitchell will remain at the Daytona Beach funspot thru Labor Day after which he and Scott will tour Southern fairs.

Hank Shelby was scheduled to leave Chicago Tuesday (25) to join the William T. Collins Shows on which he will have most of the game concessions.

# DON FRANKLIN SHOWS

## WANT FOR #1 UNIT

FAIRS AND CELEBRATIONS START JUNE 21 AT SALEM, ILL., ANNUAL SOLDIERS AND SAILORS REUNION. CLINTON, IOWA, JULY 4 CELEBRATION.

Can place Arcade (Wimpie, answer). Will book Popcorn, Apples, Age and Weight, Hats, Custard and Hanky Panks. Will book Motordrome and Mechanical Show. (Johnny Edwards, Bobby Butts, contact Art Frazier.) Bill Chalkis wants Freaks and Acts for Side Show. Can also place Cook-

house Help. James Ayers can place Musicians and Performers for Minstrel Show, salary out of office.

All replies: Parsons, Kansas, this week; Chanute, Kansas, next. Armand Millette, your job open.

DON FRANKLIN, Mgr.

ART FRAZIER, Concession Mgr.

## CAN PLACE FOR #2 UNIT

Want Long and Short Range, Photos and Hanky Panks not conflicting. Will book two Major Rides, prefer Octopus and

Coaster. Want to book Funhouse for season. This Unit has 13 Fairs booked.

R. W. WAGNER, Mgr., #2 UNIT

Nevada, Mo., this week; Lebanon, Mo., next week.

# GOLD MEDAL shows

NOW BOOKING FOR CANADIAN "B" CIRCUIT FAIRS  
14 OUTSTANDING PROVEN BIG MONEY SPOTS OPENS JUNE 21  
FOLLOWED BY EXTRA STRONG ROUTE OF AMERICAN FAIR DATES TIL NOVEMBER

| RIDES       | SHOWS   | CONCESSIONS   | HELP  |
|-------------|---|---|---|
| DARK RIDE   | WILD LIFE <i>McCarthy answer</i>  | Hanky Panks of all kinds  | Sign and Pictorial Painter. Tony Richards contact Chuck Magid.          |
| FLY-O-PLANE | Monkey - Unborn Illusion - Mechanical   | Novelties, Scale, Age, Punk Racks, Bottle Ball Games, Hi Striker, Water Games, Long Range, Short Range, BB Gallery, Basketball. | Cook House and Grab Help contact Bobby Cooper.                          |
| CATERPILLAR | Good deal for Funhouse  | Rip Winkle wants to hear from Eddie Rogers and Earl B. Abbott.  | Agents for Six Cat, Buckets and Hanky Panks contact Blackie Steinfeldt. |
| ROLLO PLANE | Will buy Tents in good condition suitable for Jig Show and Review. Gable or dramatic ends 40x60, 40x80, 40x90 | Can place useful Carnival Help in all departments.  |   |
| ROCKET      | Exceptional opportunity for Girl Show with own equipment.   |   |   |
| SPIDER      |   |   |   |

JOHN J. DENTON—WATERLOO, IOWA (EVANSDALE)  
UNTIL JUNE 5—CHAS. MAGID

# W.I.T. SHOWS

Opening Long Island tour beginning Hicksville, L. I., Decoration Day, May 31-June 5. Glen Cove, L. I., to follow. Join now and you can play with us through Long Island and the 100 year Centennial Celebration at Haverstraw, N. Y., starting July 26 and sponsored by the City and Chamber of Commerce, who are spending thousands of dollars to assure the success of this great Centennial. Middletown, N. Y., Fair to follow—this event opens on a Saturday.

## WANTED SHOWS CONCESSIONS

Wild Life, must be the very best. Motordrome, Monkey Show, Sportland, any Grind Show that does not conflict with what we have. Scale, Age, Photo Gallery, and others that do not conflict. Wire as per route or contact:

PHIL ISSER, Gen. Mgr.

1539 East 29th Street, Brooklyn 29, N. Y.

Phone: NAvarre 8-8960

## Gigantic Italian Festival of Chicagoland

BENEFIT OF VILLA SCALABRINI—ITALIAN OLD PEOPLE'S HOME WILL BOOK

NEW LOCATION Grand Ave. and Pulaski Rd. CHICAGO

JULY 21 through AUG. 1, 1954

### FREE ATTRACTIONS

POP CORN • FROZEN CUSTARD • ICE CREAM • HOT DOG • FLOSS • CANDY • ICE CONE • FISH POND • PITCH GAMES • BALLOON DART • DERBY • FISH BOWL AND FISH POND • SHOOTING GALLERIES • CIGARETTE GAMES • GROCERY • NEW GAMES AND NOVELTIES • PHOTO GALLERY • STRICTLY FOR MERCHANDISE PRIZES ONLY

WRITE OR PHONE

JOSEPH DE SERTO

1816 N. 24th Ave., Melrose Park, Ill. Phone: HARRISON 7-4675



## HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

## WHEEL FOREMAN

For No. 5. All season around Pittsburgh. Also any useful Ride Help and Concession People.

## BLUMENTHAL AMUSEMENTS

Campbell Run Road, Rt. #5, Crafton, Pa. Phone: Carnegie 3955

## BILOXI AND GULFPORT AMUSEMENT PARK

Will book Octopus or Tilt or any thrill Ride. This Park is four years old, the best on the Gulf coast beach. We have nine rides now. In the heart of the tourist section with Keesler Air Force Base to draw from. You can have a big season here. No tear downs or set ups. Wire or call

JACOB PRYOR

Route 3, Box 75-B, Biloxi, Miss. Phone 9453

## MOTOR STATE SHOWS

WANT FOR CELEBRATIONS AND FAIRS—MICHIGAN, OHIO, INDIANA #1 and #2 Units

Hanky Panks, Jewelry, String Games, Novelties, etc. Jamison can place Agents for Short Range and Dip. Krekeler needs Hanky Pank Agents. Want Wheel Foreman on new Eli #5, Octopus Foreman, must drive. No chasing nit-wits wanted here.

All wires to J. J. FREDERICK, Clawson, Mich., now; Ft. Clinton, Ohio, follows.



### OUTSTANDING CELEBRATIONS

Big Firemen's Celebration, Butler, Pa., Fairgrounds, May 31-June 5;  
 Tyrone Fire Dept. Jubilee, Tyrone, Pa., June 7-12.  
 CLEARFIELD CO. SESQUICENTENNIAL, FAIRGROUNDS, CLEARFIELD, PA.,  
 June 14-19; American Legion Fair, Clarion, Pa., June 21-26.

All are outstanding celebrations with fireworks, parades, free acts and other community promotion. Can book all types legitimate Concessions and Independent Shows. Need Operator for Side Show. Capable Help for Rides and Concessions. Contact

### BEAM'S ATTRACTIONS

WINDBER, PA. SHOW PLAYING ST. MICHAEL, PA.

## ALAMO EXPOSITION SHOWS

WANT FOR GALLUP, N. M.—BEST CARNIVAL TOWN IN THE STATE  
 9 Days—May 29 to June 6—9 Days  
 THEN FARMINGTON, N. M., June 8-12; SANTA FE, N. M., June 14-19  
 (In the Heart of the City)

CONCESSIONS: Diggers, Custard, Penny Arcade, Glass Pitch and all Hunky Paniks. Also Guess Your Age, Short and Long Range Shooting Galleries. SHOWS: Want Shows with own equipment that do not conflict, such as Snake, Illusion, Athletic. Also Side Show for week of July 4, Longmont, Colo. Joe Murphy wants Dancers for Hawaiian Show. RIDE HELP: Can place Man to handle Kid Auto and Kid Plane Rides. Also Second Men on other Rides; must drive trucks and semis. We have 12 Fairs booked commencing first week in August. WE AGAIN HAVE THE CONTRACT FOR THE BIGGEST SPRING CELEBRATION IN TEXAS—THE BATTLE OF FLOWERS, APRIL 18-23. THOSE JOINING NOW WILL BE GIVEN PREFERENCE FOR THIS BIG EVENT.

Contact JACK RUBACK, Mgr.  
 Zia Courts, Grants, N. M., May 25-27; then Gallup, N. M.

## Blue Ribbon SHOWS

E. A. Bodart & Sons, Owners

WANT WANT

Side Show acts for office owned 10-in-One. Salaries paid thru office. Can use a few more shows.  
 Also can use several good Ride Foremen.  
 This week, Oconto Falls, Wis. Next week, Shawano, Wis.

### "The Friendly Show"

## TIVOLI EXPOSITION SHOWS

FOR MANHATTAN, KANSAS—SOLDIERS' PAY DAY—MAY 31-JUNE 5

|                    |   |
|--------------------|---|
| <b>SHOWS</b>       | Wild Life, Monkey Show, Motordrome or any other Grind Show not conflicting.   |
| <b>RIDES</b>       | Octopus, Roll-o-Plane or Caterpillar.   |
| <b>CONCESSIONS</b> | Ball Games, String Game, Basketball, Hi-Striker. Will sell "EK" for 6 Cat Rack (very reasonable privilege).               |
| <b>HELP</b>        | Can always use good sober Help in Ride Department, Semi Drivers preferred. Can also use a few capable Grind Store Agents. |

**SAM GRECO**  
 Concession Mgr.  
 Town House Hotel,  
 Kansas City, Kan.

**H. V. PETERSEN**  
 Gen. Mgr.  
 Hotel Grund,  
 Kansas City, Kan.

**FRANK SPINA**  
 Bus. Mgr.  
 Town House Hotel,  
 Kansas City, Kan.

## WOLFE Amusement

FOLLOW THE WOLFE ARROW

THE SHOW THAT GETS UP ON SUNDAY

Liberty, N. C., all this week  
 Then the outstanding spot of spring, Bassett, Va. Furniture factories working around the clock. Downtown location. Don't miss this one. All Hunky Paniks open. Gill and Humpy Huett, come on. Joe Reynolds and Gussy, call me.  
 All wires to BEN WOLFE  
 LIBERTY, N. C., THIS WEEK.

## PAGE BROS.' SHOWS

PLAYING NOTHING BUT BIG PAYROLL TOWNS AROUND ATOMIC AREA  
 Want Cookhouse, Arcade, Custard, Lead Gallery, Jewelry, Slum Concessions of all kinds. Jig Show and Side Show, we have all equipment. Any kind of Grind Show. Richard Holder, get in touch with Harry Smiley. All replies to Waverly, Ohio, now; Wellston, Ohio, Annual Firemen's Celebration, next week. P.S.: Ride Men on all Rides, top salary, must drive semis. No drunks. George Pappas, wire.

## DRAGO AMUSEMENTS

UNIT #2  
 Due to disappointment can use two or more Kid Rides for balance of season. One more Still Date, then Celebrations, Centennials and Fairs rest of season. Also booking Hunky Paniks for Reynolds, Ind., Centennial, June 14-19, and Milan, Ind., 100th Year Home Coming, and then the big Fourth of July at Walkerton, Ind. Need Hunky-Pank Agents. Contact  
 CHET PIERCE, Alexandria, Ind., this week; Tipton, Ind., next week; then as per route.

## FOR SALE—COMPLETE CARNIVAL, \$20,000.00

Now on the road, concessions and rides booked. All contracts must be filled by buyer. \$10,000 cash, balance this season. Late model Ekl Wheel No. 5, new 32 ft. Merry-Go-Round (used three weeks only), new ten car Kid Ride (never used); Super Roll-o-Plane, one Wagon Show Front on semi-trailer, two Panel Fronts, Tops, Banners, 66 k.w. Diesel G. M. Plant, one small Plant, Fun House, complete Bingo, Cook House, other concessions, 00 ground Cable, Searchlight. All good late Chev. Tractors, Semi-trailers. Everything first class. 14 fairs and celebrations booked. Will gross double purchase price these spots alone. Best deal in U. S. A. for quick action. Other business reason for this ad. No letters answered. NO DEALERS. Wire  
 Box 529 c/o Billboard, 390 Arcade Bldg., St. Louis, Mo.

## New Equipment Developments

Continued from page 72

of General Foods Corporation. Maker states the instant coffee cuts costs as much as 10 per cent per pound and reduces labor by as much as 75 per cent. Two separate packs are available—one for urns, the other for the glass coffee maker. Each is equivalent to one pound of regular coffee. The urn-sized pack makes a full 2½ gallons of instant coffee.

### Small Range Sells At Less Than \$350 . . .

CHICAGO—A five-in-one electric cooking center that is slated to list for less than \$350, has been developed by the Hotpoint Company here. Called the Quintette, the unit is 30 inches wide and has been designed for small cooking areas. Included is a combination oven, broiler, surface cooker, fry kettle and griddle. The Quintette has a satin-chrome steel top and backsplash, gray body and bright red controls.

### Twin Urn Unit Brews Coffee, Tea . . .

WEEHAWKEN, N. J.—A twin

urn that brews bulk tea and coffee at the same time is being offered by S. Blickman, Inc., this city. Maker states the unit's permanent filter is useful in the brewing of tea, eliminating the need for urn bags or filter papers. Tea or coffee is placed in the filter and boiling water poured or syphoned over it. The brew then filters into the liner below and is dispensed thru the draw-off faucet. The twin urns are available in capacities from three to six gallons for each liner.

### Coin Changer Retails at \$58.50 . . .

CHICAGO—Cee Kay Manufacturing Corporation has developed a new coin changer designed for users with limited space. The unit, which sells at \$58.50, weighs eight pounds, is 11 inches wide, 9½ inches deep and 6½ inches high. According to the manufacturer, a flick of the thumb drops a single coin into the palm of the hand. It contains no screws or bolted parts, will not rust or jam in damp climate or salt-water areas and requires no lubrication. It holds \$125 in assorted coins. Body is silver grey, keys gold lacquered.

### Instant Chili For Cup Heating . . .

SAN ANTONIO — Gebhardt Chili Powder Company has introduced a new instant chili con carne with beans that is designed for heating in an electric cup. Maker states it requires no preparation or mixing and heats evenly in three minutes without sticking or scorching. Product has a heavy meat content, it is claimed.

### Claxton Paces

Continued from page 77

usually fast run in here, arriving at 2:45 a.m. Monday. The show had an abundance of time to prepare for the opening the following night.

Carl Sedlmayr, RAS owner, and Wallace Cobb, the show's trainmaster, flew Thursday (20) to Oklahoma City to inspect the new Oklahoma State Fair plant and to study plans for a railroad spur on the grounds.

C. J. Sedlmayr was hosted Wednesday (19) at a surprise birthday party at the Sheraton Hotel here. In attendance were Mr. and Mrs. Carl Sedlmayr, Mrs. C. J. Sedlmayr, Mr. and Mrs. Sid Jessop, Mr. and Mrs. Sam Gordon, Mr. and Mrs. Harry Julius, Leon Miller, George Pronoff, Bob Lohmar, Tommy Thomas and Frank Morrissey.

Visitors to the show here included J. C. McCaffery, Paul Olson; Bill Oliver, former advance car manager of the Dailey Bros.' Circus and Cole Bros.' Circus, and Mrs. Oliver, John Francis, and Mr. and Mrs. Sid Belmont.

### Penn Premier

Continued from page 77

are topping the midway shows. Following them are Larry Reynolds' Wall of Death and the "Harlem in Havana" revue. Zerm has added a Snake Show with a 70-foot front. Earl Lyons loaded up with extra features for his Life Show at Weils' Curocity Shop in Philadelphia.

The rolling stock, in particular, is reported in excellent shape with every move to date made on time and without mishap. Whitey Latham recently took over the head mechanic's duties. His wife is operating the Monkey Show.

The show will play three more stands in Jersey, including a fireman's celebration at Dover over Decoration Day and then head into New York State.

### Demand, Prices

Continued from page 72

wide mouth glass coffee maker and the required amount of concentrate is added. The solution should then be stirred, altho it dissolves almost at once.

For one gallon of coffee brew, the firm recommends the use of 1½ to 1¾ ounces of soluble coffee or 4 to 4½ heaping tablespoons per gallon of hot water. Use multiples of one gallon ratio for multiple gallons preparation. For 2¼ gallons of finished brew equivalent to a pound of ground coffee, use 3½ to 4 ounces or 10 to 12 heaping tablespoons with 2¼ gallons of water. This, they explain, allows for ¼ gallon loss on 2½ gallons of water used to 1 pound of ground.

## Maintenance a Must for Ops

Continued from page 72

shaft. If it is stuck, do not force it but proceed as follows: put a clean rag down the gooseneck of the shaver and pull the pusher handle down hard against the rag. Remove the bolts that hold the motor to the case. Then, while holding the pusher handle down hard against the rag, start the motor. The cutter-head will remain stationary, the shaft will turn in the head and the motor may then be backed away from the head with a screwdriver.

It hardly pays to sharpen blades—it is better to buy a new set of blades with new brass bolts and washers. When installing new blades, allow the cutting edge to extend the thickness of a new penny beyond the face of the cutter-head and be sure that both blades extend the same, evenly clear across the surface. If one blade sticks up, it will do all the work.

On the electrical end of the machine, check the male end of the lead-in wire to see that connections are tight. Check the wire on the lead-in cord to see that there are no breaks in it where moisture might get in and short out the machine. If the insulation

on the lead-in cord shows any breaks, replace it. Check the motor switch to see that you get a good snappy action—if the switch action is sluggish, replace it. Also check all connections to see that they are tight.

Caution: when working on a machine, always see that it is disconnected from the line—never work on a machine with the current on—one might be standing on damp ground and a first-class short on the machine might cause injury or even death.

About the only other maintenance on a snow cone stands is the sirup dispensers that might be leaking or are hard to operate. Leakers can be corrected by installing new washers while stiff-working faucets should be taken apart and thoroly cleaned.

In summing up, Evans recommended that in addition to pre-season and monthly maintenance, there should be a daily clean-up to make the stand as attractive as possible. The customer must be favorably impressed by what he sees in order to make him buy the snow cone. If you take care of your stand, it will take care of you," is Evans' final advise.

## GIRLS—HONEY LEE—GIRLS

WANTED IMMEDIATELY

Entertainers, top salary and bonus, paid every week; M. C., Comedian (Vic Italian); Dancers, all kinds, with or without experience (Mary, Lila, Joanne, Toni); Canvas Boss (Lucky-Florida) and all people who have worked for me before; contact immediately.  
 HONEY LEE STACK, PRELL'S BROADWAY SHOWS  
 Richmond, Va., May 24-29; Harrisonburg, Va., May 31-June 5.

## T·E·N·T·S

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**

## ALL TYPES OF WHEELS

Mdse. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue Operated by Joseph Mandel  
**CARDINAL MFG. CO.**  
 2944 West 28 St., Brooklyn 24, N. Y.  
 ESplanade 2-7510

## MICKEY RE

WANTS AGENTS

For Buckets, Six Cats, Swingers, Percentage Outfit and Hunky Pank Agents. Bob Morgan needs Roll-down Agent.

ADDRESS: c/o Alamo Exposition Shows, Grants, N. M., May 24-27; Gallup, May 29-June 6.

## VAX HALL, N. J.

40TH ANNIVERSARY  
 ST. ANTHONY STREET CELEBRATION  
 For one week, June 7-13.  
 Fireworks Saturday and Sunday.  
 Want Pizza Stand, Custard, Guess Your Age, Guess Your Weight, High Striker and other legitimate Concessions. Now playing at First Spring Fair, Lyndhurst, N. J., May 24-25.  
 Call Geneva 8-9129—8-10 a.m.  
**VENDOLA AMUSEMENT CORPORATION**  
 335 Copeland Ave. Lyndhurst, N. J.

## RIDE OPERATORS

WANTED

For Merry-Go-Rounds, Ferris Wheels, Tilt, Octopus. Must be able to drive semi. Sober and reliable. Good wages and treatment. Contact  
**SAM MENCHIN**  
 11 W. Division St. Chicago, Ill.  
 Phone: SUperior 7-7243

## JOHN BARRO WANTS

GIRL AND MEN RIDERS

Lucky Jones, Larry Reynolds, Cherokee, George Corvin, contact at once; important.  
 c/o PRELL'S BROADWAY SHOWS  
 Richmond, Virginia

## HELP WANTED

Ferris Wheel Foreman for Ekl #5. Must be competent and sober and have driver's license. Good wages.  
 Call **MIKE WOLD**  
 Longbeach 1-8480, Chicago.  
 Call 7-10 a.m.

## GOLD BOND SHOWS

NOW CONTRACTING FOR 1954  
 Rides—Shows—Concessions  
**MICKEY STARK, Owner**  
 P. O. Box 229 Mt. Sterling, Ill.  
 Winter Quarters at Fairgrounds

## WILL BOOK

Three Kiddie Rides and Pony Ride. Those who contacted before please get in touch. All replies to **SAM PRELL**,  
**PRELL'S BROADWAY SHOWS**  
 Richmond, Va.

## WANTED

First and Second Men for Wheel; top wages for sober, reliable men. Can use legitimate Hunky Pank Concessions for established route of Celebrations and Fairs.  
**GOLDEN WEST SHOWS**  
 9291 Black Oak Rd., Minneapolis 21, Minn.  
 Phone: STerling 8-2396

## WANTED

Ride Man for Little Beauty Merry-Go-Round and Ferris Wheel Operator.  
**MRS. PATSY POTENZA**  
 6437 South Washenaw, Chicago, Illinois  
 Phone: PRospect 6-9106



# Kingman to Winston-Salem

• Continued from page 69

hibit and show features at the fair and was located at what is to be the main entrance to the fairgrounds with this purpose in mind. Approval of the use of the Coliseum for the home basketball games of Wake Forest was given.

The new fair plant, only a few years old, replaced a badly run down location in a congested part of town. All of the units, including grandstand, exhibit buildings, permanent decorative features, etc., are brand new. The grounds are spacious allowing for all conceivable expansion. The expansion, Norfleet has said, depends only on the interest displayed by the public. If the public will support the event in growing numbers, it was indicated that there is virtually no limit to the possible expansion of plant facilities.

The grouping of the fair, Coliseum, Wake Forest Coliseum and, in the near future, a major football stadium, is expected to make the area one of the chief focal points for large gatherings in the State.

Kingman, one of the best-known fairmen on the continent, is also credited with being one of the most astute. He was instrumental in saving the Brockton event—which has had to cope with hurricanes among other things—from

financial disaster during his service there.

One of his innovations at Brockton was the creation of a "Children's World." He was one of the pioneers in booking major names for grandstand appearances having presented Sally Rand, Beatrice Kay and Paul Whiteman at the height of their popularity. He also presented many of the nation's major dance bands when this form of entertainment was at its peak and George White's Scandals.

Kingman has progressed with the times, presenting attractions when they were popular, abandoning them when the public showed waning interest. In recent years he has presented pari-mutuel horse racing and this year is again revising his grandstand show presentation by bringing back automobile thrill shows and dispensing with the revue line of girls.

A native of Iowa, Kingman first served with the Iowa State Fair. Later he was associated with the New England Fair, Worcester, Mass.; the Eastern States Exposition, Springfield, Mass., and the Connecticut State Fair, Hartford.

## Copy Jersey

• Continued from page 69

he run again, the Democrats feel that he will have to come out solidly either for or against such a move if they stump for bingo. Either way they figure to gain a considerable political advantage.

Every conceivable form of gaming or chance is now legislated against in New York with the exception of pari-mutuel horse racing. If the Democrats are successful the earliest a referendum could be passed would be in 1958. However, it is legally possible to permit such games well in advance of the passing of a referendum since the Legislature could enact a special law.

There is little doubt that such a move on the part of the Democrats would win wide group and organization backing. Veterans and firemen's associations, among others, have missed this source of fund raising in many instances.

## PCSA Sets Monday Summer Meetings

LOS ANGELES, May 22.—The Pacific Coast Showmen's Association will meet each Monday night thruout the summer, providing a quorum of 20 members is on hand. The matter of meeting the first and third Mondays rather than weekly was discussed at the regular session May 17 with Past President Ted LeFors conducting the session in the absence of President Hunter G. Farmer.

The matter was brought up when several members reported that they had been on hand on Mondays when no session was held. The attendance is larger on the first and third meeting nights for the reason that the Ladies' Auxiliary is on that schedule and a number of PCSA members accompany their wives to the clubrooms.

## Wagner Reports

• Continued from page 69

Monday (10). A total of 12 cars will be used on each of the two units booked for fairs, he said.

The Philadelphia promoter announced signing to present his thrill show at the Rhinebeck and Walton, N. Y., fairs. Last week the Brockton (Mass.) Fair announced that it would feature the Wagner unit for 10 performances, including eight night shows.

Bob Sears, formerly with the Irish Horan Lucky Hell Drivers, has joined the Wagner advance. Wagner's advance also includes his brother, Roy, and Bob Hagen, former Philadelphia newspaperman. Sears will announce and aid Wagner in managing a second unit scheduled to play fairs in Indiana, Michigan and Ohio.

Stunt personnel includes Bob LoRay and Buddy Brooks, track managers; Buzz Bundy, Bob Earle, Bill Dollman, Warren Dee, Johnny Chapman, Buck Cowling, Rance Packard, Bobby Brooks, Mike Atteri, Larry McCardie, Fred Mancken, Bobby Hale, Bill Chapman and Lucky Kane.

### HELP WANTED

Second Man on Jenny and Mix-Up. Must drive. Also Ticket Sellers, Bingo Caller. Charles M. Lee, contact me. Pay day every Monday, not just promises.

**J. W. MAHAFFEY**  
CHEROKEE AMUSEMENT CO.  
Henryetta, Okla.

### CAN PLACE

Grind Store Agents for Indianapolis Speedway this week. Best spot in the country. Come in. Wire or call

**PAUL MILLER**  
1006 Fletcher Ave., Indianapolis, Ind.  
Phone: Franklin 4554

## PAN-AMERICAN SHOWS

**CAN PLACE FOR**  
10—BIG DAYS AND NIGHTS—10  
**BIG DECORATION DAY CELEBRATION**  
IN FRONT OF FORT KNOX  
MAY 27 THRU JUNE 5

### CONCESSIONS

Short or Long Range Gallery, Heart Pitch, Jewelry, Balloon Darts, Coke Bottles, Buckets, Scales and Age, Penny Pitch and Hanky Panks of all kinds. Agents for Scales, 6 Cats, Grind Stores and Hanky Panks.

### SHOWS

Snake, Girl, Illusion and Mechanical City or any Shows not conflicting. Acts for Side Show. Operator for Animal, Wildlife and Snake Show.

### RIDES

Kiddie Rides, Pony Ride, Spitfire, Rolloplane and Tilt-a-Whirl.

### RIDE HELP

Foremen for Wheel and Chairplane. Ride Help who drive trucks.

Concessions, contact **FITZIE BROWN**  
SEELBACH HOTEL, LOUISVILLE, KENTUCKY  
Shows and Rides, contact **JOHNNIE WARD**  
MULDRAUGH, KY., May 27-June 5

## WANTED

Candy Floss, Penny Pitch, Pitch-Till-U-Win, Glass Pitch, Slum Spindle, Basket Ball, Snow Cone, Hoopla.

WANT Monkey Show, Snake Show, Girl Show. Agents for office Hanky Panks. General Ride Help and Truck and Tractor Drivers. All replies

### GEORGE CLYDE SMITH SHOWS

Scalp Level, Pa., this week; Coalport, Pa., next week.

# BEAVER COUNTY EXPOSITION AND FAIR

AMBRIDGE, PA., JUNE 7 TO 12 INCLUSIVE

CAN PLACE—All eating and drinking stands and legitimate hanky pank concessions.

CAN PLACE—Octopus, Spitfire, Fly-o-Plane, or any new ride not conflicting with what we have. Will furnish wagons if required.

CAN PLACE FIRST CLASS BILLPOSTER.

WANT LARGE CIRCUS SIDE SHOW WITH OWN EQUIPMENT. Will furnish wagons for same if needed.

ALL ADDRESS

## CETLIN & WILSON SHOWS

This week, Johnstown, Pa.; week May 31, Uniontown, Pa.

# STERLING CROWN Shows

Want for MILLINGTON, TENN., SPRING FESTIVAL, May 31-June 5, at Entrance to Navy Base—30,000 People on Base. Pay Day, Tuesday, June 1—Free Gate and Prizes Every Night.

### CONCESSIONS

Floss, Snow, Scales, Age, Ball Game, Fish Pond, Novelties, Basket Ball, Long Range, Hanky Panks of all kinds. Can place two P.C. Outfits if you have one or more Concessions.

### AGENTS

For Peek, Count Stores and Six Cats.

### SHOWS

Will book Drome, Monkey, Snake and Side Show or any Grind Show not conflicting. Must have own equipment and transportation.

### SHOWMEN

Have complete Shows and Truck for following: Side Show, Monkey Show, Trained Animal or Snake Show for capable Operators.

### RIDE HELP

Sober and licensed drivers.

20 FAIRS STARTING LAST WEEK IN JUNE

All replies to E. L. YOUNG, Mgr., Jackson, Tennessee, this week



# MILLER BROS., AMUSEMENTS

RIDES · SHOWS · CONCESSIONS ★ 1006 FLETCHER AVE. INDIANAPOLIS, IND.

Phone: Franklin 6556

Now playing Indianapolis Speedway, the best spring date in the country, with choice dates to follow.

Can place Shows with own equipment, Ten-in-One, Monkey, Motordrome, Illusion, Minstrel, high-class Girl Show. Concessions that work for stock, Pitchmen, Auction, Snow Ball and Long Range.

Can place High Act for season.

Address Paul Miller, 1006 Fletcher Avenue, Indianapolis, Indiana

## ANNOUNCING...

The Billboard 44th Annual

# Summer Special Issue

Issue Dated . . **JUNE 26th**

... you sell extra thousands of buyers, all through the summer profit season, yet

Advertising

Deadline . . . **JUNE 16th**

... you pay no more—weekly advertising rates apply.

For full information—write, wire or call your nearest Billboard office today

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Maynard Reuler  
188 W. Randolph St.  
Chicago 1, Illinois  
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Sam Abbott  
6000 Sunset Blvd.  
Hollywood 28, Calif.  
HOLlywood 9-5831

Ed Grassick  
1564 Broadway  
New York 36, N. Y.  
PLaza 7-2800

Frank Joerling  
390 Arcade Bldg.  
St. Louis 1, Mo.  
CHestnut 1-0443

### F. W. PAULI WANTS AGENTS

For Fish Pond, Cork Gallery, Set Spindles and other Slum Concessions. Bob Hill, answer. Write or wire

c/o WM. T. COLLINS SHOWS  
This week, Minneapolis, Minn.; Austin, Minn., next week.

### MARVEL SHOWS

Opening Deer Creek, Ill., June 4-5-6; St. David Spring Festival following.

Want Wheel and Jenny Foremen. Ride Help who drive. Also Agents for office-owned Concessions. Phone

**LEW REESE**

291, White Hall, Ill., or write Box 274

### 2 BIG HOME COMINGS IN OHIO

Waco, June 22-26; North Industry, July 20-24.

Want two Educational Shows. Photos, Lead Gallery, Scales, Salt Water Taffy, Novelties, Waffles, Penny Arcade and Games for Merchandise.

**GEORGE MARLOW**

911 Payne Ct., N.E., Canton 5, Ohio (Silence a Polite Negative)



**NATIONAL SHOWMEN'S ASSOCIATION**

**GREET'S YOU**

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

**Meetings 2nd and 4th Wednesday each month**  
317 West 56th St.  
New York 19, N. Y.

Almost every one of the Eastern amusement family is a member. Are you?

**Write for information**  
Initiation .....\$10  
Dues .....\$10 Yearly

**NOW BOOKING FOR THE 1953 SEASON**

3 Kiddie Rides and Renting Games and others for your factory picnics or small town celebrations or what have you? Write or contact

**MIDWAY AMUSEMENT**  
TREMPEALEAU, WIS.

**WANTED**

Hanky Panks, Popcorn, Pronto Pups or Grab, Scales, Hoop-La, Short Range, Mug Outfit, or what have you? Can place Wheel Foreman, also Second Men on Rides.

**RAY SWANNER**  
Missouri Valley Shows  
Bowling Green, Mo.; then per route.

**YOUNG NORMAL PARAKEETS**

Lowest prices, 24 hour service. All Rares, Harlequins, Violets, Rainbows, Selfs Opalines, etc.

**CERTIFICATE OF GOOD HEALTH ISSUED WITH ALL OUR BIRDS**  
Write for free catalog.  
M. & B. NURSERY  
322 Wilson Ave. Sunnyvale, Calif.

**WANTED**

Concessions, Rides and Shows for **BLACKBERRY FESTIVAL**  
July 3-5, McLoud, Oklahoma.  
18,500 attendance in 1953.  
Get in touch with  
**JIM M. McLEOD**  
Box 204

**CARNIVAL WANTED**

FOR CHANUTE, KANSAS  
Big Annual Free V.F.W. July 5 Celebration. 20,000 attendance.

Contact **JIM SCOTT**

**SHORTER'S SHOWS WANT**

For June 1 Opening  
Ferris Wheel Foreman, Merry-Go-Round Foreman, also Second Men. Need Girl Show. Need a few more Slum Stores. Playing 2 and 3 spots a week in Iowa and Minnesota. Contact  
**SHORTER'S SHOWS**  
Rt. 2, Waterloo, Ia. Ph: Cofax 6-2920.

**SOUTHERN VALLEY SHOWS**

**WANT FOR 5 WEEKS OF LOTS IN LITTLE ROCK, ARKANSAS**  
Forty Million Dollar Bomber Base—work already started

CONCESSIONS: Can use Bingo, Glass Pitch, Sets, Six Cats, Buckets, Ball Racks, Long and Short Range, Balloon Darts, Scales and Age, Hoop-La, Bear Pitch, Bumper, Custard, other Stock Concessions of all kinds. Can place Cookhouse Help. Dutch Wilson wants Count and Pin Store Agents. SHOWS: Want Musicians and Performers for large Colored Minstrel Show. Want Grinders and Ticket Sellers for Snake and Monkey Shows. Dancers with wardrobe for Girl Show, capable of making openings, must be neat appearing. No advances. Can always use General Carnival Help in all lines. RIDES: Will book Chairplane for season.

Contact **EDDIE MORAN, Mgr.**  
Opening May 24, 48th & Asher Ave., Little Rock, Ark.  
(Will save some space for those wishing to join here)

**WANT FOR THE BIG ONE—OWATONA, MINN.**  
100 YEAR CENTENNIAL, JUNE 9 TO 12, ON COURT HOUSE SQUARE

Can place legitimate Concessions of all kinds for  
William T. Collins Shows Number 2 Unit.

All Replies to  
**WILLIAM T. COLLINS SHOWS**  
801 E. 78th Street Minneapolis, Minn.

**"JOIN THAT BIG LITTLE SHOW"**  
AND DON'T LET SIZE OF TOWNS FOOL YOU

Want for Quantico, Va., week May 31—three paydays—Marines-Officers-Civilians. First one in Seat Pleasant, Md., week June 7—right on District of Columbia line. Then one of the money spots of the year—opening June 14, New Hampshire Ave. & Co. Line. Want Merry-Go-Round and Rides not conflicting. Strictly legitimate Concessions and Shows of merit. Only one of a kind on midway. No gate admissions.

**BARNEY TASSELL SHOWS**  
INDIAN HEAD, MD., THIS WEEK.

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

**Biz Big for N. H. Animal Farm**

Continued from page 73

in an advertising pamphlet widely distributed in schools, information terminals and various agencies throught the six New England States.

Biggest attendance comes from Massachusetts and Rhode Island visitors, Keene said. Eight billboards in Massachusetts and New Hampshire, along with directional road signs, are being used. A selected mailing list to schools and churches, radio spots on station WHDH, Boston, and bumper strips for automobiles are other gimmicks.

The farm operates all concessions on its own, right down to the cigarette machines. A staff of 26 keeps things humming, sparked by Keene and his administrative assistant, Miss Angie D'Orazio, from the administration building.

Background music is piped out over amplifying stations from a Webster-Chicago recorder. Keene is preparing tape which will provide music for two hours without repetition, and allow breaks for lost children and circus act announcements.

The three circus acts, presented twice daily, are shown in outside rings. Joe Arcaris, formerly with Clyde Beatty, works seven lions, three males and four females in a 15-minute act.

George Marshall, in charge of animals, works a chimp act, and Carl Neuffer works three elephants. Fred Pitkin works a pony act, now being broken.

Two of the elephants were purchased about five years ago and are 10 years old. The other, a riding elephant, is 40 years old, and has been at the farm for many years.

Marshall, who formerly had his own reptile farm, lectures on animals, birds and snakes.

Three reptile houses are used. Biggest has a huge glass front and houses nine boas and two pythons. The farm has 45 ponies, nine leopards, seven lions, three elephants, four chimps, which perform at a new "Chimp College" building, 12 bear cubs, two camels, bisons, a bird exhibit, waterfowl area on a natural lake, an evolution exhibit and scores of other animals and birds.

**Ponies Bred**  
Breeding of Shetland ponies is now a No. 1 project at the farm and since starting last year, the park now has 10.

The animal breeding and buying program is a four year program instituted last year. Groups of five or seven animals are purchased about every month. Some are sold to circuses, others are kept on the farm and broken for the public, and then sold.

Promotion is aimed towards family groups. Large picnic grounds, with tables and swings, have been set up. A new park-

ing lot, with a 3,000-car capacity, has been built.

Five trucks all carrying the billing, "The Strangest Farm on Earth" are used to transport equipment and animals and are used in parades and gatherings in surrounding communities. A maintenance crew keeps the park spotless at all times.

**'Light Jubilee' For Southeastern**

ATLANTA, May 22.—"Jubilee of Light" will be the name of a new exhibit at 1954 Southeastern Fair here, it was announced this week by E. Lee Carteron, general manager. Purpose of the display is to illustrate the past, present and future of the electrical industry.

To occupy the entire Administration Building, the exhibit will include a 50,000-watt lamp and a 75,000-watt electric light bulb. The latter's consumption of electricity is equal to that of 85 homes with all appliances in use. Conventional booth-type space is being eliminated in the exhibit. In its place will be displays mounted on revolving pedestals having highly lighted effects. Exterior of the building will be bathed in high-powered colored lights being devised by the Georgia Power Company.

**Estevan, Sask., Repeats Cover Girl Contest**

ESTEVAN, Sask., May 22.—Estevan Agricultural Society is again conducting its cover girl contest, introduced three years ago. Candidates have been named by 4-H clubs in the district and their photos are being used on promotional material.

Winner is determined on the basis of votes cast by patrons during the three-day summer fair and the winner's photograph is used on the cover of the next year's prize list.

**Carnival Routes**

Continued from page 73

- Carlett Greater: (Fairmount) Kansas City, Mo.; (Winwood Beach) North Kansas City 30-June 13.
- Cavalcade of the West: Missoula, Mont. Central States: Emporia, Kan.
- Cetlin & Wilson: Johnstown, Pa.; Uniontown 31-June 5.
- Chanos, Jimmie: Henderson, Ind.
- Cherokee Am. Co.: Annyetta, Okla.
- Coleman Bros.: New Britain, Conn.
- Collins, W. T.: Minneapolis, Minn.; Austin 31-June 5.
- Continental: Fulton, N. Y.
- Cote Am. Co.: Jackson, Mich., 25-31.
- County Am. Co.: Norwalk, Conn.; Thompsonville 31-June 5.
- Crafts: Montebello, Calif.
- Crafts Expo: Arvin, Calif., 26-30.
- Cross Roads Am. Co.: Holland, Mich.
- Cunningham Expo: Ripley, W. Va.
- Del-Flore Am.: Webster, Pa.
- DeLuxe: Williamsett, Mass.; Chicopee Falls 31-June 5.
- Desbro: Ithaca, N. Y.
- Dobson's United: Antigo, Wis.
- Douglas: Eureka, Calif.
- Down River Am. Co.: Monroe, Mich., 25-June 6.
- Drago Am., No. 1: Plymouth, Ind.; Valparaiso 31-June 5.
- Drago Am., Unit No. 2: Alexandria, Ind.; Tipton 31-June 5.
- Drew, James H.: Weston, W. Va.
- Dumont: Farmville, Va.
- Dyer's Greater: Murphysboro, Ill.
- Eastern Am.: Dexter, Me.
- Eddie's Expo: Natrona Heights, Pa.; Rocky Grove 31-June 5.
- Emshoff: Madison, Wis.; Loves Park, Ill., June 2-6.
- Evans United: Lexington, Mo.; Gallatin 31-June 5.
- Ferris, Carl D.: Warren, Pa.; DuBois 31-June 5.
- Foley & Burk: Petaluma, Calif.
- Franklin, Don, No. 1: Parsons, Kan.; Chanute 31-June 5.
- Franklin, Don, No. 2: Nevada, Mo.; Lebanon, June 1-5.
- Frontier: Cottonwood, Ariz.
- Funland (Bagnell Dam) Lake Ozark, Mo.
- Garden State: Walnutport, Pa.
- G. & E.: Parsons, W. Va.; Friendsville, Md., 31-June 5.
- Gem City: Bowling Green, Ky.
- Gentsch, J. A.: Indiana, Miss.; Drew 31-June 5.
- Georgia Am. Co.: Cumming, Ga.
- Gillette Bros.: Scotia, N. Y., June 3-12.
- Glades Am. Co.: West Point, Va., 28-June 5.
- Gladstone Expo.: Madisonville, Ky.
- Gold Bond: Ottawa, Ill.
- Gold Medal: Waterloo, Ia., 24-June 5.
- Gooding Am. Co., No. 1: (N. High & Dominion) Columbus, O.
- Gooding Am. Co., No. 2: Indianapolis.
- Gooding Am. Co., No. 3: Morgantown, W. Va.
- Gooding Am. Co., No. 4: (E. 59th & Woodland) Cleveland.
- Gooding Am. Co., No. 5: (Glenwood at Rich) Columbus, O.
- Gooding Am. Co., No. 6: Massillon, O.; Toronto 31-June 5.
- Gooding Am. Co., No. 7: Ironton, O.
- Gooding Am. Co., No. 8: Farrell, Pa.
- Grand American: Clarinda, Ia.
- Great Southern Expo.: Orange, Tex.
- Greater Dixieland Expo.: Anadarko, Okla.
- Great Wallace: War, W. Va.
- Gulf Coast: Monroe, La.
- Hale's Shows of Tomorrow: Raytown, Mo.
- Hannum, Morris: York, Pa.; Columbia, June 1-5.
- Happy Attrs.: Barbork, O.; (South Parsons Ave.) Columbus 31-June 5.
- Happyland: (Fair) Mt. Clemens, Mich., 29-June 6.
- Hartsock Bros.: La Belle, Mo., 29-June 5.
- Heller's Acme: South River, N. J.
- Helman United: Hampton, Ark.
- Hilly's Greater: Monte Vista, Colo.
- Holly Am.: Moultrie, Ga.; Pelham 31-June 5.
- Hottle, Buff: Keokuk, Ia.
- Howard Bros.: Dennison, O., 30-June 6.
- Hugo's Novelty Expo.: Kansas City, Kan.
- Ideal Rides: (Kentucky Ave. & White River) Indianapolis.
- Imperial: Buchanan, Mich.; Pekin 31-June 8.
- Inter-Mountain Am.: Provo, Utah, 24-31.
- Interstate: Somerset, Ky.
- Johanny's United: Gallatin, Tenn.
- Kay Am. Co.: Haver de Grace, Md., 28-June 7.
- Key City: Shelburn, Ind.
- Klein Am. Co.: South Sioux City, Neb.
- Lagasse Am., No. 1: Exeter, N. H.
- Manning, Ross: Syracuse, N. Y.
- Marion Greater: East Spencer, N. C.
- Marks, John H.: (Erie and Front Sts.) Philadelphia.
- Marvel: Deer Creek, Ill., June 4-6.
- McKenna's Rides: Reedsburg, Wis.
- Merriman's Midway: Denison, Ia.; Albia 31-June 2; Colfax, June 3-5.
- Metropolitan: Evansville, Ind.
- Meyerden Am.: Kaukauna, Wis., 28-31; Mellen, June 3-6.
- Midway of Mirth: Winchester, Ill.
- Mighty Hoosier: Bowling Green, Mo.
- Missouri Valley: Bowling Green, Mo.
- Mosher's Amusements: Imlay City, Mich.; Auburn Heights 31-June 5.
- Motor City: Listowel, Ont., 24-26; Islington, Motor State: Clawson, Mich.; Port Clinton, O., June 1-6.
- Nolan Am. Co.: Nelsonville, O.
- Norton's Rides: Ogallala, Neb.
- Page Bros.: Waverly, O.; Willston 31-June 5.
- Palmetto Expo.: Siler City, N. C.
- Pan American: Muldraugh, Ky., 27-June 5.
- Pan American Am.: (Fair) Azusa, Calif.; Vista June 2-6.
- Parada: Perry, Okla.; Oushing 31-June 5.
- Penn Premier: Forks, N. J.
- Playtime: Bloughton, Mass.; Norwood June 2-5.
- Powelson Greater: Uhrichsville, O.; Wadsworth 31-June 5.
- Prell's Broadway: Richmond, Va.; Harrisonburg 31-June 5.
- Quaker City: Chester, Pa.
- Rainer: Raymond, Wash.
- Raley, Harold: Grifton, N. C.
- Reid, King: Plattsburg, N. Y.; Lebanon N. H., 31-June 5.
- Reithoffer: South Norwalk, Conn.
- Rockwell Outdoor Am.: Rapid City, S. D.
- Rogers Bros.: Jamestown, N. D.; Napoleon 31-June 2.
- Rose City Rides: Greenville, Mo.
- Royal American: St. Louis.
- Royal Midwest: Corydon, Ind.
- Royal Pine: Milo, Mo.
- Royal United: Betherville, Ia., 24-26; Spirit Lake 27-29; Madelia, Minn., 31-June 1.
- Schafer's Just for Fun: Hannibal, Mo.; Madison, Ill., 31-June 5.
- Shan Bros.: Maryville, Tenn.
- Shorter's: Hudson, Ia., June 1-2; Waverly 3-6; Green 7-8.
- Siebrand Bros.: Cortez, Colo.
- Silk City: Quakertown, Pa.
- Smith, George Clyde: Scalp Level, Pa.; Coalport 31-June 5.
- Snapp Greater: Clinton, Ia.
- Southern Valley: (48th & Asher Ave.) Little Rock, Ark.
- Spartan Greater: Washington, Ia.
- Standard: Edgerton, Wyo.
- Star Am. Co.: Clinton, Ark.
- Stephens, C. A.: Douglasville, Ga.
- Sterling Crown: Jackson, Tenn.; Millington 31-June 5.
- Strates, James E.: Binghamton, N. Y.
- Strong's Am.: Drumright, Okla.; Dorchester, Neb., June 4-5.
- Stumbo Tri-State: Sundance, Wyo., 26-29.
- Sunset Am. Co.: Muscatine, Ia.; Dubuque 31-June 5.
- Tassell, Barney: Indian Head, Md.; Quantico, Va., 31-June 5.
- Tatham Bros.: Newman, Ill.; Paxton 31-June 5.
- Tennessee Valley Am.: Westmoreland, Tenn.
- Thomas, Art B.: No. 1: Sioux Falls, S. D.; Yankton 31-June 5.
- Tidwell, T. J.: Tullia, Tex.
- Tinsley, Johnny T.: Spartanburg, S. C.; Forest City, N. C., 31-June 5.
- Tip-Top: Waupaca, Wis., 29-31; Wausau June 2-6.
- Tivoli Expo.: Kansas City, Kan.; Manhattan 31-June 5.
- Tri-City Am.: Belleville, Mich.
- 20th Century: Champaign, Ill.
- United Expo.: Bartonville, Ill.; South Beloit 31-June 5.
- Veteran's United: Tracy, Minn.; Watertown, S. D., 31-June 5.
- Victory Expo.: Albuquerque, N. M.
- Virginia Greater: Morristown, N. J.; Nyack, N. Y., 31-June 5.
- Vivona Bros.: Linden, N. J.
- Volunteer: Cookeville, Tenn.
- Wade, W. G.: Kalamazoo, Mich.
- Wallace Bros.: Dixon, Ill.
- Wallace Bros. of Canada: Hamilton, Ont., Canada.
- West Coast: Vallejo, Calif.; Alameda 31-June 6.
- West Coast Expo.: Hayward, Calif.; Santa Rosa June 1-6.
- Western: Fort Angeles, Wash.
- Wilcox, Dick: Pittsfield, Me.
- Wilson, Famous: Silvis, Ill.; Cherry Valley June 2-5.
- Wolf Greater: Oltumwa, Ia.; Mason City 31-June 5.
- Wolfe Am. Co.: Liberty, N. C.; Bassett, Va., 31-June 5.
- World of Mirth: Plainfield, N. J.
- World of Pleasure: Sandusky, O.; Toledo June 2-9.
- World of Today: Topeka, Kan.; Fort Leavenworth 31-June 5.

**WANTED**

A-1 Merry-Go-Round Foreman; must know how to rebuild and decorate and keep it that way. Good pay for a good man. No ups or downs until Labor Day. Year round work.

**LEO LANE**  
Box 12, Savannah Beach, Ga.

**WANTED TO BUY**

Used Banners for Side Show, Wildlife, Snake Show. No junk. Wire me

**F. W. AYOTTE**  
Gilbert Hotel Louisville, Ky.

- Wanted Agents for Duck Pond, Scale and Age, Buckets, Swinger.
- NOTICE!**  
\$50.00 reward for information leading to present whereabouts of **JIMMY PARTIN**  
Address: Care Geo. Clyde Smith Shows, Scalp Level, Pa., May 24-29; Coalport, May 31-June 5.
- RIDE HELP WANTED**  
First and Second Men for DuPont unit which is now open. Joseph DuPont wants Second Man for Caterpillar. Also need good Mechanic for Diesel and gasoline engines.
- E. & B. AMUSEMENTS**  
Now playing Westchester & Roberts Aves., Bronx 61, N. Y.  
**John A. Bass, Owner**  
Tel. Fieldstone 7-0457
- RIDE HELP WANTED**  
Want Operator for Merry-Go-Round. Also Man for Dodgem. No traveling.
- WONDERLAND PARK**  
Fort St. & Pennsylvania Wyandotte, Mich.
- BOOKING AGENT WANTED**  
One who is clean cut, reliable and able to produce. No drunks. For further particulars write  
**J. B. CALLAWAY**  
Box 1044 Saginaw, Mich.
- Attention, Committees**  
Have Rides and/or Concessions available for Fairs, Celebrations, Picnics, etc. Can possibly arrange to suit your dates. July 4 open.  
**J. B. CALLAWAY**  
Box 1044 Saginaw, Mich.
- WANTED**  
Buckets, Six Cats, Peek and Count Store Agents.  
**LEE HOSS**  
c/o Grand American Shows  
Clarinda, Ia., May 24-29; Fort Dodge, Muscatine and Des Moines following.
- FUNLAND SHOWS WANT**  
Hanky Panks, \$16.00. First-class Agents for Skillo, Pin Store, Razzle and Blower. Jimmy Gray, Tommy Thomas, Grab on in. FOR SALE—16x24 ft. Game Stand. Spiffire, will book on show. WANT TO BUY TILT-A-WHIRL.  
**SAMMY CALDWELL**  
Concession Mgr.  
Bagnell Dam, Lake of the Ozarks, Mo.
- SHIRLEY ROBERSON**  
Very important that you get in touch immediately with  
**Mary and Jeff Derringer**  
c/o Gem City Shows  
Bowling Green, Ky., May 24 thru 29.  
P.S.: Wire or phone collect.
- AT LIBERTY CONCESSION MANAGER**  
With 10 or 15 Concessions. Contact  
**BOOTS CUTLER**  
HOT SPRINGS, ARK.  
(Phone: 2546-W)
- WANTED**  
Carnival or Rides and Concessions for Irish Day Picnic, Farmersville, Ill., July 23-24. Contact:  
**WALTER HOLL**  
FARMERSVILLE, ILL.  
(Phone: 2921)
- WANT**  
Wheel Foreman, must be sober. Long season. Have 1950 6400 Chev. Tractor, sleeper cab, GMC motor, low mileage; 30-foot Fruehauf Trailer, fully equipped for Octopus; bargain.  
Wire, phone, write  
**TURNER SCOTT**  
120 N. Grandview, Daytona Beach, Fla.
- WANT AT ONCE**  
Three Kiddie Rides and experienced Bingo Caller. Season's work until October. All Firemen's Celebrations. Apply  
**DELAWARE AMUSEMENT CO.**  
2170 Hollins St. Baltimore, Md.



### W.G. WADE SHOWS

**GRANDVILLE (GRAND RAPIDS), MICH.**  
MAY 31 thru JUNE 6  
Annual Show in Water Works Park

CAN PLACE Photos for season, "X" on still dates, Milk & Coke Bottle Ball Games, String Game, Country Store, Novelties, Names on Hats, etc., whatever you have.

Still have opening for Penny Arcade, Wildlife, Fun or Glass House, Monkey Show or others not conflicting.

From Grandville we start the annual Upper Peninsula of Michigan tour until our first fair, opening July 20. Don't miss this opportunity of past proved money-getting spots.

Don't Delay—Wire Now

**W. G. WADE SHOWS**  
Kalamazoo, Mich., all this week.

## CLUB ACTIVITIES

### National Showmen's Association

317 West 56th Street, New York

NEW YORK, May 22.—The eligibility committee approved for membership: Simon Stern, John A. Reis and James B. Brown, all sponsored by Louis Light; Cornelius P. Kyrimes, sponsored by Max Tubis. The race for honors—and gold cards—in signing up new members is on in full swing. Sam Peterson heads the race with Louis Light and Max Tubis tied in second place. The gold cards earned will be presented at the annual banquet November 24.

Sympathy is extended to Joseph Basile on the death of his wife recently. On the sick list are Edward P. Rahn, at his home in Schenectady, N. Y.; Ben Merson, recuperating from surgery at his home in Brooklyn.

Visitors included Vincent Anderson, Saul Seligson, Jack Harris, Morris Batalsky, Michael Wynn, Harry Horner, Edward McKeon, Charles (Doc) Morris, Jack Alfred, Joseph Agule, Morris Glass, Louis Reiben, John McCormick, Arthur Campfield, Ben Rosenberg, Sam Rothstein, Larry Neumann, Al Janpol, Mark Rosen, Max Seskin, Sam Bibring, Edward Elkins, Louis Light, Frank Batalsky, Charles Reich, Sam Weisser, Jack Schenck, Morris Black, Jack Agree, Stanley Stern, Clarence Pool, Morris Sommers, David Brown and Sam Walker.

Much mail is being held and members are urged to communicate with the office. The following should communicate at once: Max Levine, Herman Wolfe, Seymour Dunkirk, Frank A. Meyer, Murray Zand, Gene O'Donnell, Samuel J. Lipsik, Morris A. Rucker, Frank Jones, Edward A. Kirschman.

The monthly bulletin will be issued soon and current addresses of all members are needed.

### Lone Star Showmen's Club of Texas

DALLAS, May 22. — President Edna Hacker chaired the May 17 meeting, with Secretary Grace Tinder reading the minutes, Peal Vaught the treasurer's report, and Jule Connors the invocation. Bonny Allard was sergeant at arms.

The meeting was shortened to enable members to attend the funeral of George Reno in Showmen's Rest, Grove Hill Memorial Park.

All arrangements have been completed for the 1954 Chevrolet Bel Air giveaway September 6. Chairman is Marie Obluck, 5711 Hollis Avenue.

Meetings will continue at 1 p.m. Mondays, with dinners every other Wednesday thru June.

Chairman of the cancer fund, Martha Moss, and the club, received an award from the Damon Runyon Cancer Fund for its recent contribution.

Recuperating from illnesses are Mrs. Melva, mother of Renee Gordon; John Carroll, Art Hanson, Percy Morency, Kitty Kat and Karen Kearns, Jess Morrison, Pop Vernon Smith, Bill and Clemmy Otis, Kerry Kearns and Renee Gordon. Helen Pierce is to undergo surgery.

New members are Matha and Louis Rousesel.

### Miami Showmen's Association

1790 N. W. 28th Street  
Miami, Fla.

#### Ladies' Auxiliary

The May 5 card party given by Irene Moore and Eva Daniels was well attended, drawing 76 members and friends. The cake brought in \$21.75. It was won by Freda Wilson. Prizes were won by Florence Badanas, Estelle Brady, Peggy Hurch, Kay Prell, Jean Katz, Mickey Hawkins and Ethel Weer. Cake for the party was donated by Peggy Hurch.

Due to a heavy storm which flooded the area only 30 attended the May 12 party given by Pearl Schultz and Cezara Buzzella. A \$3 donation and the cake brought in \$8. The cake was won by Betty Glassberg. Door prizes were won by Joan Buzzella, Jeanne Katz, Irene Moore, Florence Badanas, Elsie Keeler, Theresa Murph, Bessie Weiner and Betty Glassberg.

### Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, May 22.—Ways and Means Committee met Wednesday night (19) to plan for the Miss Outdoor Show Business of 1954 campaign. In attendance were Vice-President Ned Torti, Maurice Ohren, Bill Carsky, Morris Haft, Charlie Zemater, George Flint, Jack Duffield, Bernie Mendelson, Joe Streibich, Herb Dotten and past president Bob Parker.

Jack Hawthorne and Tom Sharkey are getting concessions ready to work Chicago lots. Al Rukin now is working local lots. Past president Lou Keller, who was in Michael Reese Hospital, is back home. Vernon McReavy is out of the hospital and feeling okay. Mel Harris is up and about, but not feeling well.

Fitzie Brown was in town on a business trip. Callers to the rooms included William Meyers, Henry Polk, Andre Dumont, Alvin Purcell, Max Friedman, Mel Harris, Chick Schloss, William Wolper, Dave Goldfen, Harry Duncan, Chick Bohdan, Jack Kaplan, Silent O'Brien, Frank Winkley, Jack Krutt, Louie Berger, Earl Newberry and Chester Taylor.

Ed Sopenar is planning the usual placing of flags on graves at Showmen's Rest on Decoration Day.

### Caravans, Inc.

54 West Randolph Street, Chicago

CHICAGO, May 22.—President Veronica Potenza presided at the recent meeting. Chicagoan Ida Mueller was elected to membership. Members present included Violette Affrunti, Agnes Barnes, Irene Coffey, Eva Clark, Josephine Glickman, Pauline Grey, Lucille Hirsch, Pearl McGlynn, Eve LeRoy, Marianna Pope, Fred Rosen, Molly Raymond, Claire Sopenar, Betty Shea, Mae Sopenar, Mae Taylor, Helen Wettour and Jeanette Wall.

Lillian Lawrence, press chairman, is hospitalized at the Jackson Park Hospital and Rebecca Lotsey is in the American Hospital. Fred Potenza, husband of the club president, is convalescing at home. Marguerite Shapiro and Pauline Grey are on the road. Secretary Wanda Derpa is pinching for hospitalized Lillian Lawrence in handling press notices.

## FROM THE LOTS

### World of Pleasure

LIMA, O., May 22. — Show moved here for a five-day engagement following the Sunday (16) close at Vernor and St. Jean, Detroit, a 10-day stand that produced gratifying business despite cold weather. The Detroit lot, tho soft, was put into shape by use of plenty of water-absorbent material.

The preceding 10-day stand, opening April 23 at 10-Mile Road and Gratiot, Detroit, was the season's debut date. Weather was freakish during the entire date, consisting of rain, sleet, snow and an occasional sunshine. However, weekends were okay and the show and concessionaires were able to rack up some satisfactory business. Rain held off on the last night of the engagement until 11 p.m.

### FOR SALE

Motordrome and Truck, almost new top; Cummins Diesel Power Plant, 50 kw.; and Searchlight mounted on semi-truck; other Trucks and Carnival Equipment—out of business, will sacrifice.

**ANTHONY MASSETH**

10900 Firestone Blvd., Norwalk, Calif.  
Phone: Torrey 3-7853

### WANTED

For Annual Independence Day Celebration to be held Monday, July 5th, Carnival, or at least 2 or 3 Children's Rides. Big crowd assured. Very liberal contract. Contact

**NAT SIBBOLD**

Plymouth Chamber of Commerce,  
Plymouth, Michigan.

### FOR SALE

One (1) Pinto Kiddy Roller Coaster.  
Must be sold!

**NUNLEY'S CARROUSEL**

Sunrise Highway, Baldwin, L. I., N. Y.

## Morris Hannum Shows

LANCASTER COUNTY FIREMEN'S CONVENTION, COLUMBIA, PENNA., MAY 31-JUNE 5.  
PARADES, FIREWORKS, FREE ACTS NIGHTLY.

WANT SHOWS—Arcade, Mechanical, Wild Life, Snake, Monkey or any Grind Show with own equipment. Have terrific route for Motordrome.  
CONCESSIONS—One Wheel and one Grind Store, Cat Rocks, Ball Games, Rat and Pan Games, Jewelry, Photos, Hanky Panks of all kinds. Have an opening for Custard for the first time in twelve years.  
HELP—Experienced Ride Help who drive; Man to handle two Downey Light Towers.

All replies to MORRIS HANNUM

Yorktowne Hotel, York, Pa., this week; next week May 30-June 5, Stevens Hotel, Lancaster, Pa.

## Don't Miss the Wheat Country

Wheat Estimate Up 36%, Prospects Perfect

We hold contracts at Salina, El Dorado, Wichita, Barnes, Downs, Phillipsburg, Colby, Wakeeney and Stockton, Kan., plus Kansas' Biggest 4th of July Celebration, Ogden, Kan., July 3-4-5. 50,000 people expected.

WANT Hanky Panks of all kinds—burr \$15 till Fourth. Ball Games, Balloon Darts, Bumper, Scales, Fish Pond, Novelties, High Striker, Long Range, Jewelry, Set Spindles, Glass Pitch, Mitt Camp.

ESPECIALLY WANT WELL-FRAMED BINGO FOR BALANCE OF SEASON.

SHOWS with own equipment—Mechanical, Side Show, Animal, Snake, etc.  
HELP—Can always use capable, sober Ride Foreman who drives.

Wire **MANAGER, F. C. BOGLE SHOWS**

Abilene, Kansas, this week; then Air Force Payday, Salina, Kansas.

## GOLD BOND SHOWS

WANT CONCESSIONS: Hanky Panks only. Jewelry Sales, Jewelry Spindle, Age and Weight, Fish Bowl, Cigarette Gallery, Bowling Alley. SHOWS: Wildlife, Mechanical, 10-in-1, Snake. Can furnish complete equipment for 5-in-1.

All replies **MICKEY STARK, Mgr.**

OTTAWA, ILL. (No Phone Calls.)

## UNITED EXPOSITION SHOWS

Want Hanky Pank Workers of all kinds. Man to operate High Striker. Also Photo and Nail Game Agents. Can place Novelties and set of Diggers. Side Show Help. Girl Show Manager with talent. So, Beloit for 10 days, best Girl Show town in Illinois. Tex Doier and Johnny Sneed, contact "Iron Man" Delaney, Athletic Show. Can place Ride Help who drive.

Wire **C. A. VERNON, Mgr.**

Bartonville, Ill., this week; then 10 days in So. Beloit.

## WANT TILT-A-WHIRL FOREMAN

Must be licensed semi driver. Can place Foremen and Second Men on all major rides. Address

**C. C. GROSCURTH, Mgr.**

**BLUE GRASS SHOWS**

East Peoria, Ill., this week.

## SMITH AMUSEMENT COMPANY

Permanent park at Lawton, Oklahoma, home of Fort Sill and 30,000 soldiers. Want Maintenance Man familiar with all rides. Man and Wife for small Cookhouse. Man and Wife for completely framed Bingo. Will book Long and Short Range Galleries, Photos, Popcorn, Sno-Cone, Candy Floss, Swinging Ball, Six Cats and Buckets. Want Agents for Pin Store and Roll-down. (Jack and Bobbie Shanley, contact.)

**ROLAND SMITH**

PARK ADDRESS: 1306 SO. SECOND, LAWTON, OKLA. (PHONE: 4623-W.)

### AGENTS

### AGENTS

Can place Agents for one Pin Store, one Court Store and one Skillo. Only three stores on show. Joe Wilson, Joe Wells, Harry Fisher, Frank Ayote, Whittie Campbell and Bill Dennison or anyone with me before, wire.

Address **RALPH DECKER**

c/o Carl D. Ferris Show, Carver Hotel, Warren, Pa., this week; Du Bois and Ridgway to follow.

P.S.: Can place Dancer for Girl Show.

## NOLAN AMUSEMENT CO.

Nelsonville, Ohio, Annual Decoration Week Celebration, May 24-31; Columbus, Ohio, Annual Firemen's Celebration, June 1-5.

Want Concessions and Shows of all kind. Buckets, Sno-Cone, Custard, Jewelry Sales, Photo, Penny Pitch, Diggers, Bumper, French Fries, Coke Bottle, Ball Game, Basketball, Novelties, Arcade, Hi-Striker, Lead Gallery, Age and Weight and Concessions of all kinds.

**FRED NOLAN**

ROUTE 2, SOUTH ZANESVILLE, OHIO

## C. A. STEPHENS SHOWS

WANT FOR SEASON

Fairs start August and in Florida in November.

CONCESSIONS working for stock, Balloons, Pitches, Coke Bottles, Glass Pitch, Novelties, Custard, High Striker and Ball Games. Billy Williams wants Agents for Pin Stores. SHOWS: Place Side Show, one who knows his business; Girl Show, Big Snake, Unborn and Mechanical City. RIDES: Place Foreman on Swings; Ralph Larry, wired you to come on; Second Men who drive.

**DOUGLASVILLE, GA., THIS WEEK.**

## ROYAL MIDWEST SHOWS

Playing Top Money Dates

Can place Stock Concessions of all kinds—Long and Short Range, Hi-Striker, Girl Show, Snake Show, any worth-while Show. Pony Ride.

**ROXIE HARRIS**

**CORYDON, IND., THIS WEEK.**

## RUSTY WAGNER WANTS AGENTS

For Balloon Darts, Fish Pond, Slum Blower, Huckley Buck and others. Also want Agents for Six Cats and Buckets who can grind and work for stock. This show plays two spots a week, seven days a week. All Street Celebrations in Northern Minnesota starting June 11. CONTACT IMMEDIATELY:

c/o SPARTAN GREATER SHOWS, Washington, Iowa, this week.

SAY YOU SAW IT IN THE BILLBOARD!

## IDEAL RIDES

Kentucky Ave. and White River,  
Indianapolis, till May 31

Now booking for Plainfield, Ind., June 1 to 15, 10 miles west of Indianapolis. Booming town, VFW festival, first in several years. Also for Centennial, Eaton, Ind., June 7 to 12. A good one.

Hanky Pank Concessions, strictly stock. Small Shows. Will book Tilt or Octopus. Will answer wires only.

## FOR SALE

THE ONLY RUSSIAN CAR  
IN THE U. S. A.

Smuggled from behind the "Iron Curtain." M-20 Pobeda in excellent physical and running condition. U. S. Government knows of this car. Attracts large crowds has no competition. Bookings available thru auto shows, auto motoramas, motorboat and sportsman shows, carnivals, fairs, etc. Now on tour. Potential gross earnings \$30,000 to \$50,000 per year. Will sell to highest bidder. Highest bid received to date \$2,500. Mail or wire your bid to

**ISAAC F. WHITE**

3 Oxford Circle Norristown, Pa.

## CARNIVAL WANTED

for  
**CHARLESTON, MO.**

Located in Cotton Belt Area week of Sept. 6 to 11. Call or write

**FRANK H. SCHEFFER JR.**  
Phone 2-3011 Charleston, Missouri  
Sponsored by Jaycees.

## "DANCING GIRLS"

Want flashy Dancing Girls for 50 foot Girl Show. Wardrobe and transportation furnished. Good salary.

**DUKE SCOTT**

c/o Gem City Shows, Bowling Green, Ky.

## WANT AT ONCE

Hanky Panks of all kinds for Joliet this week; Aurora, first in, next week. All Celebrations and Fairs from now on. Want Second Men on Octopus, Tilt, Wheel and Scooter.

**BURKHART SHOWS, Joliet, Ill.**

P.S.: Have Kiddie Street Car for sale or trade.

## PARADA SHOWS

Perry, Okla., this week.  
Want Concessions that work for stock, \$15.50 week. Whitley Harris wants Agents, Six Cats, Buckets.

WANT TO BUY FOR CASH  
LIGHT PLANT, nothing less than 37½ kw., no junk; will buy anything in Show Equipment. **H. C. SWISHER**, P.S.: No hokey, we can place good Baby Sitter for season.

## HOMER FINLEY

Or anyone knowing his whereabouts, please contact at earliest opportunity. Important.

**WARDE H. ERWIN**

1300 American Bank Bldg., Portland, Ore.



# C. C. (SPECK) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

### WANT

Can place Ferris Wheel and Octopus Foremen; must drive semis and be licensed drivers. Will book Ice Cream on a stick and Foot Long Hot Dogs on exclusive basis. Can place Honky Panks that operate for 10c and 15c. No Semi Flat Joints or Proposition Concessions wanted. Can also book Glass Pitch if you have Honky Panks. All address

C. C. GROSCURTH, Mgr.

### WANT

E. Peoria, Illinois

## COUNTY AMUSEMENT CO.

FEATURING

GANGLER BROS.' 25 PERFORMING ANIMALS FREE ACT

WANT: Hanky Panks of all kinds, Jewelry, French Fries, Guess Your Age, Novelties.

WANT: Bingo or Bingo Help after May 22. Also Shows with their own outfit. No Girl Shows. Rides not conflicting. Seventeen weeks of the best in New England. We have nine rides here.

WANT: Help to up and down concessions, also Ferris Wheel Foreman. Red Darling, get in touch, have concession for your wife. Roger Henry, come on. Answer as per route—Norwalk this week; Thompsonville then West Hartford Centennial; all Connecticut.

## RIDE HELP WANTED

First and Second Man for Merry-Go-Round and Ferris Wheel; must know your business. I pay top wages. Pay your own wires. Can also use Ball Game Agent. For Sale: 26 Foot Semi Trailer in very good condition, good rubber, new floor, bargain at \$350. Also fifteen 8 foot by 12 foot Concession Tops and Frames \$60 each; and 10 by 14 foot Tops \$60 each; one 36 foot Spillman Merry-Go-Round, Canvas Top like new used one season, \$175; one 20 by 30 foot Tent, no poles, \$85; one 14 by 18 foot Marquee with Poles, \$85; one Big Six Wheel, Evans, \$175.

**MIKE PRUDENT, Prudent's Amusement Shows**  
19 Brook St., Patchogue, N. Y.

# VIRGINIA GREATER SHOWS

The Show With The Proud Reputation  
Morristown, New Jersey, This Week

WANT: Custard, Photos, Short Range, Novelties, American Mitt Camp, Age & Scales, Fish Pond, Pitch-Til-Win, Bowling Alley, Basket Ball, Coca-Cola Bottle, Balloon Darts, Bumper, Hoopla, Cigarette Pitch, Pan Game and P. C. Dealers wanted. Sam Swain answer.

WANT: Snake Show, Girl Show Manager with two or more Girls; (Chickarell, answer); Monkey or small Animal Show; Wild Life, Unborn, Minstrel Show People, Side Show Acts. Rags, come back. Ray-Ramona, answer.  
Keller, Virginia, Fair Aug. 23-28. All mail & wires to

WM. C. (BILL) MURRAY

## ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS,  
MOTODROMES, SHOW TENTS  
**ANYTHING IN CANVAS**  
Manufacturing Show Canvas for Over  
Fifty Years.  
Underwriters' Approved Flame  
Resistant Materials Available.  
FIVE DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

## TED LEWIS SHOWS

Wanted at once, not too much time before opening, May 29 thru June 5—two Saturdays—River Head, Long Island, N. Y. 15 more weeks to follow.

CONCESSIONS—Bingo, Glass Pitch, 6 Cat, Ball Games, Duck Pond, Pitch-to-Win, Cork Guns, Balloon Dart, Photo, Miller, Jones, Johnnie and Jane, Jackie, contact. Shows of merit with own outfit.

RIDE HELP—Foreman and Second Men on Wheel, Merry-Go-Round, Chairplane, Kid Rides, who have license and drive semi; all Boys' who know me, wire or come at once. FOR SALE—3-abreast Spillman Merry-Go-Round in good condition. New Top and Wall and other Show Equipment. All address

TED LEWIS

12-37 Rosewood St., Fairlawn, N. J.

Phone Fairlawn 4-8745

## Last Call—FLOYD O. KILE SHOWS—Last Call

Opening Zachary, Louisiana, June 7-12; followed by 23 Fairs and Celebrations. 2nd Annual Dairy Show, Cabool, Missouri, June 21-26; Licking, Missouri, City Park, July 1-3; Marcelline, Missouri, City Park, July 5-10. These are bona fide Fourth Celebrations. Then Fairs from July to November in Missouri, Iowa, Arkansas, Mississippi, Louisiana.

Will place the following—Excellent opening for Bingo for season; Photos, Sets, Long or Short Range, Custard, Novelties, Jewelry, Ball Games, Pitches of all kinds, etc. Need Octopus and other Major Rides not conflicting; 25% for season. Place Funhouse, Shows of merit. RIDE HELP—Second Men on all Rides, must drive semi. Show moves on lot June 4. All contracted, this is final. (No phone calls.) All replies:  
P. O. Box 85, Baton Rouge, La. FLOYD O. KILE, Mgr.

## HOLLY AMUSEMENT CO.

Wants for Tomato Festival, Pelham, Georgia, May 31 to June 5  
Penny Arcade, Novelties, Hoop-La, Age, Scales, Snow Balls and Popcorn. Will place Any Prize Every Time or skill Concession. Ride Help, come on.  
F. Hollingsworth, Mgr., Moultrie, Ga., this week

## DRAGO AMUSEMENT

UNIT -#1

Wants: Heart-Shape-Pitch, Hoop-La, Duck Pond, Short Range, Pitch-Til-You-Win, Buckets, Derby, Penny Arcade, Bumper, String, African Dip. Will give Custard good proposition. SHOWS: will book any show for committee money, except Girl Show. Want Motor Drome. DALE PARISH, get in touch with Huston Wilburn. Sober, reliable Ride Help get in touch. Plymouth, Ind., this week; Valparaiso follow, biggest Memorial Day in Indiana, sponsored by Police Dept.

## 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.  
Fortia—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—Delatado 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.  
Walsenburg—Spanish Peaks Fiesta, July 28-31.  
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.

**Idaho**  
Emmett—Cherry Festival, June 21-26.

**Illinois**  
Avon—Fat Steer Show, Aug. 19-21. Nick Vacca.  
Bend—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. P. Bailey.

Hardin—Celebration, July 3-5. Arthur F. Kamp.  
Iroquois—Celebration, July 3-5.

LaPorte—Celebration, July 4.  
Lexington—Homecoming, July 21-24.  
Olney—Am. Legion Celebration, July 2-5.

Vincennes—Van Cleve.  
Onarga—Princess Onarga Celebration & Centennial, July 2-5. Walter Luck, Am. Legion.

Palmyra—Terry Park Industrial Fair, July 26-29.  
Pecatonias—Celebration, July 3-5.  
Peoria—Fun Festival, June 8-13. Frank Winkley.

Polo—Military Days & Homecoming, June 17-19.  
Bainbridge—Street Fair, June 16-19. Gaylord Kilgore.

Stockton—Street Celebration, July 15-17. Frank C. Niemer, Lions Club.  
Sumner—Centennial, July 2-5. Phil H. Heyde, Olney.

Trenton—Annual Homecoming, July 2-4. Chamber of Commerce.

**Indiana**  
Bainbridge—Street Fair, June 16-19.  
Milan—American Legion Homecoming, June 21-26. Howard Hempfling.

Montezuma—Street Fair, June 22-26.  
North Webster—Mermaid Festival, June 28-July 3. J. G. Herrman.  
South Marion—Street Fair, July 12-17. Don Marshall.

Veedersburg—Am. Legion Fair, July 13-17.  
West Baden—Am. Legion Celebration, July 4.

**Iowa**  
Algona—Centennial, July 5-8.  
Fairfield—Centennial Celebration, June 28-30. George Henn.

Red Oak—Celebration, July 3-5.  
**Kansas**  
Chanute—VFW Celebration, July 5.

Ogden—Centennial, July 3-5.  
Topeka—Greater Kansas Centennial, May 21-29.

**Kentucky**  
Eminence—Celebration, July 4.  
Somerset—Celebration, May 24-29.

**Louisiana**  
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. Kling.  
Mount Clemens—Amvets Festa, July 4.  
Mount Clemens—Sportsmen's Expo & Fair, May 29-June 6.

Port Huron—Blue Water Festival, July 12-18.  
Sand Lake—Celebration, July 4.  
Stambaugh (Iron River)—Celebration, July 2-5.

Zilwaukee (Saginaw)—Michigan Centennial, June 17-19. Glen W. Bauer, 103 N. Adams.

**Minnesota**  
Caledonia—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.

**Missouri**  
Albany—Old Soldiers' Reunion, July 7-10 Junior Clark.  
Ava—Kiwanis Boy & Girl Livestock Fair, June 4-5. Bill Pettit.

St. Joseph—County Dairy Show, June 13. 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.  
Scotia—Centennial, June 3-12.

**Ohio**  
Myria—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, 2641 Bosworth Road, Cleveland 11.  
New Riegie—Firemen's Celebration, July 5-9. Harold Burkett.

Struthers—St. Anthony Celebration, June 8-12.  
Twinsburg—Homecoming, July 7-10.  
Woodville—Am. Legion Celebration, July 1-5. Henry Jerkel.

**Oklahoma**  
Pawhuska—Osage Co. Cattlemen'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.

**Pennsylvania**  
Arnold—Old Home Week, July 11-17. Arthur F. Plesger.  
Ebensburg—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.  
Latrobe—Centennial, June 21-26.

Levittown—Celebration, June 14-19.  
Mapleton Depot—Firemen Convention and Celebration, July 2-5. W. E. LaSalle, Saxton.

Philadelphia—Cahill Fields Fair, June 21-26.  
Punxsutawney—Old Home Week & Firemen Celebration, July 5-10.

Quakertown—Celebration, May 24-29.  
St. Michaels—Firemen's Jubilee, May 25-29.  
(Continued on page 89)

## PARAKEETS

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HEALTHY BIRDS  
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or  
HELEN LOUISE GOODMAN

or anyone knowing her present whereabouts.  
Was with Royal American Shows in 1942, 1943 or 1944 in Sword Box Act. Age 35, height 4 ft. 11 inches, blue eyes, olive complexion, weight about 110 or 120 lbs. Very important that she contact her mother regarding inheritance of money and property. Anyone knowing her present whereabouts, please communicate with me promptly. Urgent.  
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AGENTS FOR CAT RACK AND HANKY PANKS

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c/o Veterans United Shows  
Tracy, Minn., this week; then Watertown, S. D.

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Prefer middle age man, sober and reliable. No moving, good treatment and salary. Year round work to right man, but must work season to be eligible. State all first letter.

GRIFFEN AMUSEMENT PARK  
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LAST CALL LAST CALL  
SEASON OPENS AUSTIN, MINN., MONDAY, MAY 31

All Help, Shows, Rides and Concessions. Lot will be laid out May 29. Can place a few more Honky Panks, also Grind Shows of merit. Due to disappointment will book Motordrome. Want Caterpillar Foreman, top salary; also Fly-o-Plane Foreman and Second Men on all Rides, must be licensed semi drivers. Want Man to handle Light Towers and Front Gate. All replies:

WILLIAM T. COLLINS, Mgr.

801 E. 78th St., Minneapolis, Minn., until May 28; then Austin, Minn.

## GRAND AMERICAN SHOWS

WANT FOR IOWA EVENTS

Des Moines American Legion Festival, June 14-19, on State Fairgrounds. 200,000 merchant tickets sold. 2 Shetland Ponies given away free. Waterloo Centennial, June 21-26. Two July 4 spots—Washington, July 1-2-3 and Newton, July 5-6-7. All Street Celebrations and Fairs to follow.

Want—Grind Shows with own equipment.  
Want—Ball Games, Glass Pitch, Age and Scale, Hanky Panks that work for stock. Clarinda, Iowa now.

L. O. WEAVER, Mgr.

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Cartop Carrier for carrying your extra equipment.

A one-piece item with attached dustproof, water-resistant canvas and solid panel bottom, supported on cartop by suction cups. Seals tight with one pull of zipper. Opens on side. Folds flat when not in use.  
\$29.95 guaranteed.

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Located in Chicago. Includes brick building, 21,500 sq. ft. Elevator in building. Reason for selling: ill health of owner. Don't waste your time or ours unless you have money. Write to  
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## MOTOR STATE SHOWS

Want for Celebration 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. Port Clinton, Ohio, June 1-4; Woodburn, Ind. Legion Fair, City Park, June 8-12; Waterville, Ohio, June 15-19.

## WANT G & B RIDES AND SHOWS

Want: Cookhouse, Cork Gallery, Ball Games, Mitt Camp, Pitch Till U Win, Buckets, Lead Galky, Custard, Hi-Striker, Glass Pitch, Hoop-La and Penny Pitch. Any Hanky Pank not conflicting. Will book any show but Girl Show. Johnny Johnson wants Agents.  
All replies to  
GEORGE BROAS  
This week, Parsons, W. Va.; then Friendsville, Md.



## MATTOON SUCCESS STORY

### Shields Fights Back After Fire Disaster

MATTOON, Ill., May 22.—A new roller rink that literally rose from the ashes of its fire-leveled predecessor 93 days after the flames died down is Silver Star Roller Rink here, the dream rink of John and Louise Shields.

They watched their former rink burn June 22, 1953, while fire departments stood helplessly by due to lack of water at the site. While smoke was still hovering over charred timbers and remains of a rink business valued at \$100,000, Mr. and Mrs. Shields were already mulling plans for rebuilding on the same spot. Within a week construction began.

Just 93 days later, on October 3, they opened their new rink. Dedication ceremonies were attended by representatives of 37 churches in the area and leading businessmen and citizens from miles around. The Mattoon newspaper and local radio station gave the event full coverage. Hundreds of skaters jammed the floor to test it, and the place has been humming ever since.

#### Former Shoe Workers

The Silver Star success story goes back 16 years when John and Louise Shields quit their jobs after 15 years at a shoe plant in Mattoon. With their savings they bought a run-down rink against the advice of friends. They felt then, as they still do, that this town and its neighbors could support a recreational facility for children if it were kept clean, wholesome and praiseworthy in every respect. When they took over the rink it was grossing around \$100 per week. Earlier operators had left a bad name.

Almost immediately the Shieldses began to score a success. Some of the rules which they laid down are still basic principles that are strictly adhered to. They make it a practice to be friendly with all patrons. Mrs. Shields generally knows every skater's first name by the end of the kid's first evening here. No rowdy behavior or hard drinking is tolerated. Shields is a well-built man and has proved himself capable of enforcing this rule if called upon to do so.

Another inviolate principle is that the Silver Star never books dances. It is strictly a roller rink. Since the new building has opened, many organizations have besieged the owners for square dance bookings. While the facilities are ideal for dance parties as well as skating, the owners feel that dances would inevitably lead to drinking on the premises and might alienate many church groups which support the rink.

Thus far, with not all of the bills tallied, and with still some work to be completed, Silver Star's cost has edged to over \$74,000. It boasts many of the latest construction features recommended by skating experts. The rink is 166 feet long and 80 feet wide for a total of 13,280 square

feet—5,000 more square feet of skating surface than the old rink offered.

The rink is completely fireproof, and this time, says Shields, "it's insured." An appetizing looking snack bar runs almost the length of the rink. Women are provided with a comfortable lounge. An open alcove with theater-type seats for 400 enable viewers to get an unobstructed view of the floor. The floor is built of alternate layers of concrete, felt, pitch granulated Zonolite and specially treated two by fours. Air conditioning fans are spaced above the floor at intervals and keep dust at a minimum.

Plenty of parking space is available surrounding the rink which faces highway 45 on the Northern edge of Mattoon. A five-room apartment for Mr. and Mrs. Shields is built into the rear of the rink.

Bulwark of the rink's patronage has always been church parties. According to Shields, two Mattoon churches have not changed their skating party dates in 11 years. These two parties average about 150 skaters each, one night per week for the entire year.

When the rink burned groups of citizens met to see what could be done to aid in rebuilding the Silver Star. They felt that the community needed the rink for its children. Many plans were considered. Several of them were based on co-operative loans from service clubs and church groups. But Shields turned down all offers of direct financial aid. He appreciated the offers but desired to keep control of the business. So strongly impressed were business people here with the type of venture Shields represented that he easily obtained construction loans for rebuilding.

Shoe skate sales are a good source of revenue. Shields sets a monthly goal and then works to beat it. For 1954 he geared himself to move a pair a day. In February he hit 33 pairs. Skate sales are boosted by an attractive display window located near the box office. It features various styles and sizes of skates and accessories. "I always keep a few pair of skates in the small sizes prominently displayed," he said. "Often parents tell their little ones that they can't get small sizes. They don't find it so easy to get away with that excuse if the kids see their sizes in the case."

One of the most potent elements in keeping skating classes at the filled-up mark is the annual Silver Star Polio Fund Show. It is a major civic event here and the feature spotlight is always beamed on the diaper division kids. "Just make sure that you get the tots in the act and you'll also get their parents and relatives to take an interest," said Shields. Mothers are busy for weeks before the show sewing costumes for participants.

The local polio fund always receives a good contribution as a result of the show. But the rink also benefits. One of the end results is a full roster in skating classes. For years junior skating classes have averaged 70 pupils a season.

Summer does not mean a sharp decline in business. For eight weeks during the vacation period the Silver Star is a definite cog in Mattoon's municipal recreation scheme. One day each week buses hired by the city bring kids to the rink. Church summer schools also participate in this program, and it all comes out of Community Chest funds. This is frequently the first contact that youngsters have with the rink and it creates steady patrons for the years ahead.

Now that Silver Star is on the road to recovery following the fire, Mr. and Mrs. Shields are breathing easier. Both insist that they never had any doubts that they could pull out of their difficulties in healthy financial condition. They both agree, though, that it never would have been possible without the completely unselfish and enthusiastic aid they received from the community. But perhaps Mattoon itself was being selfish in an intelligent manner. It wanted to make sure that kids had a wholesome place to go for recreation.

## DRIVIN' 'ROUND THE DRIVE-INS

MIXER Magnesound, a magnetic attachment for the new Victor 16mm. projector, enables users to add sound to either silent film or to sound film, according to S. G. Rose, president, Victor Animatograph Corporation, Davenport, Ia. Rose states that the Mixer Magnesound professionally records voice and music simultaneously. Individual inputs for microphone and phonograph have separate volume controls for perfectly co-ordinated mixing versatility. Then the Mixer Magnesound not only records but plays back immediately or erases and re-records in one simple operation. Unit is designed for attachment to all older Victor sound projectors, including the newly engineered, newly styled 1954 model. . . . Frank J. Vaca, former manager of El Capitan Drive-In, San Antonio, has been made manager of Fiesta Drive-In there. . . . The Winkler Drive-In, Houston, has installed a new cycloramic fiber glass screen, 80 by 40 feet, capable of showing any type picture, including CinemaScope. New electrical projection equipment has been installed along with the screen, according to Richard Cornelison, manager. Fiber glass screens are being installed all over Texas in the Ezell drive-in chain. . . . Two armed men forced a gate attendant at Starlight Drive-In, Robstown, Tex., to hand over his billfold after he told them the theater receipts had already been turned in for the night. . . . Plans are being completed for the Brandt Circuit, New York, to handle buying and booking for the Brandywine Drive-In, Wilmington, Del., and work closely on promotion and publicity, according to Melvin C. Geller and Sam D. Taustin, owners, who also announced reopening of adjacent Kiddie Towne Park and neighboring Wilmington Speedway. Pleasant Hill Drive-In, near Wilmington, reopened.

## ROADSHOW REP

ALCIDE DUMAINE reports from Colebrook, N. H., that he will work some stores with an advertising sales proposition in connection with a kitchen gadget layout, opening at Megantic, Que. Dumaine promoted local talent shows during the past winter to what he said were only fair results. "Northern New England is feeling dull times," he said. . . . Ernest Wright, Galveston, Tex., asks that someone send to the column the roster of the old-time Doug Morgan rep show for the season of 1940 or '41. . . . Writes Ray Morris from Utica, N. Y.: "I used to read items from Doc Jones, who lived at Ticonderoga, N. Y., but have missed his name for some time. Doc was with the Sig Sautelle and other shows. When I last met him he was practicing veterinary medicine in the Glenn Falls, N. Y., area." . . . Fremont Turgeon has been working to fairly good biz in the Winnipeg area and is now headed toward the West Coast of Canada with his family truck. . . . E. N. Gearan writes from Milwaukee: "I like to read about the old-time roadshows and will say that those that played opera houses on one-day stands had real talent. I remember 'Breezy Time,' managed by Fitz and Webster, and Johnny Ray, the old-time comedian, in 'A Hot Old Time' and 'The Two Johns.' These were good shows and that's where the tent rep fell down, depending too much on the draw of the tent."

AL PITCAITHLEY, former rep man and tabster now located in Carlsbad, N. M., answers the recent request of Everett Macomber, Kansas City, for the roster of the old Ben Wilkes Show out of Albion, Ill. "Bill Bruno's Bulletin of June 13, 1940," said Pitcaithley, "gives the roster as Mr. and Mrs. Ben Wilkes, the former now dead; Freddie and Lillyan Poole, Harley and Marie Green and Jack and Lucille Collier. There were others on the show but their names were not given. The Bulletin was a weekly published in Kansas City. It was devoted entirely to rep show news and was published by Bill Bruno

## WHACKINESS TO THE FORE

### Co-Winners in Marathon Get \$28, Complete Meal

CINCINNATI, May 22.—Are the days of nonsense returning? It would seem so, judging by reports from Bath, N. Y., where Al Parker, proprietor of the Bath Roller Rink, staged a marathon skating contest that started at midnight Saturday (16) and wound up at 1:55 p.m., Sunday.

According to Parker, the United States marathon roller skating record was broken by five hours and 27 minutes in the contest. The previous record, he said, was eight hours and 28 minutes, set in a contest held in Detroit a few years ago.

Co-winners of the Bath event were Donald Decker, 19, Campbell, and Fred Sprague, 17, Corning, who skated continuously for 13 hours and 55 minutes under rules which permitted no rest periods, no pushing, no smoking and no cruising. Runner-up was Eleanor Laughlin, 15, Corning, who went 12 hours and 10 minutes before calling it quits. She is believed to have set a record for women.

Big winner in the promotion, apparently, was Parker. Area newspapers gave the contest feature stories with pictures, and The Corning Leader reported that spectators crowded the rink thruout the night, into the morning and up to the time Decker and Campbell quit. The co-champs' purse was \$28, which they split. They also got full-course dinners at the Court House diner, according to the Leader.

The original field consisted of 36 skaters, but most of them dropped out after a few hours. After 10½ hours, Barbara Phillips, 15, Bath, left the contest. Shortly after noon the Laughlin girl quit, but Sprague and Decker continued, drinking hot coffee periodically. They finally quit by mutual agreement after each realized that

the other was determined not to be the loser and that they had set a record. Each said he could have continued at least another four hours.

The marathon was the third such event put on at the rink by Parker, who has been in the skating business 32 years and had run off 15 marathons in various parts of the country.

Prior to start of the contest a skating show was put on in the rink by children coached by Parker. It ran from 8 p.m. to 9:15 and was followed by prize games that lasted until 11:45.

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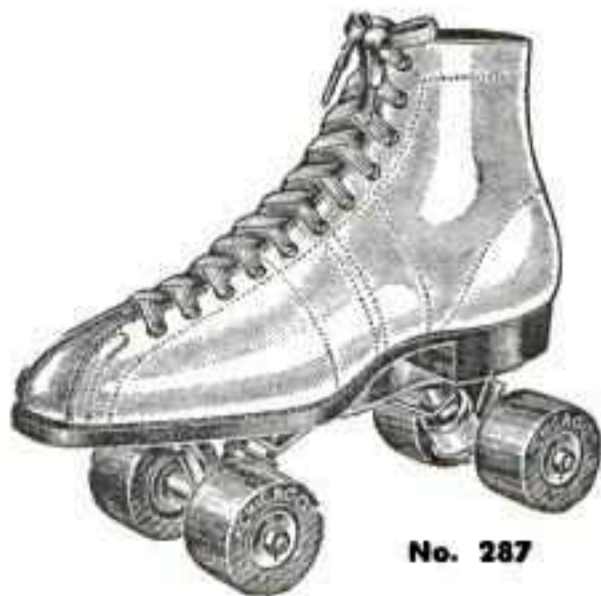
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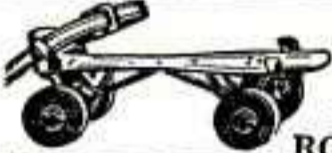
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## Ringling Searches Out Smaller Cities In Move to Play Fresh, Monied Spots

CHICAGO, May 22.—This season's route of Ringling Bros. and Barnum & Bailey Circus is going to take the show into many towns that haven't had the Big One in 20 or 30 years, if ever.

General Agent F. A. Boudinot, now back in Chicago after his annual stay in New York, estimated that about one-third of this year's towns will be new to Ringling-Barnum.

Not only are these to be "fresh" towns, but most of them are considerably smaller than the usual run of Ringling stands, and in some cases they are being taken in preference to medium-sized cities.

Behind the change in routing policy are two factors. One is that the regular stand-bys—"old Ringling towns"—have been played so frequently that some currently won't produce the kind of revenue Ringling is looking for. The other is that in several experimental stands in smaller cities during recent years, the show has scored some of its best business.

Sample stands where the theory of seeking out fresh towns was proved with heavy receipts include Sterling, Macomb and Quincy, Ill., and Norfolk, Neb., as well as more in other States. While these towns were producing business, some that Ringling had played annually for many years were not doing well.

Among probable factors was that smaller spots were flattered by Ringling's attention and con-

sequently more interest was brewed. In the past two seasons small cities have given the show many of its straw houses and turnaways. At the same time the show was being careful to avoid playing its own feeder towns.

Indicative of the type of towns the show is including this year are Oneota, N. Y., which has 13,000 people and hasn't had the Ringling show since 1933, and Glens Falls, N. Y., a town of 19,000 people, last played in 1930. Boudinot wanted to make Gloversville, N. Y., where 23,000 people live, but that was found to be impossible since the short-line railroad serving the spot no longer has the motive power necessary to move the show trains up the hill. Also dropped was a plan to play Ithica, which the show hasn't made in decades, but no adequately firm lot was located.

Boudinot said that playing the heavier allotment of small cities would have no appreciable effect on the railroad mileage involved.

With contracts thru July 1 in fairly complete form, the mileage is running about even with other years.

### Complicated Railroad

Boudinot pointed out that while it might appear that smaller towns were closer together than larger ones, nevertheless, it was necessary for the show to back-track and criss-cross in and out of rail centers in order to reach the desired spots. In several cases there is no direct line between two smaller stands, and the railroad circus must "detour" via a larger spot.

He likened sections of the route to a wheel. At the hub is a larger city that is a railroad center. At the ends of spokes are smaller cities the show wants to play. There often is no "rim" giving direct rail connection between two stands. So the show must come back to the hub and then switch to another spoke. Sometimes, he said, the show will be making

(Continued on page 87)

## King Loses Big Top; Sidewalls 3 Towns

### Driver Blows Show With Spool Truck; Good Weather Holds; Canvas Relocated

NEWARK, O., May 22.—King Bros.' Circus went back under canvas here Thursday (20) after sidewalling performances at three earlier stands. The show was left without a big top when a truck driver blew the show and abandoned the truck.

Arriving in Portsmouth, O., the Monday stand, after a 124-mile Sunday run from Middletown, the show discovered it had no canvas. Both performances were given with sidewalls around the seats and with rigging on the poles as usual.

Co-Owner Floyd King said that the show had all the people it could handle at each show Monday, that Tuesday (18) at Chillicothe was a good day, and that Lancaster, O., on Wednesday (19) was an adequate day business-wise. He said weather breaks were in the show's favor and that he thought loss of the tent "didn't make a nickel's worth of difference" in the amount of business done.

While the performances were progressing, the show was making every effort to locate its tent. King said the missing equipment was valued at more than \$18,000. Police departments in five States were alerted and police radio systems spread the search order.

### Scramble for Top

The King show contacted others to learn if any had tops it could borrow. It also contacted the United States Tent & Awning

Company, Chicago, where it arranged to rent a 120 with three 40s. King said his show has a 112-foot top stored in Macon, Ga., and a 120-foot top stored at Stamford, Conn. However, they wanted to find a spare closer to the show if possible.

By Wednesday the original tent, a 130 with three 50s, was located. The loaded canvas spool truck had

(Continued on page 87)

## Chipperfield's Wagon, Animals Get English Eye

LONDON, May 22.—An elaborate new entertainment wagon on the Chipperfield Circus has gained widespread attention in England this spring. Vehicle has been shown on television and to visitors on the show.

Wagon's interior is fitted out with paneling to duplicate that in a mansion known as Knebworth Hall. Included are chandeliers, fireplace, bar and other features making it unique among wagons.

Meanwhile the show, billed as "Europe's Mightiest Tenting Circus," includes 17 elephants; an act combining camels, llamas and zebras, in which a giraffe also makes an appearance; mixed polar and black bears act, 14-lion act, Roman riding and chariot races, bareback riding acts, tiger-elephant act, double projectile human cannonball act, flying return, penguins and pelicans, performing poodles, Digger Pug's aerial ballet, sea lions and other acts.

### FINE TIMING

## R-B Winning Hub Formula Outlined

BOSTON, May 22.—Two unprecedented innovations, a special half-price children's show on Saturday morning (15) and advancement of the get-away Sunday night (16) performance from 8:30 to 5:30, were credited with building the record breaking \$300,000 gross for the six-day stand at Boston Garden of Ringling-Barnum.

Both ideas were the brain-child of Edward J. Powers, vice-president and treasurer of the Garden, expert on ticket buying trends, advance sales and experimenter with new ways of building grosses for Garden attractions.

He pointed out to Ringling officials that they were missing out on the out-of-town ticket buyers on the last Sunday night show. Many Sunday visitors wouldn't wait for tickets to the 8:30 performance if the matinee was sold out, because of the late hour and

their trip home. By advancing the time to 5:30, out-of-towners wouldn't mind waiting to catch the "big-one" before returning home.

### Near Capacity Finale

Half an hour before the 5:30 performance, the house was more than half full, better than the last performance has ever pulled. The crowds kept pouring in to bring the last house to near capacity.

The half-price kiddie show was a natural, Powers contended. It took care of the heavy number of out-of-town school age kiddies, who might otherwise not have been able to see the circus because of school, sold-out matinees and travel. It was indicated that the circus management would make the half-price kiddie show and the 5:30 last performance time standard for Boston.

## Hagen Straws 2 At Galesburg For Banner Day

GALESBURG, Ill., May 22.—Hagen Bros.' Circus played to two straw houses here Tuesday (11) to make this the show's banner stand so far this season.

Two days (9-10) at Moline, Ill., gave light business, while one day (12) at LaSalle, Ill., brought two half houses. Hanel, bar act; Newmans' riding and posing horses, and Allen's Bears are included in the current performance.

## ALWAYS A BIG SHOW IN D. C.

WASHINGTON, May 22.—Ringling Brothers and Barnum & Bailey's Washington run this week couldn't have been better timed. R-B moved in when the McCarthy-Army "big show" on the Hill took a week's recess.

Besides giving the circus a chance to wrest housewives away from their TV sets, it gave one Potomac jester a chance to wisecrack: "That's Washington for you, we're never without a three-ring circus."

## Wright Reports Strong Start At Omaha Date

OMAHA, May 22.—Rink Wright's production for the Shrine here opened Monday (17) at City Auditorium to better attendance than last year. Wright said Tuesday's matinee was light but that Tuesday night was full and all day Wednesday was good. Show runs thru Saturday (22).

Performers include Tom Packs' Elephants with Slivers and Jo Madison, Jack Joyce's Camels, Noel's Liberty Horses, and Arthur Henry's and Portis Sims' dogs and ponies; Coleman's double traps; Carl Solts, double traps; Rick Roy, hanging act; Valorie Krenkel, aerialist; Lona Coleman, aerialist; Black Brothers, comedy; Five Antaleks, perch; Shyrettos, bikes; Stanleys, high pole; Three Eddies, trampoline; Voleras, horizontal bars; Flying Zacchimis, flying return, and Joe Coyle, Popo De-Bathe, Arden Beecher, Jim Snell, Kenneth Waite, Bozo Harrell, Frank Black and Bernard Black, clowns.

## Beatty Packs Three At Eureka Stand

### Show Pulls Full, Three-Quarter Houses; Cuts Parades Where Schools Aren't Out

REDDING, Calif., May 22.—Business for Clyde Beatty Circus held firm this week, with a comfortable string of three-quarter houses and a hefty helping of full ones. High spot was Eureka, but difficult railroading forced elimination of some performances to allow time for the moves in and out.

After the night-only at Scotia on Thursday (13) the show jumped 29 miles to Eureka. Two shows on Friday (14) were packed, and the matinee-only on Saturday also was full. Lumberjacks predominated in the Friday night crowd. Schools were closed Friday.

With no show set for Saturday night, the circus turned around and jumped 145 miles to Willets for Sunday (16). The circus gave a rare Sunday street parade and played to a two-thirds matinee. No night show was scheduled, allowing a 147-mile jump to Vallejo.

Back to a normal routine after

keeping the complex weekend schedule, the Beatty show played Vallejo on Monday (17) to a three-quarter matinee and full night. No parade was given. Napa (18) followed with two three-quarter houses, it was reported. Parade there was led by Dave Cavagnaro, local fan, and it drew a large crowd.

Oroville, the Wednesday (19) stand, came up with a two-thirds matinee and strong half house at night. No parade was given. A rodeo had preceded the circus date. Redding had a half house in the afternoon and a three-quarters score at night, with no parade being given.

Show sources said that street

(Continued on page 87)

## Polack Up Sharply at Oakland, Slightly at San Francisco

OAKLAND, Calif., May 22.—Business of the Western unit of Polack Bros.' Circus for the 11-day run which ends here tomorrow (23) promises to top last year and may set a new local record, Louis Stern, general manager, said.

The opening weekend was the strongest in the 14 years Polack has played this city, with four out of six performances registering sellouts or turnaways. Since then, attendance has been consistently good, with another heavy weekend inevitable.

This is the first time Oakland has followed San Francisco on the show's route, and apparently the local run benefited from the heavy press, radio and TV publicity the show received on the other side of the bay. The Tribune co-operated to the fullest extent with Justus Edwards, press director, giving the show 468 column inches in seven days.

## Boudinot Nixes Rumors of R-B Indoor Stands

CHICAGO, May 22.—Chances that Ringling-Barnum might play indoor stands this fall at Chicago, Detroit, Cincinnati and St. Louis were minimized this week by F. A. Boudinot, general agent, who pointed out that arrangements for playing under canvas at several of the cities are being made.

Tented summer stands would obviate building dates in the fall.

The comments came after unofficial press reports here that Arthur Wirtz, owner of buildings in the cities, was talking with John Ringling North about such dates. Wirtz owns the Chicago Stadium, Detroit Olympia and St. Louis Arena and has interests in other arenas.

Boudinot confirmed that at one time Ringling-Barnum was giving preliminary thought to a plan which might end the canvas season in September or October and follow up with a string of building stands. This would permit the high-priced show to send much equipment to its winter quarters and yet play potentially profitable major cities in place of some Southern territory which often is affected by bad fall weather.

He stressed, however, that no such plans are being carried out this season and that it would be impossible to do so because some of the key cities have been contracted for outdoor engagements.

DETROIT, May 22.—Ringling Bros. and Barnum & Bailey has completed contract negotiations for playing the Michigan State Fairgrounds when the show appears here August 13-14-15. Instrumental in making arrangements were Daniel Quirk, Ypsilanti industrialist and circus fan, and Theodore Buhl. Buhl is a new member of the board of directors for Ringling Bros. and Barnum & Bailey Combined Shows, Inc., replacing Herbert A. Duval, and a Detroit manufacturer.

## Cordona Hurt In Fall From Clyde Trapeze

ST. CATHERINES, Ont., May 22.—Jose Cordona, 26, member of an aerial act, was injured when he fell from a trapeze during a performance here of Clyde Bros.' Circus Monday (17). He was taken to St. Catherines General Hospital where his injuries were said to include a skull fracture and severe face lacerations.

The accident occurred as Clyde Bros., owned by Howard Suesz, launched its two-week tour of Ontario. It was appearing at the St. Catherines Arena and a crowd estimated at 3,000 viewed the accident. Show was sponsored here by the Kinsmen's Club.



# UNDER THE MARQUEE

**Bev Kelley**, R-B radio-TV publicist, authored a piece for The Chicago Tribune (16) about the girls' baseball teams operated by **Mike Clark**, with whom Clarence Wortham, carnival kingpin, got his show business start. **Marjorie Towson** reports catching the Cotton Carnival at Memphis prior to vacationing in Arkansas, New Orleans and Cuba before returning to Detroit. . . . **R. M. Harvey** is back in Perry, Ia., after a sojourn to Excelsior Springs, Mo.

**Chuck and Barbara Naidl** are in Baraboo, Wis., readying their reptile farm for the summer after a 22-week season playing North Carolina schools booked by **Rex N. Ingham**, Ruffin, N. C. . . . **Johnny Fulghum**, now ahead of the John H. Marks Shows as billposter, visited with **John Brassil**, Ringling car manager, at Philadelphia. . . . **Robert D. Good**, Allentown, Pa., fan, has some of his antique show posters and model circus equipment on display in a store window.

**Fred Stafford**, Mills press chief, who is ill, has moved from Greenville, O., to 32 Monument Square, Charleston, Mass. . . . **Tom W. Woodward**, veteran trouper now in newspaper business at Monticello, Ky., caught Ring Bros.' Circus May 11, and comments about the service charge on litho tickets. . . . **Charles Kyle**, New Haven, Conn., reports he has leased South American rights to his circus-revue for a flat fee and that he is operating another unit in the East.

**Vernon L. McReavy** is resting at his Chicago home after being released from Illinois Masonic Hospital. . . . **Herman Ceplar** and the **Ceplar Family**, high wire, are currently appearing with the Shrine sports show at Natatorium Park, Spokane. They played the lilac show at Spokane Memorial Stadium, May 14, where the **Cycling Vans**, the **Four Raymonds**, fireworks, clowns and **Gordon McRae** also were on the bill. **Harry Todd** and family also are at the sports show, reports **Gracie Ceplar**.

**Bill Naylor**, Polack Eastern press chief, stopped in St. Louis to visit while en route from Akron to Austin, Tex. **Harry Naylor**, son of **Fred B. Naylor**, formerly with Sells Floto, has been named editor of the Canisius College year

book. He was with his grandfather, **Bill**, on the Hennies and Cavalcade carnivals. **Naylor** and **Murray Powers**, of The Akron Beacon-Journal, worked together bringing the winner of the paper's spelling bee and her family to Akron for the circus. . . . **Larry Benner** and **Al Ackerman**, Polack clowns, did a TV show on WTAR, Norfolk, and **Paul Kay** was on WAKK, Akron. **Pink Madison** took the Polack bulls to Ocean Grove resort near Norfolk. **Gene Bogino** did a juggling turn on TV at Norfolk.

Polack Eastern's **Henry Kyes** reports that there were several parties in Akron. The **Roy Wilds**, **Bill** and **Jack Meinhardt** and **Art and Cuddles Underhill** entertained. Visitors included **Tony Diano**, **Pete Mardo**, **Ted Deppish**, **Ray Sinclair** and **Phil Phillips Jr.** **Kyes** and **Walter Klausser** were looking for fountain pens that they dropped after a Roller Coaster ride at the Akron park. The **Gretonas**, **Carleton Smith**, **Don Fosgate**, **Clarence Amidon**, **Archie Gayer** and **Johnny and Jonesy** visited. **Eva Walker** joined Polack Eastern and **Rose Harrison** rejoined. **Lani Harrison** is at home in Phoenixville, Pa.

From Hagen Bros.' lot in Ottawa, Ill., Correspondent **Beverly Allen** writes that there was a river next to the Muscatine, Ia., lot and fishermen enjoyed it. . . . that **Johnny (Chuckles) Facer** visited at Burlington, Ia., and clowned for the day. . . . that **Phyllis Newman** is working aerial numbers as well as with her family's acts. . . . that so far this season Hagen Bros.' jumps have averaged 52.4 miles. Recent visitors included **Floyd and Marlene Bradbury**, **Bob Parkinson** and **Frank Cain**.

**Gov. Herman E. Talmadge** has issued a proclamation designating June 1-7 as "National Circus Week in Georgia." The step was taken in connection with the observance promoted by the Circus Clown Club.

It was recently erroneously reported that **Clark's Seals** played the Des Moines Shrine Circus. **Capt. Guy Leslie** reports that he played the date with his California Sea Lions act. . . . **Jesse Amonett**, Akron; **Eddie Jackson** and **Carleton Smith** visited Mill Bros.' Circus when the show played that town recently. . . . **Marion F. Goff**, Odessa, Tex., visited Bailey Bros.' and **Cristiani Circus** in Pecos, Tex., May 4 and renewed acquaintances with **Sieve Fannin** and the **Cristiani** family. He reported a fast, smoothly running hour-and-50-minute show with lots of flash.

**E. R. Gray**, Evansville, Ind., is at a circus at the Nashville (Ill.) American Legion Home May 8. **Jimmy Williamson**, son of **Meyer Williamson**, rode in the red wagon, while **Naomi McDowell** played calliope for the street parade.

Since a recent appearance on the "Big Top" TV show by the **Flying Valentines**, **Bennie Gibson**, troupe catcher, has been painting the act's truck and outdoor rigging.

**Garden Bros.' Circus**, which opened an indoor Canadian tour Thursday (13) at Moncton, N. B., got an excellent plug in the form of a three-column page one picture of the **James M. Cole** elephants in The St. John Telegraph-Journal. The photo of the herd resting by the wayside was accompanied by a story.

**Fay Gordon**, formerly with the Hawthorn Bears, and **Steve (Crasher) Casey**, ex-heavyweight wrestler, visited the Ringling circus at Boston Garden recently.

The Marks Miniature Circus, owned by **Don Marks**, El Cerrito, Calif., was pictured in Chevrolet's Friends magazine. It will also be featured in an early issue of profitable Hobbies magazine.

From Hunt Bros.' **Lou Nelson** comes word that one of the dogs in the **Stanley** act and a town dog had a hey rube during the act. **Mlle. Gabrielle's** horse, **Ballerina**, has been shipped to New York for a few weeks, but another one, **Silhouette**, continues as a feature on the circus. **Luis** and the **Oliver Sisters** played another Sunday club date, this one Sunday (16) at Ephrata, Pa. Equestrian Director **Don Francisco** left the show for two days to arrange the funeral of his father-in-law. During its first month of the season, the

Hunt show has missed no performances, had no breakdowns and experienced only one minor injury. Visitors included the **Benny Fowlers**, of King Bros.' advance; **Arthur Carr**, CFA; **Frank Pisarczk**, rigger for Hamid-Morton, and **Harry and Charlotte Lavine**.

Clowns **Eddie Emerson** and **Art LaRue** have been booked by **John Billsbury**, Hollywood, to work the grandstand show at the Los Angeles County Fair, Pomona, during the second half of the 17-day run. . . . The **Burdicks**, sway pole and trapeze, with **Rudy Bros.' Circus**, held an open-house at their new home at Bassett, Calif., suburb of Los Angeles, with all Rudy personnel as guests.

Polack Eastern's corespondent, **Henry Kyes**, writes that among visitors on the show were **Mr. Atayde**, of the Atayde Circus of Mexico, with the **Wilson Storeys**. Also visiting were **Morris Nelson**, of the **Ward Beam** thrill show; **Frank DeRue's** mother, **Jess Amonette**, and **Joe Stratton** and **Joan Wolford's** mother. **Al Ackerman** visited an aunt in Cincinnati on her 93d birthday. **Larry Benner** looked in at his Miamisburg, O., home. **Joe Seitz** has his car back from St. Louis. **Gracie Hanneford** has a new hair-do. **Poodles Hanneford** had added a comedy rumba to his act. **Dick Clemens** and his lion act closed until August. The **Cressco Rocket Car** rejoins in Austin, Tex.

**Joe Lemke's** chimp act will be with **DeWaldo's Attractions** for fair dates after closing with **Orin Davenport** at Brandon, Man., Saturday (29). He and a chimp made a Kiwanis club appearance while the circus was in Winnipeg recently.

In the **Robert A. Collins** party visiting Ringling-Barnum in New York recently were his mother, **Mrs. Kathryn Collins**; **Mrs. R. C. Freeman**, **Mrs. Lillian German**, **Marjorie German** and **Elizabeth German**. . . . **Slayman Ali**, veteran manager of Arab acts and in recent years manager of Latin American acts, reports a new Arab act, first to arrive in this country since 1916, landed at New York Thursday (27). Act, **Six Sons of Morocco**, will play fairs and dates.

Connecticut circus fans' organization, the **P. T. Barnum Top**, held its semi-annual meeting Saturday (15) at the Brownstone Inn, Portland, Conn., with **John Boyle**, of Cleveland, national president, principal guest. **Carl Pratt**, Avon, State president, introduced **Hartford's Clarence T. Hubbard**, who spoke on circus prospects for 1954. Some 50 persons attended the session.

**Dave Friedman**, Paramount Pictures press rep in Chicago, tells that "Greatest Show on Earth" will be released again nationally in July, with full press and broadcast publicity campaigns. Title of the **Martin and Lewis** movie has been changed from "Big Top" to "Three Ring Circus" and tentatively is scheduled for 1955 release.

**Vin Carey**, Baltimore magician and magic shop operator, has caught **Hamid-Morton**, **Frank Wirth**, **Hunt Bros.** and **Ringling-Barnum** circuses this season. He reports the International Jugglers' Association, of which he is a charter member, will be at Elkhart, Ind., June 20-23, and Carey is planning to attend.

**Frank Gain** is in Burlington, Ia., since leaving the King circus. . . . **Paul M. Conaway**, circus attorney, and his family have been vacationing at Sealy Springs, Ala. He expects to visit King Bros. in Pennsylvania, Ringling in New England and **Clyde Beatty** in Montana.

Omaha World-Herald of Thursday (20) carried a feature article and picture about the **Antaleks**, appearing there in **Rink Wright's Shrine** show. . . . **Ray Brison**, Hagen Bros., enjoyed a visit from **Orlo Sparton** in Illinois. It was the first time they had met since he had the **Sparton Bros.' Circus** in 1940.

**Hi-Brown Bobby Burns** has just come back from a 10-day trip to Nassau and reports a fine time. He'll leave June 1 for Colorado, where he is to start his fourth season with the **Central City Opera**

Company as stage technician. . . . **Mal Hernandez**, city editor of The Prescott, Ariz., Courier and chairman for five local circus dates, commends the **Bailey-Cristiani** show. . . . **James W. Young**, Chino, Calif., has been writing letters to oppose a suggestion that Los Angeles ban horses from the streets.

**Mary Jane Miller**, Ringling-Barnum correspondent, writes that the show train made the trip from Boston to Baltimore in good time, and that the bright new big top there looked fine. **Sealo**, of the Side Show, celebrated a birthday in Boston with a party.

Visitors included **Mrs. Kline**, Six Foot, **Walter Kernan's** sister, **Joe Cronin** and family, **Joe McCarthy**; the **Pat Blumbergs** and daughter, **Judy**; **Erskine York**, who visited **Otto Griebling** and **Felix Adler**; the **Tomers**, the **Carberrys** and their son, **Fred**; the **Jim Tomlinsons**, the **Rev. Ed Sullivan**, **John F. Wagner** and family, **J. Raymond (Late News) Morris**, and the **Reverends Wall, Rogers** and **Cummings**.

## King Blows Top

Continued from page 86

been driven to Dayton, where it was found in a restricted parking area Sunday by Dayton police. They impounded the truck and it was they who had it all the time other forces were looking for it. On Wednesday they heard police radio reports about it and contacted the show. King sent a driver to Dayton to claim it.

Both the King and the U. S. Tent tops arrived on the lot at Newark Thursday. The borrowed one was returned without being unloaded.

Meanwhile the show had been played up in countless newspaper stories and radio-TV news reports. Some newspapers sent photographs and reports to see the show without a tent. Wire services carried the story. Police reports identified the missing driver as **Harvey Denny**, 35. King said Denny had been with the show three years.

## R-B Searches

Continued from page 86

numerous stands on the spokes, passing thru the larger town several times and yet not playing the larger spot.

Fitting in with what **Boudinot** said this week, owners and agents of other shows which have encountered Ringling stands while contracting their own dates have declared surprise at some of the towns that will see the Ringling show this season. There have been unofficial reports also that Ringling's entire Middle Western route, still largely unrevealed, will have the show zigzagging in some of the fanciest circus railroading of recent years.

## Beatty Packs 'Em

Continued from page 86

parades now are being limited in most cases to those cities where schools are dismissed for the show. However, even with schools out, the march was omitted at **Eureka** because of the possibility of being off schedule after the jumps there.

**Ralph J. Lockett**, formerly with carnivals, who was in the red office wagon of the **Beatty** show this season, closed at **Napa**.

At **Niagara Falls**, Wednesday (19), **Clyde Bros.** played to full houses under Shrine auspices. Schools were dismissed early, and **Shriners** clowned downtown streets.

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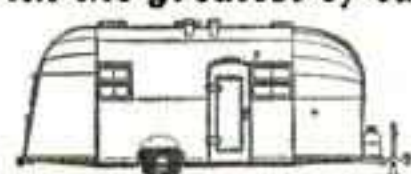
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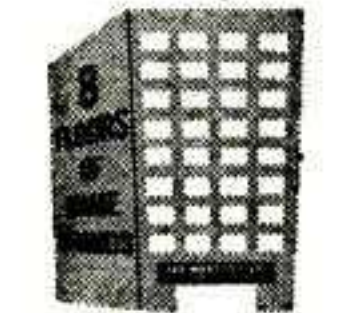


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Send my FREE copy of your new, illustrated NAME BRAND CATALOG.

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NAME OF MY COMPANY \_\_\_\_\_  
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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

**National Distributing Company**, Miami, is offering the prize and premium field its widely known Sheffield stainless steel steak knife set. These knives have hollow-ground blades with serrated edge that never need sharpening and attractive gemtone horn handle. Claimed to be a \$14.95 retailer, National is offering the sets at \$2.50 each in dozen lots. . . **Ava Manufacturing Company**, Livingston, Calif., is offering novelty users Biff-a-Ball, an exceptionally strong vinylite ball attached to a heavy durable band. Biff-a-Ball is a punching-bag type game and should prove to be a particularly entertaining game for kids.

**Harris Novelty Company**, Philadelphia, is now pushing a complete line of caps and hats for the outdoor trade. Also being promoted are wallets, dry shavers, pen sets, jewelry, sun glasses, jumping dogs, midget lighters and the popular 16mm. "Hit" miniature camera.

**Hex Manufacturing Company**, Buffalo, has announced that its big 1954 catalog is ready for distribution. It displays merchandise of every description for all types of midway concessions. . . **Finicky Fido** is a new toy trick featured by **Kipp Bros.**, Indianapolis. Finicky Fido is made of high-impact plastic, in assorted colors, and stands on display card which has a small dish attached. By pressing Fido's head into the dish and releasing it, he will somersault into the air and land on his feet.

**Lyle Douglas**, Dallas, is again promoting his bamboozle matches. These matches, a complete assortment on an attractive card, may be had from Lyle Douglas distributors located throughout the country. Many other laugh-provoking items are also offered by the distributors. . . **Boyd Manufacturing Company**, Valley Station, Ky., is promoting a line of power mowers, 16 to 20 inch, ranging from \$25 to \$52.50 each.

**Mills Sales Company**, New York, has two specials in German needle books. One contains an assortment of 70 needles with threader in an envelope which sells at \$7.20 a gross. The other contains 100 needles with needle threader priced at \$9.60 a gross. Salesmen make at least \$50 a day in selling same, according to Mills.

**Ed P. Womack**, who formerly had **United Novelty & Candy Company**, Detroit, is returning to the specialty merchandise field, opening the **Variety Sales Company**, Highland, Mich. He will carry a complete line of carnival supplies, fair goods, novelties, standard and seasonable specialties and bazaar supplies.

The 1954 giant catalog of **Ace Toy Company**, New York, is coming off the press. Trade requests for a copy are welcome, the firm reports. . . **Pritt Novelty Company**, New York, is featuring a varied assortment of badges in two sizes and resembling police, deputy and sheriff insignias. Company officials call the items ideal numbers for novelty stores and pawn shops.

**Jay Toys**, New York, reports that its 30-inch giant plush bear, selling for \$20 per dozen, continues to be its fastest moving number in the carnival trade. . . **E. & A. Braid Corporation**, New York, announces introduction of a new item, **Visor-Grip**, designed to hold cigarettes, tobacco, pipes, pencils, memo pads, purses, etc., to the automobile visor. **Visor-Grip** is made of rayon covered elastic with metal clips on each end securely holding the visor. It affords drivers a place for any item, within easy reach. Accessories are held by **Visor-Grip** regardless of whether the visor is up or down. They are priced to retail at \$1. Every car owner can use two. The trade is requested to write for the firm's special price list.

**Standard Industries, Inc.**, Chicago, announces that **Mark Zanger**, New York, has joined the organization in the capacity of

advertising and sales promotion manager. An active advertising and promotion campaign is in the offing. In the last issue of The Billboard, **Standard Industries** advertised a new and novel gift and premium item in line with its policy of offering the newest and finest items available. The **Spill Stop**, as advertised, is a drink pourer which is attached to a liquor bottle and which permits just enough liquor to pour as is needed to fill a whisky tumbler, eliminating overflow. However, the true novelty lies in the titles engraved on each pourer in the set of three, **Firewater**, **Moonshine** and **Whistle-Wetter**.

**Division Sales**, Chicago, reports that its snuggle pen sets are being well received. This handsome gold and maroon set is a five-piece outfit which includes a ball point pen, fountain pen, pencil, refills for the ball point pen and extra points for the fountain pen.

**Universal Distributing, Inc.**, Chicago, is now offering the trade its 1954 catalog containing illustrated listings of a wide variety of merchandise ranging from jewelry to appliances, tools, electric shavers, binoculars, radios, wrist watches, cutlery, clocks, etc.

**Steinberg Ross**, Chicago, announces that its 1954 catalog is off the press. In it are illustrated listings of such merchandise as waterless cookware and pressure cookers, cutlery, can openers, electrical appliances for the kitchen, electric shavers, silverware, radios, dinette sets, electric clocks, jewelry, wrist watches, religious items, pen and pencil sets, lighters, leather goods and tools.

The first annual California Variety Show was held May 9-12 at the Alexandria Hotel, Los Angeles. Exhibits were on the mezzanine and third floors. Among firms showing were **Aircraft of California** with a line of straw earrings for squaw dresses and hammered gold jewelry; **Centennial Novelty Company**, souvenirs, shell novelties and figurines; **Woodpecker Woodware**, a line of promotional hardware, salad bowls and kitchen racks; **P. Wolff & Company**, planters, TV lamps and leather goods; **George L. Harvey & Associates**, head scarfs; **Robert W. Rifkin**, electric clocks and bed lamps; **M. Duncan Held**, concha belts and costume jewelry along with jumbo souvenir cards and comic items; **Pico Novelty Company**, gifts, novelties and party favors; **President Novelty & Jewelry Company, Inc.**, costume jewelry and novelties; **Quon-Quon Company**, utility baskets, silk scarfs, toys, novelties and coolie hats, and **Tiep Paper Products**, a line of paper goods. **Wesley Chin** represented the **Quon-Quon Company** at the exhibit, and **S. M. Wax** and **L. A. Wallace** were on hand for **Pico Novelty Company**.

The 39th annual California Gift Show is set for July 25-30 in Los Angeles. Manufacturers are said to be planning emphasis on functional designs in giftwares which are practical as well as decorative. **George Pascoe** is the manager of the event and general manager of the Los Angeles Trade Fair, Inc. Event will be held at the Biltmore and Alexandria hotels, Merchandise Mart, Brack Shops and individual showrooms. Show is sponsored by the Los Angeles Chamber of Commerce.

**Al Bedroff**, Wholesale, Philadelphia, is offering the trade a complete assortment of hats, caps and novelties. Featured in particular are crew hats, yacht caps and regulation, scientifically balanced darts. . . In addition to a complete line of stuffed animals, **Wisconsin DeLuxe Company**, Milwaukee, is now featuring stuffed dogs with checkered tams, k. c. bears and Majorettes.

**Tex-Air Gas Company, Inc.**, Amarillo, Tex., is promoting helium cylinders for all types of balloon advertising. . . **Louisville Statuary Company** is pushing a complete line of carnival plaster, featuring particularly its new 1954 line.

## NEW and HOT BUBBLING BABY SENSATIONAL NEW NOVELTY

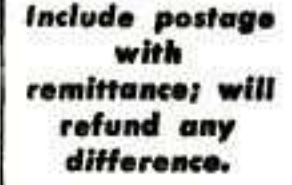
HAS A LAFF A MINUTE. GRASP BULB IN BACK & HE GOES INTO ACTION. A NATURAL FOR BARS & FUN STORES.



No. 3893  
Size 3 in. high,  
\$20.00 per gross  
\$2.00 per dozen  
(No less sold)



No. 4995  
BASHFUL MONKEY  
\$14.00 per gross  
\$1.50 per dozen



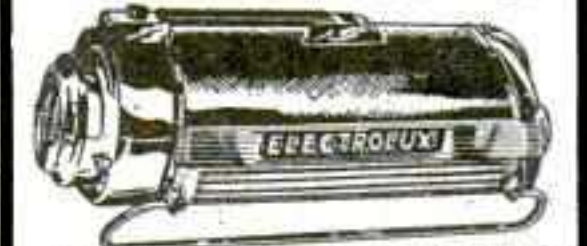
No. 3927  
SNAKE BOW TIE  
\$14.00 per gross  
\$1.50 per dozen



No. 3936  
SPIDER GIRL  
\$17.50 per gross  
\$1.75 per dozen

WISCONSIN DELUXE CO.  
1902 North Third St.  
Milwaukee 12, Wisconsin

## ATTENTION, BUYERS!



### REBUILT ELECTROLUX VACUUM CLEANERS

Rebuilt by Eder Vacuum Co. Completely rebuilt like new, using our own EVCC new replacement parts. Individually cartoned, 1 year written guarantee.

STANDARD #12  
\$16.50 with all attachments

DELUXE #30  
\$25.50 with all attachments

TERMS: f.o.b. Detroit, 10 days net to rated accounts, others C.O.D. or cash with order.

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TEXAS 4-1010

## NEW—TITANIA

WORLD'S MOST BEAUTIFUL GEM for men and women in 10K and 14K solid gold mountings. HUGE PROFITS every day.



Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and sterling silver. \$6.00 per dozen up. Copies of expensive Diamond Jewelry. NO-RISK TRIAL SALES OFFER. You don't risk a cent. Write today for Free Catalog and details. **DES MOINES RING CO.** 1155 26th St. Des Moines 11, Iowa

## Rayon Plush SCOTTY



10"x8" White or Ass'd. Colors Cotton Stuffed \$6.00 DZ. In Gross lots \$5.50 dz. SPECIALS! 15" Plush Bear \$ 6.50 dz. 15" Sitting or Standing Doll 6.50 dz. 32" Plush Bear, Ass'd. Colors 21.00 dz. FOB, N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32-pg. catalog.

## ACE Toy Mfg. Company

122 W. 27th St. N.Y., N.Y.

## The Best Sales Boards and Jar Games

Write for information and prices. **GALENTINE COMPANY** Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana



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## Selling like Wildfire!.. EARRINGS!

\$36.00 (MINIMUM ORDER 1 GROSS) ● 144 STYLES to Each Gross  
WHILE OUR STOCK LASTS— ● REGULAR \$1.00 RETAILERS  
ORDER TODAY! No. E58 ● "RED HOT" STYLES



RING SETS NO. 9R9—STERLING  
NO. 9R10—R. G. P. others  
MATCHING WEDDING and ENGAGEMENT RINGS—EACH SET IN PLASTIC BOX, R.G.P., GOLD FILLED and STERLING SILVER MOUNTINGS. \$6.75 Per Doz. Sets

### BIELER-LEVINE

25% Deposit, Bal. C.O.D. Dept. 2, 5 No. Wabash Ave., Chicago 2, Ill.

## KNOWN THE WORLD OVER!

6 SUPER KNIVES

Sheffield Stainless

MADE IN ENGLAND STAINLESS STEEL STEAK KNIFE SET

- Set of Six Steak Knives
- Finest Sheffield Stainless
- Hollow Ground Serrated Edges
- Never Needs Sharpening
- Gemtone Horn Handles

Reg. \$14.95 \$2.50 Ea. In Doz. Lots, Sample \$3.50, 25% Dep. Bal. C.O.D.

Enlarged view of Forever-Sharp Serrated Cutting Edge of Knife.

Guaranteed for Life

National Distributing Co. 222 Calumet Bldg. Miami, Fla.

You just simply can't afford to be without our new general catalog. This Buyer's Guide illustrating a most complete line of novelties and premiums is now ready for mailing. Send for your free copy today.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW '54 CATALOG . . .

GELLMAN BROS. 119 N. FOURTH ST., MINNEAPOLIS 1, MINN.

SEND FOR OUR GENERAL CATALOG LISTING IDENTS-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

RINGS \$5.50 Per Gross and up

NO. 2400, assorted styles—per gross \$5.50

● HAND POLISHED IDENTS \$7.50 PER GRO. & UP Illustrations 1/2 actual size

NO. 2000, aluminum ident—per gross \$7.50

FRISCO PETE 226 S. Wells St., Chicago 6, Ill. All Phones—FRanklin 1-2567

ADMEN OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE



# PIPES FOR PITCHMEN

By BILL BAKER

SADIE RAU . . . and the other sisters of old Bob Roach, who died recently, want to take this means of thanking Bob's many friends in the pitch business who helped him during the three long years he spent in the hospital prior to his death. The gifts, cards and letters came in regularly and did much to cheer Bob in his waning days.

MRS. HOWARD BLACK . . . retired veteran of the pitch fraternity, was in a serious automobile accident recently and is now in Ransomville General Hospital, Ransomville, N. Y. We're sorry to report that the dear lady must have been pretty well cracked up,

because she will be confined to the hospital for about six months. It goes without saying that she would like to hear from her friends on the road. It will be remembered that Mrs. Black quit the road herself when the war started and went to the Gutman Store in Baltimore. She stayed there until she retired from the business in 1952.

"IT HAS BEEN . . . many a moon since I piped in, so here goes," letters Joe Blow from Tahlequah, Okla. "I have been off the road for a spell and have been leading a cowboy's life in Talala, Okla. So earlier this spring I put on my fancy duds and headed west. While traveling along I got to wondering where all those pitchmen go in the winter, the ones you see working all the big fairs in the summer. Well I learned about some of them during my trip. Chief Don A. Napier, a fellow I used to work with back in the early '40's, is apparently doing all right for himself. I saw him on TV in Sioux Falls, S. D., and it seemed that everyone was talking about him all thru the Midwest. Of course everybody has heard of Charlie Casher, another med man who has done a bang-up job with his lanolin products. Known as Charles Antell, he has his products in every dime store and drugstore in the country. I took in the movie capital during my stay on the Coast and saw several of my buddies who used to work in motion pictures. I also learned that Ray Eader is hanging around in that territory." Before Joe's typewriter keys collapsed, he asked us to inquire as to the whereabouts of some of the other med pitcheros, such as Chet Narin, Cowboy Williams, Bob Baudreau, Speedy Ross, Humpty DeGross, Frenchy Thiabault and Al Rice. He'd like to have these boys pipe in every now and then so he can keep track of them. We think this is a capital idea, too, and we hope that Joe will practice what he preaches by piping a little more frequently himself even tho he has found that there's more to cowboy life than strumming a guitar and spinning a rope.



**FLASH**

Just Released

**OAK-HYTEX CRYSTAL CLEAR STRIPE . . . No. 10CCS**  
(transparent with colored stripes)

**BIGGEST FLASH at any Joint**

Be FIRST with this real MONEY GETTER See Your Jobber



**The OAK RUBBER CO.**  
RAVENNA, OHIO.

**Oak Big Flash Balloons**  
FULL LINE IN STOCK  
Wholesale Distributors of Novelties and Souvenirs. New Complete Price List Now Ready.

**CHARLES SHEAR**  
150 Park Row New York 7, N. Y.

**ATTENTION, PITCH MEN**  
designed for you

**SMOKE-RINSE**  
buy today—rinse the habit way

Nothing taken internally — just rinse mouth and the desire to smoke is gone. Wonderful to demonstrate—terrific novelty potential—tried and proven.

Manufacturer direct to you—regular \$2.98 retailer—your cost sample doz. \$6.00 prepaid in attractively labeled brown bottles. Act now — order today.

We are interested in contacting organizers in several States immediately.

**WRITE—WIRE—CALL**

**SMOKE RINSE COMPANY OF AMERICA**  
219 Scribner, N.W., Grand Rapids, Mich.  
Telephone: Glendale 4-8775

**WE ARE MANUFACTURERS**  
All Kinds—PULL TICKET GAMES  
**TIP BOOKS**  
Buy Direct From Manufacturers at Very, Very Reasonable Prices.

**Columbia Sales Co.**  
302 MAIN ST., WHEELING, W. VA. L  
Phone: WHEELING 340

**TRICKS AND JOKES AT WHOLESALE**

**Attention! Pitchmen and Novelty Stores**  
Rush \$2 (refundable) for 11 different samples of fast selling Magic Tricks, Jokes and Puzzles. Actual \$4 retail value. Also big wholesale Catalog No. 10. Mention your line of business.

**D. ROBBINS & CO.**  
127-B W. 17 St., N. Y. 11

# WE WILL NOT BE UNDERSOLD SPECIALS

- Squirt Rubber Dog and Ball. It lifts its leg. Dozen \$2.00 Gross \$21.00
- Bubbling Baby. Newest Novelty. Dozen 2.00 Gross 19.00
- Large size Indian Headdress. Dozen 2.00
- Large plastic silver Click Gun and Holster Set with Barge. Dozen Gross 3.50 39.00
- Imported Leis (10 gross lots) 1.50
- Ladies' Plastic Wallets, with change purse and four card holders, pastel colors. Dozen 4.00
- Novelty Tinsel Knives on key chains. Dozen 2.50
- Pearl-handled two blade Knives, key chain attached. Dozen 3.00
- Scatter Pins, beautiful designs. Dozen \$3.25 Gross 37.50
- Earrings, gorgeous designs. Dozen 3.25
- Large size Crying Towels, lots of fun. Dozen 5.00
- 30-inch Plush Bears, cotton stuffed, assorted colors. Dozen 30.00
- Spotted Dalmatian Dogs, with chain. Dozen 31.50
- Large Sleepy Dogs, assorted colors. Dozen 27.50
- New Chenille Dolls in plastic carrying cases. Dozen 8.75
- Slum Key Chains. Dozen 2.50

- Slum Click Guns. Gross \$ 3.00
- 46 Ligne Comic Buttons. 1000 9.00
- Jumbo Comic Buttons. 100 8.00
- Men's and Boy's Baseball Caps for any team. Dozen 3.75
- Long Lash Whips. Dozen 14.00
- Lancaster Batons. Dozen 14.50
- Swagger Sticks. Dozen 8.50
- Tri-Motor Bombers, with long sticks. Dozen 17.00
- American-made Flying Birds, with loud whistle. Dozen 8.00
- 4-point Pin Wheels. Dozen 8.50
- 8-point Pin Wheels. Dozen 9.50
- Mechanical Fur Jumping Dogs. Dozen 18.00
- Dart Balloons (10 gross lots) .50
- #16 Paddle Balloons. Dozen 7.00
- #9 Round Balloons. Dozen 2.75
- #15 Pioneer Mickey Mouse Balloons. Dozen 8.00
- Bow Pin Flags. Dozen 1.00
- Army Air Force-type Sun Glasses, in leatherette cases. Dozen 5.50
- Small Rubber Inflated Monkeys. Dozen 2.00
- Small Rubber Inflated Horses. Dozen 2.00
- Slum Necklaces. Dozen 2.00



**SENSATIONAL LOW PRICE**  
Imported World Famous Miniature Candid Type

**16MM "HIT" CAMERA**

Takes clear, sharp pictures. For day or night use, indoor or outdoor, with many features of expensive models. Complete with pigskin carrying case and strap.

**Amazing Value—\$15.00 Per Dozen**  
Films for above—12 rolls—\$1.00 Dozen. Sample camera and film, \$2.25 postpaid.



**Sensational RUBBER WALKING DOG and Ball**

Press ball and watch action

**\$2.00 Dozen \$22.50 Gross**

25% deposit required—Money order or cash. We ship same day as we receive order. Ship all over the world.

**HARRIS NOVELTY CO.**  
THIS IS OUR ONLY STORE

1102 Arch Street  
Phones: MA 7-9848 — WA 2-6970

Philadelphia 7, Pa.  
SEND FOR LATEST CATALOG

**Attention, Promoters!**

The New Retractable **BALL PEN**

Gross \$28.80 up Sample Dozen \$3.50

Instant DRY INK

Guaranteed Not to Leak Not to Smudge

PRESS BUTTON—IT WRITES  
PRESS CLIP—POINT DISAPPEARS

Immediate Delivery—Any Quantity  
25% Dep. Bal. C.O.D.—2 Samples. \$1.00

**PACKARD BALL PEN**  
28 East 22nd St. New York 10, N. Y.  
Spring 7-7180

**COIL WORKERS:**

**\$53.00 per gross for THUNDERBOLT IGNITION UNITS**

Our production is geared to make sure you will never run short of merchandise. Deal with an established firm that will not let you down.

F.O.B. Chicago, Illinois, or Monrovia, California, at \$53.00 per gross.

Address either: United Ignition Research, c/o Ed Lasham Warehouse, 1545 South State Street, Chicago, Illinois. Phone: Wabash 23984 or: United Ignition Research, 1201 South Myrtle Ave., Monrovia, California. Phone: Elliott 89572 or Elliott 91506. Emergency: Elliott 8-5408.

**R. A. (Bud) Chalue**  
United Ignition Research  
1201 So. Myrtle Avenue  
Monrovia, California

Contact the Monrovia office for samples, charts and complete shipping information before placing your first order with Chicago warehouse.

**CUTTLER'S MERCHANDISE CATALOG**

**FREE WHOLESALE GIFT CATALOG**  
Name Brand Merchandise

- CUTLERY
- APPLIANCES
- HOUSEWARES
- TOYS
- DOLLS

**CUTTLER & COMPANY, INC.**  
928 Broadway...New York 10, N. Y.

**30" GIANT PLUSH BEAR**  
Terrific value, asst. colors. 1 doz. to ctn. still... \$20.00 dz.

**30" SUPER PLUSH BEAR**  
New Vinyl Rubber painted nose. Asst. colors. 1 doz. to ctn. \$21.75 dz.

**21" FLAPPER PLUSH BEAR**  
New Vinyl Rubber painted nose. \$12.50 dz. 4 doz. lots. \$12.00 dz.

**24" STANDING ALL PLUSH FRENCH POODLE**  
Long chain and collar. \$24.00 dz.

**TEE JAY TOYS, INC.**  
48 West 20th St. New York 11, N. Y.

**FLASHY SIZZLERS FOR PRIZES AND PREMIUMS!**

Cute and cuddly washable toys, eye-catchers. (Stuffed with foam rubber—easily cleaned.)

**SPECIAL OFFER IN ASSORTMENTS ONLY—**

Asmt. #1—2 doz. . . . \$ 25.00 (Retail Value \$ 50.00)  
Asmt. #2—4 1/2 doz. . . 50.00 (Retail Value 110.00)  
Asmt. #3—10 doz. . . . 100.00 (Retail Value 230.00)  
(Plush and cotton bears, poodles, elephants and dolls.)

25% deposit, balance C.O.D. Or send full payment and we pay postage. Satisfaction guaranteed.

**THE TOYLERS**  
DEPT. B, P. O. BOX 91, ELLENWOOD, GEORGIA. (We ship same day.)

**SCREEN WORKERS:**

Automatic Industries is now shipping Turb-O-Vanes out of Chicago, Illinois, as well as Monrovia, California.

The price is still \$35.00 per hundred, from both addresses, to established workers only.

Address either: Automatic Industries, c/o Ed Lasham Warehouse, 1545 South State Street, Chicago, Illinois. Phone: Wabash 23984 or: Automatic Industries, 1201 South Myrtle Ave., Monrovia, California. Phone: Elliott 91506. Emergency: Elliott 8-5408.

**R. A. (Bud) Chalue**  
Automatic Industries  
1201 So. Myrtle Avenue  
Monrovia, California

Contact the Monrovia office for samples, charts and complete shipping information before placing your first order with Chicago warehouse.

**"COIL-WORKERS"**

The new Malloy Red Coil is getting the money. '32 to '48 Fords at no extra charge, also charts in color. Write or wire—open 24 hours a day.

**MALLOY IGN. CO.**  
849 South 60th St. Omaha, Neb.

**PLASTIC RAYON TOWELS**

Take in the Most Money at All Fairs and Special Shows.  
**REGULAR \$1.00 SELLER. COST PER PKG. 27c**  
Each package contains (5) large, beautiful pastel colors. Free demonstrators with each order. Overnight service available anywhere.

**PALMER CO.**  
P. O. Box 5002 Phone: Walnut 3-9131 DETROIT 36, MICH.

**BRACELETS**

Gold or Rhodium finished. Idents, \$2 doz.; large, \$3 per doz. Heavy Chain large discs, \$3.50 doz.; small, \$3 per doz. Neck Chain Discs, \$3 & \$3.50 doz. Neck Chain Cross on Star, \$3 doz. Earrings, highly polished, \$3 doz. Tie Clips, \$2.50 doz. Cuff Links, \$2.50 doz. Three samples for \$1.50% deposit with orders

**GROSS JEWELRY**  
1574 57th St. Brooklyn 19, N. Y.

**"EXTRA" PROFITS**

That's what we give you in our 1954 catalogue. **LOW PRICES—EXTRA PROFITS!** Costume jewelry, Pearl Sets, Religious Goods, etc. Sell the year 'round. No experience needed. Send for FREE COPY. NOW!

**Customcraft JEWELRY MFG. CO.**  
26 Custom House St. Providence, R.I.

**WATCH SPECIAL**

Men's Jewel \$7.00  
Swiss Watch Each Shockproof, waterproof, dustproof, luminous dial, sweep second hand with cow-hide strap.

Reconditioned like new. Full line of cheap rebuilt and new watches. Catalog and prices on request.

**MURRAY HELLER** 1937 Davidson Ave. New York 53, N. Y.

**FUN FORK**

Ideal Skewer for picnics and other outings. For roasting weiners, steaks, game, fish or marshmallows. Featuring the Safety Pins which prevent food from falling off—no food waste. A big seller at parks and other outdoor spots. 40¢ ea. in lots of 250. 35¢ ea. in lots of 500. 30¢ ea. in lots of 1000. F.O.B. Atlanta. Price of FUN FORK is \$1.00 each, postpaid. Money-back guarantee.

**FUN FORK, P. O. Box 434, Atlanta, Ga.**

**WANTED**

Operator for sewing names on hats. Experienced only. Good opportunity for all summer; 100% location. No drunks. Write or wire

**BOX 464**  
Seaside Heights, N. J.

## COMING EVENTS

- Continued from page 84
- 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 30-31.
- Marion—75th Anniversary Celebration, July 28-29.
- Menno—75th Anniversary Celebration, June 7-8.
- Mobridge—Celebration, June 30-July 5.
- Parker—Diamond Jubilee, June 9-10.
- Pierre—Days of 81, June 14-20.
- Rapid City—Shrine Circus, July 9-11.
- Watertown—Diamond Jubilee, June 20-24.
- 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—Horse Show, May 24-29.
- Ozona—Stock Show, May 14-22.
- 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.
- 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 4-6.
- Cheyenne—Cheyenne Frontier Days, July 27-31.
- Laramie—Jubilee Days, July 9-10.
- Sheridan—Cowtown Hoedown, May 28-29.
- CANADA
- Alberta
- Calgary—Western Canadian Sportsmen's Show, June 1-5. Roy Lisogar.
- New Brunswick
- Woodstock—Old Home Week, July 26-31.
- Windsor—Emancipation Day Celebration, July 31-Aug. 3.
- 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.







# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### ADVERTISING RATES

#### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3

#### CASH WITH ORDER

### FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

#### DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

#### CASH WITH ORDER

(unless credit has been established)

#### IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

#### ACTS, SONGS & PARODIES

**FREE CATALOG! PROFESSIONAL COMEDY MATERIAL!** Every phase of showbiz introductory collection, including seven parodies, 811. Sebastian, 10934-B Hamilton North Hollywood, Calif.

**LAUGH OUT LOUD—OR MONEY BACK!** Ten "Laugh-Tested" Professional Comedy Scripts, only \$1 postpaid. The Comedians, 4832 Eighth, Philadelphia. je5

**READY—AIM—COMEDY!**  
Parody Song Titles ..... \$2.00  
100 Sock Heckler Lines ..... 1.00  
Adlib Folio ..... 2.00  
**SHOW-BIZ COMEDY SERVICE**  
1613 E. 29 St. Brooklyn 29, N. Y.

#### AGENTS & DISTRIBUTORS

#### AAA WORLD FAMOUS PERFUMES

Reproductions of 5 costly French-type fragrances, individually gold boxed; \$1 sellers, costs you \$3 dozen, your profit \$9 every dozen. Mammoth Treasure Presentation Kit containing 3 thrilling fragrances in one fabulous gold box; \$3 sellers, costs 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  
8732 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 carpets and Oriental patterns, sample \$1.25; prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. my29**

#### AMAZING CLOSEOUTS

Tailored Earrings, asst. gr. .... \$15  
Tailored Pins, asst. gr. .... \$15  
Stone Earrings, asst. gr. .... \$18  
Stone Pins, asst. gr. .... \$18  
Stone Pin & Earring Sets, boxed, dr. 5  
Bracelets, Round & Link, asst. gr. .... \$30  
Sample dozens reg. price, 25% deposit  
Balance c.o.d. No catalog. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.

#### ATTENTION CONCESSIONAIRES, STANDS

Get your order in early for Bulk Wood Fibre Corages, packaged under your label; sell the original "Lorette" line; Roses, Sweet Peas, Orchids, Violets; flowers that look real, not dime store types. Retailers for \$1.50, gift boxed; send \$4 for 5 samples; bulk prices on request. "Lorette," Rte. #2, Eaton, Ohio.

#### ATTENTION, HOSIERY—LOW PRICES FOR

Jobbers, pichmen and salesmen; complete line Ladies', Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons, packed beautiful cello bags, \$3; prompt shipment and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. np

#### BARGAINS, JOB LOTS, CLOSE-OUTS!

Save up to 50% on Clothing, Hosiery, Notions, Drugs, Toiletries, Gifts, Jewelry, Television, etc.; 2,000 items; 25¢ brings wholesale bargain catalog with special get acquainted offer, which includes free \$1 merchandise certificate. Reliable Jobbers, 311-H, North Desplaines, Chicago. np

#### BILLFOLDS—ENGLISH CALF, HAND

tooled and laced; made to retail five to seven dollars; dozen, \$24; sample, prepaid, two dollars. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, Ohio.

#### BINGO BLOWERS—RETAILING \$150. SELL-

ing out, \$49.50. A.C. Electric Ball, Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. je5

#### FAST SALES AND PROFITS WITH DE-

calcs, Comic, Girlie, Souvenir Decals; also very witty plaques. Enclose 25¢ for generous samples. Rand, 187-04 Ludlum Ave., Hollis 12, N. Y. C. my29

#### FAMOUS MFRS.' CLOSEOUTS

A beautiful assortment of stoned and tailored jewelry. The quality will amaze you. This is not stum 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. 20% deposit with order, balance c.o.d. Order sample dozens at regular prices.

#### SAMUEL SILVERMAN & CO.

1820 Westminster St. Prov., R. I.

#### GROSSED \$500,000.00. CAN'T COVER

market; can duplicate, start home, story \$2. Jonrue Enterprises, Donora 67, Penn.

#### INDIAN BEADWORK, COSTUMES, BEADS,

Feathers, Moccasins, Wigs, supplies; buying direct from Indians; prices reasonable. Free list. Lawrence Bill's Indian Trading Post, Box 35-B, Pawnee, Okla. je12

#### JOBBERS, DISTRIBUTORS—SPECIAL

price, ladies' or men's Billfolds; removable pass case, secret pocket; gross \$42, f.o.b. New York; sample dozen, \$4.50 postpaid. Crescent Sales Co., 150-B Broadway, New York 38.

#### JOKERS FUN SHOPS—FULL CREDIT AL-

lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. my29

#### LADIES' FULL FASHIONED NYLONS,

hairs, \$1.25 doz.; Pillow Cases, \$3.25 doz.; Chenille Bedspreads, \$36 doz.; 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn. my29

#### LIGHT REFLECTING SIGNS—RED HOT

and sensible; 7x11"; illustrated color blended; 2000 varieties; \$6 per 100, 15 for \$1 or 10¢ for sample. Koehler, 335 Goetz St., Louis 23, Mo. my29

#### MAKE 20% PROFIT ON \$1 SALES—AMAZ-

ing automobile cleaner; your name on labels; also polishes chrome. Free sample. Write Glazite Mfg., Box 572, Dayton 1, Ohio. my29

#### NECKLACES, BRACELETS, PINS AND

Earrings, discontinued line, 79¢-81¢ retailers; good selection, smart styles; \$20 gross; 6 dozen \$12. Postage extra. Cash with order; satisfaction guaranteed. Deborah Manufacturing Co., 188 Whitmarsh St., Providence, R. I. np

#### PEACOCK OR BASKET CHENILLE

Spreads. Double bed size; colors: rose, blue, aqua, gold or white, \$2.85 ea.; minimum order one dozen; 25% deposit, bal. c.o.d. or rated conc'd shipped open. Textile Products Co., Box 3183, Charlotte 3, N. C. my29

#### REAL INDIAN BEAD BELTS—AGENTS,

Concessionaires, Wagon Jobbers; make big money, cash in on the fastest selling item in years, \$2.50 and \$3 sellers. Send \$5 for one-third dozen samples; shipped prepaid with money back guarantee. Rodeo Leather Goods Co., 3245 Fremont Ave., So., Minneapolis 8, Minn. Write for Catalog.

#### ROYAL ALUMINUM SPIRAL STREAMERS

from the Spiral Streamer King; amazing quality; gorgeous, durable colors. Sensationally low prices; 20 foot, six for \$5; 10 foot, six for \$3. Returnable sample, \$1 postpaid. Cox, now at 475 Reno St., Rochester, Pa. je5

#### 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 days calls only. Big daily advances. "National" for book, intangible and one-call Closers. I.W.I., Inc., 45 Clinton St., Newark 2, New Jersey.

#### SELL BUSINESSMEN THEIR TRADE

publications—Highest commissions; travel anywhere; about \$200 weekly net. Also crew propositions. National Publications, 3119 Troost, Kansas City 9, Mo.

#### 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. Gleamlight, 111P N. Columbus, Mount Vernon, N. Y. my29

#### YOUR OWN BUSINESS—SUITS, \$1.50;

Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 1218 South Jefferson, Chicago. np

#### 70 NEEDLEBOOK WITH THREADERS,

\$7.20 gross; 31 piece plastic Christmas Decorating Kits, \$3 for 10 sets; 5,001 other bargains. Many samples and catalog, \$1. Mills Sales, 26 West 23d St., New York. cf

#### ANIMALS, BIRDS, PETS

#### AAA ANACONDAS, BOA CONSTRICTORS,

Dragons, Pythons, Snake Dens and complete reptile exhibits on hand for immediate shipment. Large shipments arriving weekly. We carry in stock a good variety of monkeys, animals and reptiles of all kinds. Buy where prices are right and quality is unexcelled. This week's specials: "Lovable baby Spider Monkeys for pets, \$27.50, and 4 heavy bodied, six foot Boa Constrictors for \$50." Tarpon Zoo, Tarpon Springs, Fla.

#### BABY PIGTAILS, \$55; RHESUS, \$30;

Squirrel Monkeys, \$22; Owls, \$25; White-Face, \$35; Cinnamon, \$30; Spitzies, \$30; Marmosettes, \$25; Agoutis, \$25; Red Squirrels, \$15; Coatimundis, \$30; Talking Mynah Bird Fiedgelings, \$30. Bronson Tropical Birds, 149 Fort George Ave., N. Y. 23, N. Y. Phone Lorraine 9-0940. my29

#### BABY DUCKLINGS FOR CARNIVALS—

Available now, thruout the season; immediate delivery; \$25 per 100 postpaid. DeVries Poultry Farm, Zeeland, Mich. Phone 3054. cf

#### BLACK IGUANAS, \$3.75; 5 foot Tropical

Rattlesnakes, 3 for \$20; Boas, Whips, extra large Blue Bulls, Pan American Reptile Compound, Box 6038, Tucson, Ariz.

#### BRAD BRADFORD

Box 475, International Airport

Miami 48, Florida (82-0414)

Complete \$50 Starter "Den," Harmless or poisonous, only \$10 to everybody. New to Showmen and Marks. "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 zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. jy10

#### COLOR CHANGING MISSISSIPPI CHAME-

leons, \$12 per hundred, plus air parcel post charge; horned toads, \$3 dozen. C. C. McClung, LaPlace, La.

#### EVERY REPTILE NEED FILLED—WE

have them in stock. Beasples, tam snakes, Rattlesnake special now in force. Finest pen-raised Alligators in America. Soco Reptile Gardens, Waynesville, North Carolina.

#### EXTRA LARGE DEN OF MIXED SNAKES,

\$25; poisonous or harmless or both. Let me know what you want. C. C. McClung, LaPlace, La.

#### FEMALE POLAR BEAR, 16 MONTHS;

male Grizzly, 18 months; both guaranteed A-1 condition. William E. Green, Fairlee, Vt. my29

#### GRAND CHAMPION BRED SIAMESE,

champion bred Red Tabby Persians; registered, pedigreed, home trained. Mrs. Lillian Pedulla, R. D. #1, Norristown, Pa.

#### MONKEYS! MONKEYS! MONKEYS! CIN-

namon Ringtails, \$35; Spider Monkeys, \$35; Marmosettes, \$35; or 3 for \$100 on all monkeys. Each order given our personal attention, shipped with care; half cash with order, balance c.o.d. or cash with order; no price list. Pesky Pet Shop, 1113 Franklin St., Tampa, Fla. Phone 2-3161.

#### PARRAKEETS, \$38 DOZEN; RED FOX

Pups, \$10 each; adult grey Raccoon, \$15; white Opossum, \$15; baby Owls, \$15; Coatimundis, \$45; Ocelot, \$60; many other animals. Charone Animal Ranch, Burlington, Wis.

#### PEKIN DUCKLINGS—LATEST CONCE-

ssion premium; just send route list, date 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. cf

#### PLENTY HEALTHY SNAKES, ALL KINDS;

also Armadillos, Iguanas, Alligators, Horned Toads, Guinea Pigs, Parakeets, Coatimundis, Monkeys, Wild Cats, deodorized Skunks, Rabbits, Peafowl, black and white Rats, large exhibition male Puma, Horned Owls, Agoutis, white Fantail Pigeons, Otto Martin Locke, Phone 141, New Braunfels, Tex. je26

#### 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 Vanlue, Ohio 32A.) Free catalog. Hile Duck Hatchery, Box 115, Carey, Ohio. cf

#### WE NOW HAVE AVAILABLE, FRESH OUT

of the jungles, baby and young Chimpanzees priced from \$395 up. Tropical Hobbyland, 1525 N. W. 27 Ave., Miami, Fla.

#### BUSINESS OPPORTUNITIES

#### ALL SNOWBALL FLAVORS AND SUP-

plies, \$8.50 buys Ice Shaver that shaves into paper cup with cups and flavors for thousand snowballs; outfits \$2.50 to \$75. Free illustrated catalog. Snowball Company, 9534-B Lemturner, Jacksonville 8, Fla. my29

#### AUCTION HOUSE AND SECONDHAND

store; quantity of new and used furniture, A-1 location, no competition; office furniture, speaking system etc. included; 50x72' bldg., 1 yr. old; 40x45' warehouse; 417' frontage, 209' depth. Auction room seats 300 to 400; open daily; auctions once weekly. Poor health forces sale. For further information write. Strout Realty, Bath, N. Y. H. Symonds, Rep.

#### BEST BARGAIN OF THE YEAR! COST-

ume shop selling for half price in Southern California. Climate free. Large stock theatrical, masquerade and festive costumes. Everything from cash register to sequins included; racks, closets, fixtures thrown in. Asking price \$22,500. Write New York Costume Co., 1041 Seventh Ave., San Diego, Calif. Phone: Belmont 2-0745. je5

#### DOLLAR-MAKER TIPS—GOLD MINE OF

information; over 1,000 dollar saving tips; sources of supply, wholesale, free; \$2 re funded if unsatisfied within 5 days. Tom Keegan, Box 4383, San Francisco, Calif. my29

#### DOLLARS IN YOUR MAIL BOX DAILY—

No stock investment; plan \$2. Gem, 44-B Atlantic, Pleasantville, New Jersey.

#### EARN UP TO \$7000 FROM JUNE 1 TO

Aug. 31; small investment, anyone can raise; complete instructions and plan \$1. Roy Nelson, 179 Arkansas St., Buffalo 6, N. Y.

#### 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 for you to discover this vital information. Do you want the facts now? Do you want a formula that will insure your success? 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 inquires to New York Costume Co., 1041 Seventh Ave., San Diego. je5

#### FOR LEASE—LARGE SWIMMING POOL,

Concession Stand, Playground, Health Water, etc. Place well known, tourist court optional; season just starting, big money maker! Contact Ben Rich, Frances Hotel, Atlanta, Ga. my29

#### GROSSED \$500,000.00. CAN'T COVER MAR-

ket; can duplicate, start home. Story \$2. Jonrue Enterprises, Donora 77, Penn.

#### PAINT YOUR OWN SIGNS—SAVE \$55.

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. Everly Co., Box 583, Newton, Iowa. my29

#### START VENETIAN BLIND LAUNDRY—

Profitable, lifetime business; new machine; free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. my29

#### \$1,000 IN 30 DAYS POSSIBLE WITH THIS

amazing plan; no canvassing, no stock; start operating right away. \$1. Faxl Co., Box 6885, Cleveland 1, Ohio.

#### COSTUMES, UNIFORMS, WARDROBES

#### BARGAIN CURTAIN (7x50) FABRIC DE-

signs, \$30; Bally Coats, velvet, \$7; bundle Crown Odds, \$7; Striped, Outfits, Orchestra Coats, \$2. Minirels Wallace, 2453 N. Halsted, Chicago.

#### 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

#### FORMULAS & PLANS

#### ANY FORMULA, \$3; FORMULA CATALOG

and Mfg. Manufacturing Treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

#### COFFEE AND GAS GOING HIGHER—

Make, sell mileage increase and substitute. Formulas \$1 each or write for information. Krysto, Felton, Calif. je5

#### ROTARY POWER MOWERS

IMMEDIATE DELIVERY  
20 inch 4 Cycle 2 H.P. Clinton ..... \$52.50  
14 inch 2 Cycle Clinton ..... 42.00  
16 inch 1/2 H.P. Electric ..... 25.00  
All mowers new and guaranteed.  
Deposit with order, balance C.O.D.  
**BLOYD MFG. CO.**  
Valley Station, Ky.

## SEASON'S BEST BUY!

### ALL NEW MATERIAL COMFORTER



Covered with rich, lustrous Rayon Taffeta in decorator colors. Large 72"x84" cut size. MOST SUCCESSFUL PREMIUM ITEM IN THE COUNTRY.

Packed in Decorated Plastic Bag—with "QUEEN CHARLOTTE" streamer showing \$24.95 retail price. Comes in assorted colors. 5-Year Mothproof Guarantee, Westinghouse "Ultra-Violet Ray" sterilized and sanitized.

**\$4.75** Sample \$5.50  
25% deposit, balance C.O.D., F.O.B. N. Y.

each in dozen lots.

JUST OFF THE PRESS! NEW 1954 EDITION 52 PAGE CATALOG. WRITE FOR YOUR FREE COPY TODAY.

**CONELLE PRODUCTS CO., INC.**, Dept. B, 343 W. 26th St., N. Y. 1, N. Y.

## SAVE COOKER-FRYER

### 5 Qt. Capacity

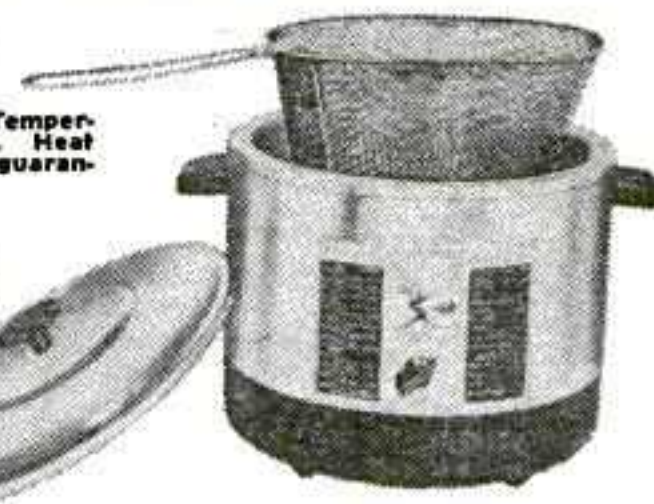
Retail tag \$39.95. Fully Automatic Temperature Control and Signal Light. Heat Resistant Base. Preen-X Cord. Fully guaranteed.

**\$10.50** ea. price delivered Quantities of less than six or more.

12.50 ea. Quantities of less than six.  
25% Dep. Balance c.o.d.

#### LINCOLN PREMIUMS, INC.

123 N. State St.  
Syracuse, N. Y.



## FATHER'S DAY SPECIAL!

### HIS MAJESTY SET

All leather wallet with 24K Gold Trim—Three-piece pen and pencil set—Matching Gold Tie Bar and Cuff Links with black onyx, set with sparkling rhinestones.

**\$3.50** 1/3 dep., bal. C.O.D., F.O.B. Philadelphia. Full cash with orders under \$20.00.

Send for Our New Catalog! Visit Our New Showrooms at 708 Sansom St.

**RAKE CO.** 708 Sansom St. 609 Spring Garden St. Phila. 6, Pa. Phila. 23, Pa. Market 7-7428 Lombard 3-7864



## A Sales Hypo For The Warm Days

# TEMPLE'S SUMMER SUPPLEMENT

Send for Your FREE Copy Today!

# TEMPLE COMPANY, INC.

804 Sansom Street

Philadelphia 7, Pa.

Market 7-8242

Visit Our New Street Floor Showroom at Above Address

#### Your Cost \$17.00

Electrolux #12 &



## HAVE YOU SEEN NEW 1954 HEX CATALOG



**SENSATIONAL VALUES**  
**SAME DAY SERVICE**

**MERCHANDISE FOR EVERY TYPE OF MIDWAY CONCESSION**

**LOWEST PRICES — LARGEST SELECTION**

WRITE FOR YOUR FREE COPY TODAY

**HEX MANUFACTURING CO.**  
48 EXCHANGE ST. BUFFALO, N. Y.

## GUARANTEED WHITE HOUSE PAINT


Guaranteed utility house paint for inside and outside use. Titanian formula in oil. Same quality as paints selling for \$4 gallon. In cases of 4 1-gal. cans or in 5-gal. cans.

We carry hundreds of fast selling items for carnivals, wagon loaders, agents, premiums, etc. Write for catalog and new reduced price wholesale list.

25% with order, balance C.O.D. F.O.B. Chicago Phone: RAndolph 6-4993.

**Universal Distributing**  
729 W. Randolph St. Chicago 6, Ill.

## P D Q—World's Greatest PHOTO BOOTH CAMERAS



Dependable — efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

**P D Q CAMERA CO.**  
1165 N. Cleveland Ave. Chicago 10, Ill.

7-Piece Magnetized Screwdriver Sets. Dozen Sets ..... \$ 6.00  
10 Gross Combs ..... 10.00

**★ FREE CATALOGS ★**  
UNBEATABLE VALUES. Gifts, Toys, Novelties, Etc.

**MILLS SALES CO.**  
Cut Rate WHOLESALERS Since 1916  
26 West 23rd St., New York 10, N. Y.

### FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Ploss Machine, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. je5

BARGAIN—PORTABLE #8 TWO CONDUCTOR Romex Cable, 10 1/2 ft.; also #4 two conductor Tirez Cable, 50-ft. lengths, 60¢ ft. M. C. Solon, 407 East Superior St., Duluth 2, Minn. my29

FOR SALE OR TRADE—2 ANDICO Coffee Spa (B-600), like new, \$700 for both; 6-8 oz. post-war Sneads, \$450 for lot. Will accept Walling scales, typers, astroscopes, permatonic, milk machines, or hot chocolate units in trade. The Wi-Si Co., 57 Vesper St., Akron 10, Ohio.

### FOR SALE—SECOND-HAND SHOW PROPERTY

BRILL'S TESTED RIDE BUILDING PLANS: 17 Kiddie Ride Plans plus Aluminum Horse Pattern; \$156 value, \$110; free 43 Plan Circular. Brill, Box 875, Peoria, Ill.

FLYING ACT RIGGIN', COMPLETE, FOR outdoor and indoor dates. Address Bob Fisher, Idlewild Park, Ligonier, Pa. my29

FOR SALE—NEW 2 1/2 GALLON MILLS ICE Cream Freezer with 50 gallon Cabinet; price right. Dayton Food Products Company, 436 Wayne Ave., Dayton, Ohio. my29

FOR SALE—FIRE PROOF TENT, 40x80 FT., 10 ft. Sidewall, made in 20 ft. sections, two center Poles; also 275 folding Aluminum Framed Seats. Used last year as Milford, Conn., Summer Playhouse. Come and get it, \$1000 cash takes all. J. Edward Slavin, Race Brook Road, Woodbridge, Conn. Phone New Haven, Fulton 7-2497.

FOR SALE—USED HI-STRIKE, SHIPPING Case included, needs minor repairs; priced to sell. Write Box C-42, c/o Billboard, Cincinnati 22, Ohio. je12

FOR SALE—COOKHOUSE, 12x23, Complete with Dishes, Cooking Utensils; Butane Gas, New Top, newly painted, reasonable; booked on Badger State Shows. Mr. Francis Meyer, 7011 Blue Mound Rd., Milwaukee, Wis. je12

FOR SALE—2 HIGH STRIKERS, PHONE Federal 4340, 93 So. Merrimac St. Pontiac, Mich. je5

KIDDIE AIRPLANE SWING—7 ANIMAL seats; holds 14 kiddies; perfect condition; 1/2 h.p. fluid drive, \$595 for quick sale. Hurwood, R.F.D. 1, Box 503, Norfolk, Va.

KIDDIELAND, ROCKETS, JEEPS, FIRE Engines, Pony Cars. Will sell separately; make offer. Levenson, Box 416, Bay Shore, N. Y. je5

KIDDIELAND — SIX RIDES, REFRESHMENT Stand, 2-room Cabin, Cox Fence; sacrificing account ill health. 1402 No. Alexander Dr., Baytown, Tex. je5

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. jr3

MINIATURE TRAINS — ALL SIZES, gauges; new, used, custom built. Photos, details, \$1 bill (refunded). Miniature Trains, 33B Winthrop, Rehoboth, Mass. je5

PORTABLE SKATING RINK—40x95, NEW Tent, 150 pair Chicago Skates, good condition, plenty parts, \$3,500. J. W. Upton, 2115-29 Ave., Bessemer, Ala. my29

ROLLOPLANE FOR SALE — IN GOOD shape, \$5,000 with transportation. Earl J. Wright, 4616 12th Ave., Sacramento, Calif.

TENT SHOW COMPLETE—50x120; MAR-quee, 12x14; 348 chairs, seats, scenery, 7 1/2 light plants, etc., \$1300 cash. Phillips, 5717 Harkins Ave., Los Angeles 34.

15 MALE PONIES, \$600; 9 RIDING ACADEMY Horses, \$675; 1 small Jack, \$50. Will deliver for small charge. Phone now. P. L. Cobb, Hotel Ponder, Amite, La. Day phone 7742, night 2061.

500 FIREPROOF ASBESTOS BATHHOUSES, 400 steel lockers, 60 large carousel horses, 20 Uzzelle scooters, 3025 West 12th, Brooklyn 24, N. Y. Coney Island 6-2528.

2300 FOLDING CHAIRS, BLEACHERS, Theater Chairs, Stadium Chairs, Cushions, Sidewall Tents, Screens, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

### INSTRUCTIONS BOOKS & CARTOONS

HAVE FUN—LEARN FORTUNE TELLING. Instructions reveal how; sold under money-back guarantee send \$1. 20206 Hart St. Canoga Park, Calif.

HOW TO SELL BY MAIL—40-PAGE BOOK-let; 12000 words of revealing information, 25¢. Wm. Walker, Box 2044, Hollywood, Fla.

SIMPLIFIED SHORTHAND COURSE! Teaches shorthand quickly; only \$1.98 guaranteed. John Fuller, Box 291, Gibsonville, N. C.

## BEAUTIFUL CROSS



### MIRACLE CROSS

When you place the center to your eye you can see

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

2999-G. Same as above, heavier chain in beautiful gold finish. \$6.00 Doz. \$66.00 Gross

**PROVIDENCE RING COMPANY**  
49 Westminster St. Providence, R. I.

### ENGRAVERS

with it since 1907

No. 100 Men's All Aluminum Idents \$13 Gr.

No. 102 Double Heart All Aluminum Idents \$13 Gr.

No. 14 All Aluminum Grab Bag Idents \$7.50 Gr. (not seconds)

Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail. All Phones: Waterfall 8-8955. Originators of the All-Aluminum Idents.

**MILLER CREATIONS**  
7739 Avalon Chicago my29

### SPECIAL! Full Size, 17 1/2" x 11 1/2"

## HORSE CLOCKS

In Two-Toned Bronze or Gold Finish with 40-hour wind movement.

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**NEW LOW PRICE ON BRONZE HORSES**  
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Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢

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SUBMINIATURE RADIOPHONE FOR MEN-talists; weighs less than pound; easily concealed; illustrated brochure, specifications, price, Nelson Enterprises, 336 S. High, Columbus, Ohio. je12

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**SUPER MARKET SUPPLIERS**  
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A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Polican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 2. je5

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WANT TO BUY, RENT OR LEASE—Small Merry-Go-Round, Allen Herschell preferred. Box 93, Olean, N. Y.

WANTED — MERRY-GO-ROUND, FERREIS Wheel, Kiddie Rides, Hanky Panks; all season; Salmon Derby, Decoration Day thru Labor Day. Contact Victor Mays, Sands Motel, Westport, Wash.

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IMMEDIATE DELIVERY

20 inch 4 Cycle 2 H.P. Clinton...\$52.50  
18 inch 2 Cycle Clinton ..... 42.50  
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Deposit with order, balance C.O.D.

**BLOYD MFG. CO.**  
Valley Station, Ky.

## LAZY BABIES



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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Balloon Hand Pump ..... 3.25 ea

**PUSH BEAR** ..... \$25.00 per doz.  
Assorted Colors, Approx. 28".

**RAINBOW GLAMOUR DOLLS, \$30.00 doz.**  
**OPEN SUNDAYS TILL 3 P.M.**  
25% dep., bal. C.O.D., F.O.B. Chicago

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1107 SO. HALSTED ST.  
Chicago, 7, Ill.

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World's Smallest Pistol

COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS



ACTUAL SIZE

Dealer's \$1200  
Cost... \$1.95 ea.

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Actually shoots blanks with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

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Over 4" in length  
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Refills 7¢ ea.

With New Instant Dry Ink.  
Sample Doz. \$3.00.

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## 1000 PIECES OF SLUM

ONLY \$6.75

ASSORTED TOYS NOVELTIES GIFTS

GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

**NOVELTIES AT DEEP CUT PRICES**

Dart Balloons ..... Gro. \$ .75  
Swagger Cane ..... Gro. 8.50  
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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.

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Sell Nationally Advertised Long Profit Carded Necessities to Stores

Make good weekly earnings selling stores big line of 500 products, carded goods, novelties, sundries, toys, watches, jewelry, drugs, school supplies, etc. Retailing 5¢, 10¢ and up. Just out with new Aspirin and Comb rack. You and the merchant more than double your money. Also Layman's new 25¢ Ball Point Pen selling new records. Territory open. Regularly firm, in business over 30 years. New bargain deals and sales helps regularly. Send for FREE Booklet today.

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\$4.00 Per Dozen.

We pay postage in U.S.A.

**E. P. Fitzpatrick Co.**  
304 North Adams St., Wilmington 1, Del.

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**The Billboard 44th Annual**

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Advertising Deadline .... **JUNE 16th**

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**Forms Close Thursday for the Following Week's Issue**

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**STRING BASS, ACCORDIONIST OR PIAN-** ist; smart, well established combo; state experience, salary, age; don't misrepresent. Box C-45, c/o Billboard, Cincinnati 22, Ohio. je5

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**ORGANISTS—FOR TAPE RECORDINGS,** skating tempo; monthly releases, royalty basis; high potential. Won't interfere your work. WEB, 133 W. 47th, N. Y. 36.

**PIANO-MAN; MODERN, FAKE; RELIABLE;** locations, salary, steady; good combo. Write Sammy Stevens, 1611 City National Bank Bldg., Omaha, Nebr.

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Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

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**COLORED BAND FOR NIGHT CLUBS,** cocktail lounges, taverns, etc.; four men, entertaining and singing. Orchestra Leader, 5727 S. La Salle St., Chicago, Ill. je5

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**ATTENTION—SIDE SHOW MGRS., HALF** and Half Annex Attraction. The Cameron's, Camille and Carmel; beautiful wardrobe and drapes, nice appearance. Camille Cameron, care C. E. Johnson, 1111 South 19th St., Birmingham, Ala.

**CHARLOTTE SIDE SHOW ANNEX—ONE** third gorilla, one third girl, one third man; it's different, intelligent; lecture, clean, expose; works fifty-fifty basis; reliable managers answer. Charles Hunter, 1910 Luserna Ave., Silver Springs, Md.

**MOTORCYCLE DAREDEVIL — C R A S H** flaming board, wall, plate glass, fire tunnel. Box C-46, c/o Billboard, Cincinnati 22, Ohio.

**4 PIECE BAND—CARNIVAL OR FAIRS** preferred; w/ take nite club or resorts. Write "Band," General Delivery, Eau Claire, Wis.

### MISCELLANEOUS

**HARVEY THOMAS HAS SINGERS, DANC-** ers, Comedians, Musicians, Jugglers, Acrobats, Ventriloquists, Puppet Shows for all occasions. 162 North State, Chicago, Ill. Dearborn 2-2735. my29

**PART TIME WORK—EVENINGS, WEEK-** ends; college, music major; any phase of entertainment business; car. Chas. Bernstein, 363 Ocean Parkway, Brooklyn. my29

**TEDDY DIXON—M.C., TAP-ACROBATIC,** available nite clubs or TV June 15. Write or wire 536 Thompson St., Ann Arbor, Mich. my29

### MUSICIANS

**AVAILABLE JUNE 1, DUE TO DISBAND-** ing, 2 girls; sax and clarinet, drums and vocals. Union will travel. Box C-43, c/o Billboard, Cincinnati 22, Ohio. je5

**DRUMMER, VOCALIST—DESIRES RESORT** summer location Eastern United States; Local 802; thoroughly experienced all dance styles; read, shows. Large vocal repertoire, dependable. John Coniff, 21 Bleecker St., N. Y. C. 12. Phone Grammercy 5-7087. my29

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**DRUMMER AVAILABLE — NAME AND** semi name experience; play anything; young, good appearance. Dean McCollom, 203 E. Gift, Peoria, Ill. 5-0129.

**RICHARD ECKSTEIN—CONCERT PIANIST** and accompanist. New address, 4103 Flower Ave., Cincinnati 5, O. Wabash 0939. my29

**ELECTRIC GUITAR—MODERN, LEAD AND** chords; vocals, solo, parts or double bass; fifteen years' exp. G. A. Erickson, Harmon Hotel, Minneapolis, Minn.

**EXPERIENCED ORGANIST FOR RINK,** carnival, night club; references. Address Box C-41, c/o Billboard, Cincinnati 22, O. my29

**GUITAR, ELECTRIC—LEAD OR FULL** rhythm; read or fake; years of experience; good voice; no hillbilly; sober, reliable. John E. Meyer, 64 Norfolk Road, Torrington, Conn. je5

**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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**PIANIST—READ FAKE; GOOD REPER-** toire; semi-name band experience; prefer location but will travel; available May 28. Write: Musician, 709 W. 5th Ave., Florida, Ala.

**PIANIST—MALE; NEAT APPEARANCE,** sober, reliable; available for single, duo or small combo. Pianist, P. O. Box 3513, North Birmingham, Ala.

**PIANIST—AVAILABLE JUNE 1; SOBER,** reliable; age 26; society style, read, fake. Prefer small combo or unit working in West or Southwest States; will consider all offers. Box C-44, c/o Billboard, Cincinnati 22, Ohio.

**PIANIST — TOP RECOMMENDATIONS;** commercial, light classics; all-round hotel experience; solo, combo, summer engagements; union. Box CH-161-C, c/o Billboard, Chicago 1, Ill.

**TENOR BANJOIST—EXPERIENCED MOD-** ern, "old time," Western, Dixieland; doubles guitar, five string banjo, mandolin, solo or rhythm, read, "jam." "Musician," The Palms, Loxley, Ala. Phone 313.

## VAUDEVILLE ARTISTS

**AT LIBERTY—SPECIALTY TEAM; LADY** sax, man banjo, harmony singing, tap dancing; plenty changes. Man straight, characters, comedy; lady, good talker, ingenue type. Do parts, bits, black acts; car and trailer. Joe and Bea Bennett, Gen. Del., Baltimore, Md.

**JUGGLER — YOUNG, SOBER, DESIRES** work for July and August with double or troupe set; does single, can talk, has some experience in formation juggling. Write before June 6, Ted Terry, 1507 41st St., S.E., Washington 20, D. C.

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Stum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

**IMPORTANT:** To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.



**PREMIUM SUPPLY CORP.**

1111 South 12th, St. Louis 4, Mo.

(these prices make every customer a spinning tackle customer)

# spinning rod & reel

## \$5.94

For Both (in lots of 6)

Sample Rod & Reel \$7.50



the new Ocean City #350 Spinalong Spinning Reel

- Smooth Gears
- Gear Ratio: 3 to 1
- Perma-seal Lubrication
- Adjustable Drag
- Revolutionary New Automatic Pick Up
- Heavily Plated Metal Parts
- Line Capacity: Approx. 100 Yards, 6# Test Monofilament

the new Montague #2G3 Spinalong Spinning Rod

- 2 pc. White Solid Fiber Glass
- 3 Graduated Spinning Guides and Top
- Cork Grip, fiber glass reinforced, sliding bands
- Overall length: 5 1/2'

Write for our SPRING and SUMMER SUPPLEMENT featuring the latest selection of NATIONALLY ADVERTISED MERCHANDISE to supplement the outstanding gifts and premiums illustrated in our 1953-54 catalog.

**EXHIBIT SALES CO.**

423 MARKET ST PHILA 6 PA

### PARKS & FAIRS

**AERIAL ACTS, ANIMAL ACTS, ACRO-** batic Acts, Balancing Acts, Girls Gymnastic Acts; literature. Address Novelty Artists, 2015 Oliver St., Ft. Wayne, Ind.

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my29

**CHARLES LA CROIX — OUTSTANDING** Trapeze act (platform required); available outdoor celebrations; flashy paraphernalia; real act. Particulars, literature. Address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3312.

**DASHINGTONS CIRCUS—DOGS AND CATS,** at liberty for parks, fairs or any show. Guaranteed to please. 1413 Euclid St., Philadelphia, Pa. je5

**SENSATIONAL HIGH DIVING—FEATUR-** ing the smallest diving tank in the world, nicknamed the suicide pool. Without body protection or safety devices, he defies the ring of sharp spears and the flaming inferno of blazing gasoline, etc. A world's fair attraction featured by Fox Movietone. Capt. Earl MacDonald, 456 Lamphier Pl., Warren, Ohio. Telephone 45337. je12

## "CARD SHARKS"

Available Again! This Famous Picture Of the Nostalgic 'Gay Nineties' Era . . .

The Perfect Concession Item for Fairs and Carnivals . . .

Large studio size: 11"x14", perfect for framing. A life-like picture that will get a laugh from everyone.

Sample Dozen Postpaid . . \$5.00  
Lots of 100 . . . . . ea. 35c  
Lots of 500 . . . . . ea. 30c  
Lots of 1000 . . . . . ea. 25c  
SUGGESTED RETAIL \$3.00 EACH

### BE FIRST IN YOUR TERRITORY!

Present supply is limited so order now. This item is selling fast everywhere it has been shown, so get your supply now!

### PITCHMEN WAGON JOBBERS and SALESMEN:

This picture is sensational and will be just right for GIFT SHOPS • MOTELS • TRAILER PARKS • RECREATION ROOMS • BARS • LOUNGES • LODGES • CLUBS • TAVERNS • INNS • LOCKER ROOMS



ORDER A SUPPLY TODAY FOR YOUR ROUTE  
TERMS: Samples — cash with order, shipped postpaid. Larger quantities—25% with order, balance C.O.D., F.O.B. Chicago.

**ILLINOIS PICTURE CO.** 6 E. Garfield Blvd. Chicago 15, Ill.



## CHI PIN HEARING DELAYED; CITY GETS MORE TIME

Granted Extension for Answer; Both Parties to Submit Briefs by May 28

CHICAGO, May 22. — The movement to legalize pinball games was stalled this week when the city failed to answer the amended complaint filed in Superior Court last Wednesday (12) by counsel for local coin machine operators (The Billboard, May 22).

The answer — originally due May 17 — was being prepared by William Kafka, assistant corporation counsel, and was due to be filed Friday (21) following a five-day extension granted by Judge George M. Fisher.

Briefs are to be submitted by both parties by May 28, after which Judge Fisher will rule on the application for a temporary injunction which would lift the ban on pinball games in Chicago.

### Temporary Injunction

The first hearing in the case, Nelson vs. the City of Chicago, was held May 7, when Judge 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 a further hearing (The Billboard, May 15).

In the initial hearing, Judge Fisher concluded that proper pleadings in the case were not

made and suggested that allegations be set up which would definitely establish whether or not pinball game was a gambling device.

The amended complaint, filed by attorneys for the plaintiffs—Nels A. Nelson, American Scoreboard Company; Elmer Larson, Better Games; James P. Garrity and Ray Nicolet—attempted to show how enforcement under the bagatelle ordinance was outdated by sections of the Illinois statutes dated July 6, 1953.

### City Vs. State Law

The plaintiffs cited Sections 341 and 342 of the Illinois statute as more recent and more important than the 1935 bagatelle ordinance. Under this statute, argued attorneys for plaintiffs, certain devices specified as not being included as gambling devices. The statute reads in part:

"A coin - in - the - slot - operated  
(Continued on page 95)

## Jennings & Co. In Production On New Games

CHICAGO, May 22.—Jennings & Company, successor to O. D. Jennings & Company, started production on a new line of coin-operated games, Lou Urbin, manager of the game department, announced this week. He said formal announcement of the games would be made next week. O. D. Jennings & Company was sold in March to Wallace E. Carroll, Simpson Electric Company, Chicago (The Billboard, April 10).

The sale followed the death of O. D. Jennings, founder of the firm, November 21, 1953. The company was reportedly purchased at a price of about \$1,500,000.

## New Genco Gun Rumored

CHICAGO, May 22.—It was reported this week that Genco Manufacturing & Sales Company is in production on a new gun game which will be announced shortly.

Ralph Sheffield, sales manager, would not confirm the rumor.

## Europe Pin Market Slows; Jukes Soar

Fesdjian Says Music Demand Strong in Belgium, Holland; Paris Arcades Boom

NEW YORK, May 22.—The market for pinball games has temporarily slowed down in four Western European countries, but there is a great potential market for American juke boxes if the European countries can scrape up enough dollars to pay for them.

That is the opinion of Suren D. Fesdjian, head of the Mondial Commercial Corporation (New York import-export firm), who arrived here this week after a 14-week business trip thru France, Germany, Holland and Belgium.

Fesdjian said there will always be a market for pinball games in Europe, but at present the countries of Western Europe are pretty well supplied. He said that in France and Belgium he has actually noticed fewer pinball games than when he visited there a year ago.

In Belgium and Holland, observed Fesdjian, there is a substantial demand for juke boxes, particularly new ones.

### French Embargo

The embargo on coin machines in France has been in effect nearly five months, and only a few U. S. games and juke boxes have trickled in under special licenses.

Le Societe Nova Automatique (offices at Paris and Marseilles, France), represented in this country by Fesdjian, has managed to get a special license to import a token number of U. S. games to keep the names of American firms alive for French operators, according to Fesdjian.

Nova is agent for D. Gottlieb & Company in France and French North Africa, and for Williams Manufacturing Company in France, Belgium, Italy, Switzerland and Holland.

### Paris Meeting

While in Paris, Fesdjian conferred with Nova heads, J. Montels, J. Guettaf and J. Montels Jr., on possible Nova imports to the U. S. and on U. S. exports to Europe.

The coin machines embargo in France has aided somewhat the sale of Nova coin-operated games in that country. The firm makes manually operated football and basketball games which had been exported to the U. S.

However, Fesdjian said that U. S.-type coin games have become accepted by Frenchmen and that pinballs are still tops. He added that local manufacturers may eventually be able to produce the type games made in this country, but it will take a long time before they can match the quality of American amusement devices.

Meanwhile, he said that the Arcade business is booming in Paris. Four years ago, he explained, there were two or three Arcades in the city; today there are 25 or 30.

He said that two juke box manufacturers—Bergmann and Weingand (The Billboard, May 22)—start production soon in Germany. However, added Fesdjian, the pilot models in no way compare with U. S. juke boxes, and he predicted it would be a long time before the Germans could make a juke box to compete with American music machines.

Fesdjian said the German economy appeared healthy and the dollar situation there is better than in most of Europe. He noticed many slot machines of German manufacture. The Germans have experimented with a coin-operated tape music machine, he continued, but they stopped their tests.

### Target Games

Pinballs are losing in popularity in Germany, he said, but target games, of American and German manufacture, seem to be taking up the slack.

The big difficulty on jukes is not the import license—which is relatively simple to obtain—but the cost of the box after duty, taxes and freight, Fesdjian noted.

## Report New Binks Game

CHICAGO, May 22. — A new type coin-operated amusement game, reportedly not a standard-type or a counter-type game, is expected to be introduced shortly by Binks Industries, Inc., it was learned this week.

According to the report, location tests are already underway on the new unit.

Binks is currently producing two counter games, Zipper and Whiz Bowler.

## Klopp Turns Out New Coin Counter

LIVONIA, Mich., May 22.—A new portable coin counter that folds up, weighs 14½ pounds and is equipped with a carrying handle, is being produced by Klopp Engineering, Inc.

The new unit counts pennies, nickels, dimes and quarters and packages them for bank deposit 15 times faster than the work can be done by hand, according to Mogens Klopp, head of the firm.

A single adjusting knob is all that must be set, said Klopp. If the coins are being packaged, a second knob is turned to the number of coins per pack, and the coin flow and counter automatically cut off when the stipulated number of coins have been packaged.

## IN RUN FOR THE COINS

### Horse Ride Wins Going Away, Kids' Favorite

By KEN KNAUF

CHICAGO, May 22.—The old standby, the horse, is still the best kiddie ride; it has the longest life, the greatest appeal and makes the most money in the field.

In the last few years, there has been a steady influx of new ideas in kiddie rides, including rides such as jets and space ships with an ultra-modern theme; these are the big attractions for kids at first, but they are soon back in the saddle again.

Exhibit Supply, the oldest manufacturer of kiddie rides in the country, is currently producing nine kiddie rides, three of which are horses—Roy Rogers' Trigger, Big Bronco and a pint-sized steed called Rawhide, built for the wee ones.

Bally Manufacturing Company's Champion horse was first introduced in 1951 and has been going great guns ever since. Bally, has added such rides as Speed Boat and a space ship, and most recently a flying saucer type affair called Moon Ride, but the horse remains the steadiest success.

Of 11 firms exhibiting kiddie rides at the National Association of Parks, Pools and Beaches show last December, all but one showed horse rides and most showed several different horses.

A double horse ride is the most recent merchandising twist in horses and has been shown by such manufacturers as Bert Lane

(Pinto Senior) and Capitol Projectors (Kentucky Derby).

### First Ride: A Horse

Coin-operated kiddie rides date back to 1931, and sure enough, the first of such rides was a horse. Otto Hahs, head of Hahs Machine Works in Sikeston, Mo., built the first model to entertain his youngsters and their playmates. Spotting the commercial possibilities of his creation, Hahs soon adapted the horse for coin operation.

In 1931, Hahs exhibited the coin-operated horse at the National Association of Amusement Parks, where it won an award for the best new piece of equipment. The horses were then operated successfully at concessions at the 1933-'34 Chicago World's Fair.

The next big step came in 1949 when Harry Julius, of the Tampa Amusement Company, brought the horses to the attention of Frank Meneuri, Exhibit Supply sales manager. Hahs signed a royalty agreement with Exhibit Supply.

### Variety Store Horse

The next development in the horse line, and its growth as an attraction in the merchandising field, came about with the inspiration of the manager of a new Kresge store which was just opening in Sioux City, Ia. Contacting Exhibit Supply, the manager had a horse ride placed in the store for opening week.

Results were so good that another concession was set up nearby which sold guns, cowboy outfits, and other Western riggings.

The new era for coin horses was underway.

It was quickly realized that if the horse proved a trade puller at department stores, it could be placed in other retail outlets as  
(Continued on page 95)

## Game, Arcade Distribs At Music Op Dinner

SCARSDALE, N. Y., May 22.—Coin-operated amusement game and Arcade equipment distributors were among those who thronged to the Holiday Inn Tuesday night (18) for the third annual dinner of the Westchester Operators Guild, which was attended by music operators, distributors, manufacturers and record company executives and their guests (see story in Music).

Included were Mike Munves, Arcade equipment distributor; Al Simon, Chicago Coin and Genco distributor, and Ben Becker, Bally representative.

## Williams Ships Thunderbird, New Five-Ball

CHICAGO, May 22.—Thunderbird, a new five-ball game which ties in progressive ball animation with build-up scoring opportunities, was shipped to distributors this week by Williams Manufacturing Company.

According to Sam Stern, executive vice-president, the game features an "open" lane which presents a unique combination of bumper action and progressively advancing balls.

A player making letters O-P-E-N or the numbers 1-4, lights a shooter roll-over on the lower right for replays. Making numbers 1-10 and letters O-P-E-N lights up a bottom-center roll-over for an "extra special" to score four replays.

Primary scoring is on numbers 1-10, scoring one replay and lighting up a shooter roll-over on the left for replays. The shooter on the left advances the ball thru the "open" lane progressively, and a ball in the "N" hole returns for a bonus play.

Thunderbird has three bumpers, three kickers and an automatic shooting rubber rebound at the bottom of the playfield.

## ROUTE SUCCESS

### Atlas Amusement Grows With Balanced Service

ST. LOUIS, May 22.—Taking a realistic approach to the many "variables" which exist in operating a complete spread of coin machine equipment and balancing the service program, are two policies which have insured a lot of good will and steady growth for the Atlas Amusement Company.

Headed by a trio of partners, Harry Raiffie, Seymour C. Raiffie, and Ed Kammerlen, Atlas is an all-inclusive type of operation, currently managing a huge string of some 300 locations, which includes vending machines, coin-operated amusement games and juke boxes.

Unlike many coin machine operators who have followed the general trend toward one-field "specialization," the Raiffies and Kammerlen feel that "when one division slows down another always builds up" and therefore, they protect themselves thru all seasons of the year, with as wide a variation of coin machines as can be found on any string in the Missouri metropolis.

### 300 Locations

Needless to say, with more than 300 locations involved, Atlas Amusement's machines operate under every conceivable condition, from cocktail lounges to  
(Continued on page 95)

## New Locations Perk Spring Ride Market

CHICAGO, May 22.—Kiddie ride distributors and operators, finding the spring market good, as usual, but a little tighter than in past years, are expanding the market with new ride locations.

One quickly rising trend in the kiddie ride field is the installation of rides at supermarkets. Previously variety and department stores were tops in kiddie ride location placement; now the supermarket idea is pulling to the front. While Mom stops with the kids at a department or variety store about once a month, she probably visits the supermarket at least once a week.

Supermarkets seem to be reviving the old country general store system, stocking everything the family needs including something for the children—now instead of peppermint candy, it is kiddie rides.

### Novel Locations

Donan Distributing Company has hit on a novel idea for kiddie ride locations. Donan rents out

used kiddie rides to local clubs and church organizations which use them as money making attractions at their carnivals and parties. The location gets 35 percent of the take. The company also rents the rides to private companies who use the rides to boost sales—parents get tokens with their purchases and the kids use the tokens for free rides.

At one church festival two rides installed by the company took in \$175 in three days. Donan is currently sending rides to Wisconsin and Illinois resort areas where they will be operated over the Memorial Day weekend on a percentage basis.

One of the things that hurts the kiddie ride business is the lack of an established rental percentage system among operators. Some operators eventually get each other's throats with reduced rental rates. A rate that could be up to 75-25 in favor of the operator, considering on page 95  
(Continued on page 95)



### World Wide Adds New Road Rep

CHICAGO, May 22.—World Wide Distributors announced this week the addition of a new roadman to their sales staff.

Sam Rosenblatt, who began work Monday (17) as a road representative of the organization, will cover Illinois and parts of Indiana and Wisconsin, handling all lines distributed by the company.

Rosenblatt is actually rejoining the World Wide concern after an absence of a number of years while he worked at a business of his own. He spent a week getting acquainted again with company operations before leaving on his first trip.

### N. Y. Candy Brokers Set '54 Meeting

NEW YORK, May 22.—The second annual convention and exhibit sponsored by the Metropolitan Candy Brokers' Association has been scheduled for October 23-26 at the Hotel New Yorker, publicity chairman Abe Josephsohn announced this week.

The meet is the only one of its type sponsored by brokers, Josephsohn stated.

He said that the 1953 show had more than 160 manufacturers on the display floor.

### New Locations

ment, is often dragged down to 40-60 with the location taking the big end.

**In Front of Stores**

More and more kiddie rides are being placed out of doors in front of stores and shops. Drugstores along with supermarkets have become good location spots, as have group theaters where the rides are installed in the lobbies, chain stores and other places where rides may be placed without changing the set-up often.

Along with new locations, new ride ideas have perked the spring outlook. A unique adaptation of a kiddie ride is Chicago Coin's 'Round the World Trainer—a combination ride, gun and scoring game—which is placed mainly at amusement parks, Arcades and Kiddielands.

Exhibit Supply, besides currently producing three horse rides, has Sea Skate, a boat ride; Space Patrol, a rocket ride, and four other animal rides, including Pete the Rabbit, Rudolph the Red-Nosed Reindeer, El Toro the Bull, and a smaller one, Ferdie the Bull, built for the youngest tots.

Bally Manufacturing Company's Moon Ride is the latest innovation on the market. A relatively large ride based on the space travel theme, it has a built-in swing which moves up and down and back and forth, giving the kiddies all the thrill of a regular swing, with comets, stars and other celestial bodies whizzing by a cockpit window to add to the attraction.

Concern in the kiddie ride business seems to be not so much over how long the rides will be profitable, but rather, over what kind of new device the moppets will go for.

### Town Council Studies Game License Fee Cut

NEW WATERFORD, N. S., May 22.—A suggestion by a town council member to reduce license fees on coin-operated amusement games is now under consideration.

A town council committee is to study the license reduction.

At a council meeting held for the purpose of framing new amusement game legislation, one member suggested that license fees should be lowered to conform with the annual fees prevailing at Sydney Mines, another soft coal mining town.

### Chi Firm Announces Coin Mach. Lubricant

CHICAGO, May 22.—An anti-friction compound for use on coin-operated amusement machines, venders and juke boxes was announced by Scientific Lubricants Company.

Called Motor-Mica, the powdered compound is for lubricating slug rejectors, coin slides and runways on these machines.

It is priced at \$8.40 for a 24-pack carton, \$4.30 for a 12-pack carton and \$2 for a one pound container f.o.b. Chicago.

The package features a pouring spout in the cap.

## Atlas Grows With Service

Continued from page 94

drugstores. In long experience with the service needs of each type of location, and well convinced that "service is far and away the most important product which the coin machine operator has to offer," the Atlas heads have seen to it that service is not only prompt and effective, but "dramatized."

"For the last several years, we have assured every location owner that he can depend upon a mechanic reaching the location within 20 minutes after a telephone call, and, speed laws permitting, we have been able to make good on this," said Ed Kammerlen. "Our office location is central enough that no location in the city area is more than a 15-minute drive and thus, we have made it a habit of being there within 20 minutes after the location owner has replaced the telephone on the hook."

**"Automatic" Service**

Likewise, "automatic" service calls have been an institution with the company for the years since the end of World War II. In addition to service calls and frequent "inspections," a complex calendar of calls has been set up which takes into consideration the amount of rough treatment a machine may be expected to encounter.

Naturally, vending machines must be called on regularly to replenish merchandise, but even the most rugged, foolproof amusement machine is likewise on the calendar. The frequency of such calls is dependent upon the amount of play and the usual treatment which the machine absorbs, according to Kammerlen. For example, Atlas calls on tavern locations average twice as

many as those to drugstore locations.

"The reason for this is simple," Kammerlen said. "In the drugstore, where a businesslike atmosphere exists, amusement machines are not moved about and abused as in taverns."

Likewise, a vending machine in an office building will likely stand up much longer without need of mechanical attention than one in a factory, where the machine is likely to be pounded and shaken by workmen when a coin sticks, or a chute becomes empty.

The weather, the season of the year, the type of customer frequenting the location, and the zeal with which the location owner polices the appearance of his property are factors which dictate the frequency of "automatic" calls. "And the chances are that by catching a breakdown before it happens, it is going to be less necessary for us to put our 20-minute service plan into effect," Kammerlen declared.

## Calendar for Coinmen

- May 18—Westchester Operators' Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.
- May 24—Central States Phonograph Operators' Association, monthly meeting, Peoria.
- May 24—Amusement Machine Operators' Association of Greater Baltimore, bi-weekly meeting, Mandell-Ballow Restaurant, Baltimore.
- May 30-31—South Dakota Phonograph Operators' Association, quarterly meeting (probable four-State event), Charles Gurney Hotel, Yankton, S. D.
- June 4-5—NAMA sectional meeting, Cleveland Hotel, Cleveland, covering Kentucky, West Virginia, Ohio, Michigan.
- June 5-6—Music Guild of Nebraska, annual officer election meeting, Hill Hotel, Omaha.
- June 7-10—National Confectioners' Association, annual convention exhibit, Conrad Hilton Hotel, Chicago.
- July 9-11—National Association of Bulk Vendors, annual convention and exhibit, Congress Hotel, Chicago.

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### Business Opportunities

**COIN RADIOS AND TELEVISION—BUY** direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. je5

**EXCELLENT MONEY-MAKING OPPORTUNITIES** for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albin Ave., Paterson, New Jersey. jy17

### Help Wanted

**A-1 MECHANIC AND AMPLIFIER MAN** who can service pinballs and music machines; good working conditions. Joe Moss Amusement Co., Phone 102, Sanford, Fla. je5

### Parts, Supplies & Services

**NEW—EVERETT TIME MASTER CARRYING** unit for "Service Head Venders" saves time, money, storage. Everett, 419 Plum St., Aurora, Ill. je12

**STAMP FOLDERS DIRECT FROM MANUFACTURER;** unlimited quantities; immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. je5

### Routes for Sale

**JUKE BOX-GAME ROUTE — NORTHERN** California; \$30,000, easy terms. Average take, \$3000 month; ill health forces sale. Write or wire: P. O. Box 531, Crescent City, Calif. je19

**PIN GAME, JUKE ROUTE FOR SALE—** Northern Ky., clean operation, about fifty machines total. Box M-57, c/o Billboard, Cincinnati 22, Ohio. je5

**PHONOGRAPH, SHUFFLE ALLEY ROUTE** in resort area; year around income; Box M-52, c/o The Billboard, Cincinnati 22, O. my29

**ROUTE FOR SALE, BEST TOWN IN** Texas—40 late Seeburg Phonos, Bowlers, Seeburg Coins, 150 late Cigarette Venders. Clean route, take \$4,000 to \$5,000 weekly; \$40,000 will handle, finance balance 24 months. Don't miss unless you have the money. United Amusement Co., 430 N. Main St., San Antonio, Tex. my29

**ROUTE IN THE WEST—ESTABLISHED 15** years, priced at \$55,000; less than current price of equipment for quick sale because of health. Will pay out in one year or less; \$25,000 cash required. Box M-56, c/o Billboard, Cincinnati 22, Ohio. my29

### Used Coin-Operated Equipment

**A-1 CIGARETTE AND CANDY VENDING** machines, from \$25 to \$125; every make and model; prices under all competition; all other types of vending machines too. What have you to sell? Mack H. Postel, 2952 Milwaukee Ave., Chicago, Ill. my29

**A-1 MUSIC EQUIPMENT—1 MODEL 1500** Wurlitzer, \$550; 1 Model 1550 Wurlitzer, \$525; 1 Model 1100 Wurlitzer, \$185; 1 Model 1015 Wurlitzer, \$110; 1 Model M100A Seeburg, over 15,000 serial, \$400; 2 Model 148ML Seeburg, \$150 each; 1 Model A, A.M.I., \$155; 1 Model 1428 Rock-Ola, \$195; 25 Model 3020 Wurlitzer wall boxes, \$8.95 each; 3 Model 219 Wurlitzer steppers, \$13.95 each. 1/3 cash with order, balance c.o.d. Will sell or trade any of above equipment for Model 1432 or 1434 Rock-Olas. Wertz Music Supply Co., 1013 E. Cary St., Richmond, Va. 3967 Parrish St., Phila., Pa. EVERgreen 6-4244. my29

**ADVANCE 25¢ MACHINE, \$15—ROCK BOT-** tom; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. je12

**ARCADE MACHINES—180 PENNY AND** nickel type; Photomatic, Recorder. What do you need? Write for list and prices. Funland Arcade, 503 Market St., Pittsburgh 22, Pa. my29

**CIGARETTE MACHINES—6 COLS. ROWE** Imperial, \$45; 12 cols. E Uneda Pak, \$60; 9 cols. 500 Uneda Pak, \$60; 9 cols. 8-30 Nationals, \$50; 7 cols. VD DuGreniers, machines have just been pulled from locations, all set on quarter operation and have at least one King Size Column; one third deposit with order, bal. c.o.d., f.o.b. Phila Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. EVERgreen 6-4244. my29

**CIGARETTE MACHINE, QUARTER OPER-** ation Uneda, latest model, \$45; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Mills 5-column Candy Machine, \$37.50; Statler 5-column Cookie Machine, \$22.50; DuGrenier Cigarette, \$35; Harris Vending, 2717 N. Park Ave., Philadelphia, Pa. my29

**FOR SALE—CONEY ISLAND, \$75; A.B.C.,** \$25; Alrean Juke Box, \$35; Popcorn Set, \$45. Send 1/2 deposit. Frank Guerrini, Burnham, Pa. my29

**RAY GUN, RAPID FIRE, SUBMARINE** Target in working condition. John Sater, 811 Center, Muncie, Ind. my29

**SHUFFLEBOARD OPERATORS, ATTEN-** tion—If your shuffleboard play is down, put on Keene's Bowling Champ con- version, you will be surprised at the earnings; \$79.50 each, positively overhauled and ready to place. Reliable Shuffleboard Co., 5730 Broadway, Chicago. my29

**500 PENNY GUM VENDERS—VARIOUS** makes, good condition, \$2.95 up; Penny Scales, \$19.95; Popcorn Venders, \$19.95. R. Westmoreland, Jackson, Tenn. my29

### Wanted to Buy

**ARISTOCRAT JUKE BOXES—STATE** condition and price in first letter. Empire Automatic Corp., 799 Coney Island Ave., Brooklyn 18, N. Y. BUCKminster 7-7300. my29

**CIGARETTE, CANDY AND OTHER VEND-** ing machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. my29

**CONAT ROCKET SHIP AND EXHIBIT EL** Toro; send lowest prices. National Vending Co., 2214 N. Western Ave., Chicago 11, Ill. je12

### Miscellaneous

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## Chi NAMA Meeting Probes Food, Cig, Candy Op Problems

### Cite Full-Line Vending Growth, Need for Product Promotion

CHICAGO, May 22.—The automatic cafeteria, new cigarette operating problems, an industry campaign to curtail blue-sky promoters and the perennial debate of dime versus nickel candy keyed major operator-supplier discussions during two days of the National Automatic Merchandising Association's sectional meeting at the Edgewater Beach Hotel here May 14-15.

A series of color and sound operator, supplier and service movies produced by William Fishman, vice-president of Automatic Mer-

chandising Company, were featured Saturday (15). Rowe Manufacturing Company showed its service movie the first day (14).

Bernie Kiley, president of Airport Vending Service, Inc., delivered the keynote address. "Full line vending is moving into a first-line factor in vending—especially in industrial locations," he said.

#### Full Line Vending

Kiley defined full line vending as a full product line offered by a single operator (dispensed thru standard production machines). He said that automatic cafeterias, while definitely on the horizon, were not a profitable or even a wise move by today's operators.

Test operation of such installations, Kiley noted, have proved one thing to date—the lack of profit. One factor back of this profit lag: it costs an operator \$10,000 to set up an automatic cafeteria equipped to serve 300 people, Kiley pointed out.

Another factor deterring the  
*(Continued on page 112)*



JOHN S. MILL

## John Mill, Rowe V-P, Dies in N. Y.

NEW YORK, May 22.—John S. Mill, vice-president in charge of sales for the Rowe Manufacturing Company and one of the earliest contributors to the development of the automatic merchandising  
*(Continued on page 108)*

## VOCAL SALES TALE

### Midget Phono Plugs Vended Merchandise

CHICAGO, May 22.—Recorded point-of-purchase produce and general sales promotion units for venders have been introduced by Carter & Galantin here. The firm, which supplies sales promotion materials for a number of the nation's major manufacturers, calls the new unit the Sellavox.

Incorporated in a 3.5 by 5-inch unit (the midget series) are a small motor powered by two flashlight batteries, a tone arm with a built-in speaker and permanent needle, and a turntable for the special record which carries the sales message.

Edgar Bolduc, sales manager, said the special disks are produced in the same fashion as standard phonograph records (hard-pressed copies from a master). Each has a play life ranging from 500 up to 1,500 plays. Deep grooves prevent the tone arm being accidentally bounced from its track and the player can be operated in any position (upright, on its side, upside down). When the sales message, which can be as long as 55 seconds on the 3-inch disk, is completed the tone arm automatically returns to replay position.

The recorded message is started when the vender delivery button, lever or coin deposit dispenses the product.

The Sellavox is produced in

three series: The midget, ranging from \$7.85 to \$12.50 per unit, depending upon quantity; the super, which uses four flashlight batteries, priced from \$8.25 to \$12.90, and an AC model, from \$9.10 to \$13.75. Bolduc pointed out that special mounting fixtures are extra.

Sales messages are tailored to specific uses. The product manufacturer or operator supplies his own message on a standard master record (this costs about \$95 plus fee for the person who delivers the message) and Carter & Galantin provide the midget pressings from the master.

The cost of the small records depends upon quantity ordered.  
*(Continued on page 112)*

## MOVIE MAKER

### Trade Films Evolve From Op Hobby

CHICAGO, May 22.—A series of special color and sound trade films held operator and supplier attention at the NAMA sectional meeting here (see separate story).

The films are unique in that they were written, directed and produced by an operator—William Fishman, vice-president of Automatic Merchandising Company—in pursuance of a hobby. The hobby, however, according to Fishman, has since developed into a full-size job requiring the services of a full-time photographer, technical adviser and studio facilities in Elgin, Ill.

In addition, a script and research  
*(Continued on page 111)*

## Cole Appoints Poole Distrib N. E. Outlet

NEW YORK, May 22.—Al Cole, president of the Cole Products Corporation, Chicago, announced this week that Poole Distributors, Boston Wurlitzer outlet, has been appointed New England distributor for the Cole Spa six-drink cup vender.

Harry Poole and Charlie Seussens, who will be in charge of the separate division of the Boston firm, will spend a week at the Chicago headquarters of Cole to get a briefing on the vender.

The first shipments to Boston will be made in two weeks. A complete parts and service department will be maintained in Boston. Cola-Spa in New England  
*(Continued on page 111)*

## IN-OFFICE VENDING: PROGRESS REPORT

### Gotham 'Route' Adds Third Building, Op Charts Vender, Product Pattern

NEW YORK, May 22.—The Vendime Corporation, the first operating firm to make a serious bid for office locations in the teeming mid-Manhattan area, will open its third and largest in-office feeding set-up at the M. Lowenstein Building, 43 Lenard Street, June 7. A fourth location—a one-firm, 14-story office building with 1,000 employees—is expected to be signed up in the next week or two.

The Lowenstein firm is one of the nation's top textile machinery producers. There are 1,100 employees in the six-story building, with 1,500 square feet set aside for the automatic cafeteria. However, Lowenstein is currently building a 21-story skyscraper at 41st Street and Broadway, with the completion date scheduled for 1955. Vendime will service the new location when it is completed. Gerald McClosky, Vendime sales head, said the new building will have a greater provision for cafeteria space and will house more employees.

#### Auto-Snak

The installation will feature a nine-unit Auto-Snak, especially designed for Vendime by Spacarb, Inc. The Auto-Snak will contain the following venders:

Mills Coffee Bar, 600 cups at 10 cents a cup; Hebel five-flavor ice cream vender, 175 bars at 10 cents; Spacarb four-flavor cup drink vender, 1,200 cups at 5 or 10

cents; Juice Bar Junior, four-selection canned juice vender, 248 cans at 10 cents; Stoner sandwich vender (four selections) 80 sandwiches at 25 to 50 cents; Stoner four-selection pastry vender, 80 packages at 10 cents; Stoner candy-cookie vender, 160 packages at 5 and 10 cents; a nine-column National cigarette vender, 450 packs at 25 cents a pack, and a Vendo changemaker.

The auxiliary unit will be a Vendo milk vender which holds 210 half-pint cartons of Grade A

and chocolate milk at 10 cents a carton.

#### Product List

Products vended include Nestle's Alpine, Maxwell House and G. Washington coffee; Coca-Cola and Canada Dry ginger ale, cherry, root beer and orange; Jahn's ice cream; Milk Farms and Chesterfield milk, and Nabisco, Drake's, Rebers, Austin and Dutch Maid cookies and pastries.

Vendime opened its first location February 25 at the Franklin Stores office building near Pennsylvania Station. The installation, with a Bert Mills coffee machine, Spacarb four-drink cup vender, Stoner pastry, sandwich and candy units and a changemaker, services 250 employees, with weekly grosses averaging about \$250.

The second location, American Lumberman's Mutual Casualty Insurance Company at 342 Madison Avenue, opened April 1; it also services 250 employees. Equipment there is similar to the Franklin Stores location, except that milk is sold from a freezer. Daily gross averages 25 cents per employee, 90 per cent of whom are women.

#### No Servicemen

It is the theory of McClosky and his partner, Bob Loeffler, that a complete office feeding arrangement can be successful only if location personnel is utilized to  
*(Continued on page 112)*

## Bert Mills Sets 200-Cup Coffee Mach. for Aug.

LOMBARD Ill., May 22.—The Bert Mills Corporation will introduce a fully automatic 200-cup coffee vender August 1, Herbert Chadwick, vice-president, announced this week.

To be priced under \$500, the machine, the Economy Model, will include most of the features of the firm's 500-cup Coffee Bar, Chadwick said.

Meanwhile, Mills is continuing an introductory price offer on its 500-cup model. The unit is priced at \$699, with a limit of two to a customer. Regular list is \$853.

## CANNED POP IN CANADA

TORONTO, May 22.—The pop bottle's rival—the pop-in-cans—is hitting Canada. Two companies have started this country's first large scale soft drink canning operations. Thus far, however, neither has used vending machines to merchandise the package.

The canned drinks are being produced by Orange Crush, Ltd., Toronto, and Pure Spring (Canada), Ltd., Ottawa. Retailing at two cans for 25 cents, ginger ale, root beer and cola are now being sold in the new package form.

## Milk Vending Confab To Be Held at Conn. U.

STORRS, Conn., May 22.—Four milkmen, two manufacturers of milk venders, two professors and a trade editor will give their views on the milk vending situation Thursday (27) at the milk vending machine conference to be held at the College of Agriculture Auditorium at the University of Connecticut here.

Robert Radway, Radway Dairy, New London, Conn., will preside at the morning session after a welcome by A. I. Mann, dean of the College of Agriculture.

Speakers will be Norman Myric, editor of The American Milk Review, New York, who will speak on "The Role of Vending Machines in Milk Distribution,"

and Stewart Johnson, professor of agriculture, who will discuss "Some Experiences in the Machine Vending of Milk."

#### Afternoon Session

Lyman Hall, Fernside Dairy, Kensington, Conn., will preside at the afternoon session, with Bo Adelberg, Sunrise Dairy, Hillside, N. J., leading off with "Outdoor Vending Machines."

Other speakers on the same topic will be Frank Hirschman, Johanna Farms, Flemington, N. J., and William Caffrey, Farmers Co-Operative, Hartford, Conn.

H. C. Moore, professor of dairy husbandry, University of New Hampshire, will talk on "Vending  
*(Continued on page 111)*

## Canteen Buys Six-City Mech. Merchants Route

CHICAGO, May 22.—Nathaniel Leverone, Automatic Canteen Company of America, this week announced the purchase of the complete six-city operation of Mechanical Merchants, Inc. a subsidiary of City Products Company.

Mechanical Merchants, in addition to its Chicago route, had branches in Kankakee, Joliet, Ill., and in Kenosha and Beloit, Wis. The local route will be absorbed by Canteen of Chicago, while the branch routes will be taken over by the Canteen operations in their vicinity.

Mechanical Merchants' cup bev-

erage, ice cream and photo venders in the Chicago Transit Authority subway and station (the five-year contract for which expires December 31, 1954) will be serviced by Canteen which assumes the contract. (Canteen also operates soft drink, coffee and cookie machines in CTA shops and other non-public installations.)

The sale of Mechanical Merchants follows recent top-management changes (The Billboard, April 3). Harry Strong was named vice-president and general manager, succeeding Herman Stamer. Strong had previously headed the dairy division of City Products.



MANDELL GUARANTEED USED MACHINES

|                             |         |
|-----------------------------|---------|
| N.W. DeLuxe 1c & 5c Comb.   | \$12.00 |
| N.W. #39 1c Porc.           | 7.95    |
| N.W. #33 1c Porc. B.G.      | 6.50    |
| Master 1c Bulk Porc.        | 6.50    |
| Master 5c Bulk Porc.        | 4.95    |
| Master 1c & 5c Bulk Porc.   | 4.50    |
| Columbus 1c Bulk            | 4.50    |
| Silver King 1c B.G. or Mds. | 7.45    |
| Silver King 5c              | 15.00   |
| Exhibit Post Card (Metal)   | 15.00   |
| Advance 2D 1c B.G.          | 4.45    |
| Advance 211 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  | 28   |
| Mixed Nuts   | 55   |
| Almonds, 480 ct., 5 lbs., VBC. pk.                               | 85   |
| Baby Chicks  | 32   |
| Rainbow Peanuts  | 30   |
| Boston Baked Beans   | 30   |
| Jelly Beans  | 28   |
| Licorice Lozenges  | 25   |
| M & M  | 44   |
| 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 34th St. New York 18, N. Y.  
LONGueur 4-6467

DELAY VOTE ON CHI CIG VENDER LICENSE TO JUNE 2

CHICAGO, May 22.—Action by Ald. Thomas Keane Tuesday (18) in challenging the limited license proposal for cigarette venders in Chicago resulted in a last minute decision to postpone a City Council vote on the ordinance (The Billboard, May 22). The Council was to have voted on passage of the license proposal Wednesday (19). Under the new plan, it will vote on an amended version of the ordinance Wednesday, June 2. Back of the postponement: Ald. Keane's contention that the licensing measure should cover a wider variety of retail locations, in addition to the industrial and restricted business installations permitted under the original ordinance. Keane said he would introduce amendments to include the wider location scope of cigarette equipment in the city.

Reehling Named Apco V-P; Rapp Executive V-P

NEW YORK, May 22. — Sam Kresberg, president of Apco, Inc., announced the appointment, effective June 1, of Stanley Reehling as a vice-president. With Reehling's appointment, Mel Rapp was named executive vice-president, while Gerald L. Rosenthal fills Rapp's former post as vice-president.

Reehling will be in charge of the firm's new Western Division, which will be headquartered in Los Angeles where a new branch office is being set up. The Los Angeles branch will include a customer service division which will be staffed by trained Apco service engineers.

Reehling recently resigned his post as manager of the sirup sales and fountain division of the parent Nehi Corporation of Columbus, Ga.; he has a background of experience with bottlers and operators in connection with soft drink and dispensing operations.

Rapp, who is in charge of sales and advertising, said that Reehling's appointment was another step in Apco's expansion program of establishing company branch offices of the type we now have in Chicago, Minneapolis, Miami.

"We feel that branch offices staffed by our own company personnel and service engineers perform a very important function in making available to the operator—at the local level—everything he requires in parts, supplies, service, sales and direct contact," Reehling said.

Rosenthal is divisional manager in charge of eight Eastern States, with headquarters at Washington.

Eastern Names Geritz Sales Rep in West

NEW BEDFORD, Mass., May 22.—Lou Jaffa, vice-president of Eastern Electric, Inc., announced the appointment of Peter J. Geritz as sales representative for several Western States.

Geritz, who heads Mountain Distributors in Denver, will cover Colorado, North and South Dakota, New Mexico, Wyoming, the Western halves of Nebraska and Kansas.

He will offer complete service, parts and sales facilities for the area. Geritz, who has lived in Denver for the past 27 years, entered the vending field in 1941.

Wohlfeil C&C Midwestern Rep

CHICAGO, May 22.—Lyle Wohlfeil, formerly with the sirup vending division of Canada Dry, Inc., was named Midwestern representative of Cantrell & Cochrane, George Herald, head of the vending and fountain sirup department, announced this week.

Wohlfeil, who has seven years' experience in sirup vending, will cover five States—Illinois, Indiana, Wisconsin, Michigan and Missouri—and will headquarter in Chicago.

New Raleigh Firm

RALEIGH, N. C., May 22.—H&J Vending Corporation here has been chartered by the State. Authorized capital stock is \$100,000, with \$300 stock subscribed by William Henry Herring, Mary Freeman Herring and Ralph H. Justice, all of Raleigh.

GREASING SALES

Milk Vender Patron Earns Free Lub Job

LAKE ZURICH, Ill., May 22.—A new merchandising twist to build outdoor milk vender volume has been adopted by Sunflower Distributors here. Ray Stevens, Sunflower official, worked out the idea with co-operation of a service station location. Success of the first venture will be followed by similar arrangements with other locations of the same type, he said.

The operator-location agreement works this way: with the purchase of a certain number of half gallons of vended milk, the customer receives one free lubrication job on his car.

Vender patrons receive the "bonus" (cost of which is borne jointly by Sunflower and the service station out of latter's commission) when he brings in the required number of coupons, one of which is issued with each carton of Dean milk vended.

Pint-O-Matic Names Eastern

VINELAND, N. J., May 22.—Eastern Enterprises, Inc., here has been appointed distributor for the Pint-O-Matic ice cream vender thru the East.

The five-selection vender has a 115-pint package capacity, holds 250 additional pints in a lower storage compartment. F.o.b. price at Pint-O-Matic Company's Milwaukee plant is \$1,370.

Champion Ups Vender Output, Names Reps

HOPKINS, Minn., May 22.—Champion Vender Company announced production line output of its Model 150 bottle vender this week. Eugene White, president, said the first several hundred units had been placed in operation in various parts of the country.

White also announced the appointment of two sales representatives: Martin Singleton, covering Missouri, Kansas, Nebraska and Arkansas, and E. A. Sweat will cover Illinois, Michigan, Indiana, Kentucky and Tennessee.

READY FOR DELIVERY CAPSULES

|                  |               |
|------------------|---------------|
| Small Harmonicas | \$22.50 per M |
| Small Knives     | 22.00 per M   |
| Assorted Rings   | 20.00 per M   |
| Key Chain Items  | 22.50 per M   |
| Wood Tops        | 20.00 per M   |
| Scissors         | 20.00 per M   |
| Rubber Blowers   | 20.00 per M   |
| Purses w/Mirror  | 20.00 per M   |
| Mirror & Comb    | 20.00 per M   |
| Butterfly Pins   | 20.00 per M   |

(For use in Victor Vending Corporation's Capsule Vender only.)  
Numerous Other Novelty Items.  
Minimum Shipment—One Thousand  
Terms: Net Cash F.O.B. Dallas.  
Please enclose \$1.25 for complete line of samples.

Graff Vendino Supply Co.  
2841 W. Davis Dallas, Texas

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**



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. .... 85.00  
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

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.



DUGRENIER MODEL W

9 Cols., 306 Cap.

\$90.00

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

Two-Piece Gold and Silver VACUUM-PLATED BULLET



The miracle of VACUUM-PLATING can't be beat. These BULLETS gleam and shine with plated brilliance—so smooth—so clean—so shiny.

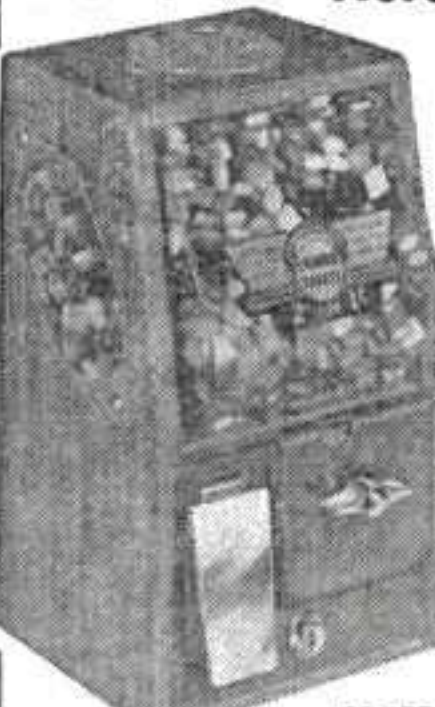
\$10.00 per 1,000  
F.o.b. Jamaica, N. Y.  
Or: At Your Distributor.

OPEN for a SUGGESTION? Use Ball Gum and from 350 to 400 BULLETS per machine. No other Charms, nothing else—only these terrific BULLETS. Get there "firstest-with-the-mostest" and scoop the business. They want BULLETS—give 'em BULLETS, but fast.

That's the fastest way to empty machines. Has it been tried? YES. Did it work? YES.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 2, L. I., N. Y.

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREETTS VENDOR

ORDER TODAY

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

CAPSULES filled with GIMMICK CHARMS AND KEYCHAINS

Sell the Best—  
For the biggest and best assortment, buy our KEYCHAIN VARIETIES in Capsules.

\$22.50 f.o.b. Jamaica, N. Y. per 1,000 Immediate delivery.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 2, L. I., N. Y.

MR. DISTRIBUTOR and MR. MUSIC OPERATOR  
RCA IS IN IT!  
MAGNECORD, INC., IS IN IT!  
YOU CAN BE IN IT, TOO!  
FOR FULL DETAILS SEE PAGE 107

"Heinie" Roberts

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for Vend for  
 1 year at \$4.  2 years at \$6.  3 years at \$7.50.  
(Foreign rate, one year, \$8)

Name.....  
Address.....  
City.....Zone.....State.....  
Occupation.....



MONTHLY FEATURES  
Candy Gum & Nuts  
Beverages  
Tobacco  
New Products  
Trends  
Industry News  
Market Place  
Articles  
Editorials

929



# WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise?

## ADVANCE Is the Vendor for You

Cigarette Machines. All Models in Stock. Want more information? Write today to . . .

### J. SCHOENBACH

Factory Distributor Of Advance Vending Machines  
1645 Bedford Ave., B'klyn, 25, N.Y.  
P. Resident, 2-2900

## Stoner Ships Tire Truer

AURORA, Ill., May 22.—Stoner Manufacturing Corporation here has started shipping its Auto-Mate tire truer—an automatic device to correct an out-of-round condition on both new and old tires.

The Auto-Mate will be sold to garages, tire dealers and service stations. It lists for approximately \$1,000.

At the same time, Stoner announced it had completed work on government contracts and would shortly have the additional space, used since 1950 for defense work, to step up production on the company's vending machine line.

Stoner's Auto-Mate is not the first automotive product the company has produced. Until 1947, when the shortage of steel arose, Stoner produced a line of automobile parts including bearing caps and steering knuckle sockets.

## Danish Store Has Toy Vender

ODENSE, Denmark, May 22.—This city is probably the only town in Scandinavia where toys are being sold by sidewalk vendors.

The owner of a local toy store, to cash in on summer tourist trade, has placed a vender in front of his store. The machine has two vertical racks of 10 cubicles—one rack's coin chute works with a 25-ore (four cents) coin, and the other requires a 1-kroner (16 cents) coin. Idea is netting the store publicity as well as trade.

## \$500,000 LOSS

# Denver BBB Cites Sharpie Toll in '53

DENVER, May 22.—More than \$500,000 has been promoted from gullible persons attempting to enter the vending machine field during the past year, according to Dan Bell, head of the Better Business Bureau here.

Listing the sale of vendors and "franchises" of a spurious nature as one of the "five worst rackets uncovered by the BBB," Bell added: "We have had countless reports of neophyte operators paying \$49.50 each for a string of gum vending machines. When the same machines can be bought in quantity at a legitimate outlet for \$7.50 each. Then the 'franchise' which accompanies the machines turns out to be utterly worthless."

# Spokane Bottler Sets Can Line, Plans Vender Op

SPOKANE, May 22.—Western Bottling Company, one of the largest beverage machine operators in the Spokane region, this week became the first firm in the area to market soft drinks in cans.

As distribution of canned orange, root beer, grape and lemon-lime got under way, Otto Garcea, general sales manager, said sales were "exceptionally good." The firm plans to operate can vendors soon, he said.

The company plans to manufacture from 67 to 75 carloads of canned soft drinks this season, Garcea said. Canning machinery, installed at a cost of \$200,000, has capacity of 210 cans a minute. Twenty-two persons are employed in the Spokane plant and eight additional men will be hired to handle distribution in the four Pacific Northwest States. Nick Garcea is in charge of production.

Western Bottling has been in business for over 50 years. It is a franchised bottler of Mission, Pepsi-Cola and Canada Dry products. A subsidiary, Ideal Vendors, operates 175 bottle vending machines. Another subsidiary, Beverage Vending Service Company, operates 60 cup vendors. Garcea reports over-all sales up 10 to 12 per cent from a year ago.

# Canada Corn Meet May 28

TORONTO, May 22.—The third annual Popcorn and Concession Educational Conference at the King Edward Hotel here Friday (28) is expected to draw operators and concessionaires interested in popcorn, candy, ice cream and soft drinks.

Sponsored by the International Popcorn Association, the one-day meeting will be co-chaired by IPA president J. J. Fitzgibbons Jr., of Theater Confections, Ltd., and IPA director Sydney Spiegel, Super Puff't Popcorn, Ltd.

Starting at 9 a.m., and concluding at 5:30 p.m., the day-long clinic will feature a panel of speakers representing vender operators, concessionaires, theater owners, jobber-distributors, brokers and allied suppliers.

# PM Sales Drop \$20 Million But Net Income Up

NEW YORK, May 22.—Consolidated net sales of Philip Morris & Company Ltd., Inc., for the fiscal year ended March 31, \$294,902,434 represent a drop of nearly \$20,000,000 in volume from the preceding fiscal year, when the gross was \$314,894,718.

However, the net income picture was somewhat brighter. For 1954 it was \$12,421,638, compared with \$11,345,200 in 1953. Actually \$90,157 of the 1953 figure represents profits of the Benson & Hedges Division two months after the Parliament firm was acquired by Philip Morris.

Of the consolidated net sales figures, \$289,875,141 represent Philip Morris sales for the fiscal year, and \$5,027,293 represent Benson & Hedges sales for the two-month period.

## Transition Period

President O. Parker McComas, in his report to stockholders, noted that the cigarette industry had been in transition for the last three years.

"Domestic cigarette production," he said, "increased from 126 billion units in 1934 to around 394 billion in 1952. This increase was uninterrupted except for the period during the World War II cigarette shortage. In 1953, for the first time in 20 years, there was a decline of nearly 2 per cent to 387 billion."

He attributed this decline to the inventory adjustments by manufacturers and the wholesale and retail trade; the expanding sales rate of king-size cigarettes, which lowered unit production while keeping constant the amount of tobacco used, and the publicity given to health factors.

## PM Actions

McComas outlined the following steps taken by Philip Morris to meet these changes. They are:

1. The acquisition of Benson & Hedges on February 4.
2. Substantial promotion for Philip Morris king size, now the nation's fourth largest-selling king-size brand.
3. The introduction of the snap-open pack.
4. Expansion of the overseas leaf, sales and manufacturing activities and the formation of Philip Morris (Australia) Ltd.
5. Addition of personnel and equipment, such as the industry's only mass spectrometer, to the company's research and development laboratories in Richmond, Va.

## \$3.90 a Share

Consolidated earnings were \$3.90 a share on 2,876,171 shares of common stock outstanding. Earnings of Philip Morris, not consolidated, were \$4.50 a share on 2,448,121 shares, the number outstanding prior to the acquisition on Benson & Hedges. This compares to \$4.13 a share for the year ended March 31, 1953. The regular \$3 cash dividend was paid to holders of common stock during the year.

Net working capital on March 31 had increased to \$140,851,182 from \$134,996,438 a year earlier. Inventories, at average cost, totaled \$194,294,232 against \$193,747,160.

# New Regional NAMA Chairmen

CHICAGO, May 22.—National Automatic Merchandising Association announced the following regional chairmen were elected at the recent sectional meeting at Carmel-by-the-Sea, Calif.

William J. Higgins, Spacarb of the Northwest, Seattle, for Region 12, comprising Oregon, Washington, Idaho and Montana; Dwight Dickenson, Bay City Automat Company, Inc., San Francisco, for Region 11, comprising Northern California, Nevada, Utah and Wyoming; Arch Riddell, Cigarette Vendors' Institute of California, Inc., for Region 10, consisting of Southern California, Arizona and New Mexico.

At the meeting in Dallas earlier this month, Al Schmitt, System Vendors, Oklahoma City, was elected chairman of Region 9, comprising Oklahoma, Texas, Louisiana and Arkansas.

# ACORN real kid appeal



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

You'll find it easy to sell locations with Oak's streamlined Rainbow, 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.

Convert your Acorns—vend tab gum!

# oak

MANUFACTURING COMPANY  
11421 KNIGHTSBRIDGE AVE  
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eastern office  
PENNY KING CO.  
2338 MISSION STREET • PITTSBURGH 3, PA.

# 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 Rockets 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



## VICTOR'S TOPPER

The World's finest bulk and charm vender.

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.

**VICTOR'S MODEL HMS PENNY-NICKEL COMBINATION VENDOR**  
The Most Flexible Bulk Vender Ever Constructed

★ **6 MACHINES 1** IN

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 Chiclet Treats or Chloro 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: 7 1/2 lbs. 210 count ball gum.  
IMPORTANT: Specify Which Wheel You Desire. 6 Decals furnished with each machine.

**PRICES:**  
Less than 100 machines . . . . . \$16.95 ea.  
100 or more . . . . . 16.50 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

## RECONDITIONED MACHINES

FOR LIMITED TIME ONLY!

★ We Carry a Complete Line of Capsule Vendors, Capsules, Charms, Etc., in Stock!

**POP CORN SEZ**  
Clean—Ready for Location—10c Mechanism  
**\$49.50 EA.**

**BINK'S "ZIPPER"**  
Fast, high score Bingo Counter Game.  
**\$79.50**

**SPECIAL \$15.00 TRADE-IN ALLOWANCE**  
on your old counter amusement game. Ship in your old ABT Targets, Kickers & Catchers, etc., prepaid, and we will allow you \$15.00 on the new Binks "Zipper."

**AXAX 5c Hot Nut Vendors, recond., incl. Stand and Cup Dispenser. \$59.50**

**SILVER KING**  
16 or 36 Bulk completely reconditioned  
**\$8.50 EA.**

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others 1/2 Deposit, Balance C.O.D.

# RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

**VICTOR'S Baby Grand Deluxe 5c CAPSULE VENDER**

(Vends charms in capsules, one capsule at a time)

**IMMEDIATE DELIVERY!**

Less than 100 (packed 4 to case) . . . . . **\$60.00** case  
100 or more . . . . . **\$57.00** case

Time-payment plan available. Trades-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list.

**Pioneer Vending Service**  
590 Albany Ave. Brooklyn 3, N. Y. Phone: P. Resident 4-5358



**We Have Newer CHARMS!**

**NEW DESIGNS  
NEW IDEAS  
NEW FINISHES**

send 35¢ Complete Sample Kit

**National Sales Agents for ACORN CHARM VENDOR parts and accessories**

**PENNY KING COMPANY**  
2538 Mission Street Pittsburgh 3, Pa.

**NEW VICTOR CAPSULE VENDOR**  
The sensation of 1954. Buy just four and you will buy more from ROY TORR.

**INTRODUCTORY OFFER**  
4 Vendors plus 1,000 charm-filled capsules... \$80.00  
Less than 100 (packed 4 to case)... \$60.00 case  
Full cash with order.  
**ROY TORR**  
LANSDOWNE, PA.

**BALL and VENDING GUMS**  
New LOW Factory Prices

**BUBBLE • CHICLE CHLOROPHYLL**

Bubble Ball Gum, 140-170 & 210 ct. 24c lb.  
Clor-o-Vend Ball Gum, 140 & 210 ct. 40c lb.  
Clor-o-Vend Chicks, 275 & 320 ct. 45c lb.  
Chicle Chicks, 320 & 520 ct. 36c lb.  
Bubble Chicks, 320 & 520 ct. 30c lb.  
F.O.B. Factory, 150 Lb. Lots

**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

**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 22 | Issue of May 15 | Issue of May 8 | Issue of May 1 |
|--------------------------------------|-----------------|-----------------|----------------|----------------|
| Acorn Tab Gum (10 col.)...           | \$21.95         | \$21.95         | \$21.95        | \$21.95        |
| Adams Gum Vender (6 col.)...         | 17.25           | 17.25           | 17.25          | 17.25          |
| Advance Model D Ball Gum...          | 6.45            | 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           | 59.50           |                |                |
| Ajax (8 col.).....                   | 125.00          | 125.00          | 125.00         | 125.00         |
| Athletic Scale (Mercury)...          |                 |                 | 49.50          |                |
| 25c Ball Point Pen Vendor..          | 49.50           | 49.50           | 49.50          | 49.50          |
| C-8 Electros .....                   | 135.00          | 150.00          | 135.00         | 150.00         |
| Columbus 1c.....                     | 6.50            | 7.45            | 7.45           | 7.45           |
| DuGrenier Champion (9 col.)..        |                 |                 | 125.00         | 97.50          |
| DuGrenier Model W (9 col.)..         | 90.00           | 95.00           | 95.00          | 125.00         |
| Exhibit Card Vendor, 1c....          | 125.00          |                 | 125.00         |                |
|                                      | 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.....                  | 6.50            | 7.95            | 7.95           | 7.95           |
| Master 1c.....                       | 6.50            | 7.45            | 6.95           | 7.45           |
| Master 5c.....                       | 6.50            | 7.45            | 7.45           | 7.45           |
| Mills Candy (8 col.).....            | 198.50          | 189.50          | 198.50         | 198.50         |
| Mills Tab Gum.....                   | 27.50           | 27.50           | 27.50          | 27.50          |
| National 930 .....                   | 130.00          | 130.00          | 130.00(2)      | 130.00         |
| National 950 .....                   | 145.00          | 145.00          | 145.00(2)      | 145.00         |
| Northwestern 33 Ball Gum..           | 6.50            | 7.95            | 7.95           | 6.95           |
| 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           | 17.35          | 12.50          |
| Northwestern 49, 5c.....             | 17.35           | 17.35           | 17.35          | 12.50          |
| Northwestern Stamp.....              | 69.00           | 69.00           | 69.00          | 69.00          |
| Northwestern Tab Gum.....            | 25.95           | 25.95           | 25.95          | 18.95          |
| Pop Corn Sez.....                    | 49.50           | 65.00           | 49.50          | 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          | 155.00(2)      | 155.00         |
| Rowe Royal (8 col.).....             | 100.00          | 100.00          | 100.00         | 100.00         |
| Rowe Royal (10 col.).....            | 110.00          | 110.00          | 110.00         | 145.00         |
| 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 1c Ball Gum.....         | 13.95           | 8.50            | 13.95          | 8.50           |
| Silver King 1c Mdse.....             | 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           | 7.45           |
| Silver King Hot Nut.....             | 29.95           | 29.95           | 29.95          | 29.95          |
| S. K. Hunter Ball Gum Gun..          |                 |                 | 24.50          | 24.50          |
| Smoke Shop Lo-Boy.....               | 249.50          | 249.50          | 249.50         | 249.50         |
| Unedda Candy.....                    | 62.50           | 62.50           | 62.50          | 62.50          |
| Unedda Challenger (8 col.)..         | 110.00          | 110.00          | 110.00         | 110.00         |
| Unedda Electric (9 col.)...          |                 |                 | 125.00         |                |
| Unedda Model E (6 col.)....          | 50.00           | 75.00           | 50.00          | 75.00          |
| Unedda Model A (9 col.)....          | 95.00           | 95.00           | 95.00          | 95.00          |
| Unedda Model E (9 col.)....          |                 |                 | 80.00          | 85.00          |
| Unedda Model 500 (9 col.)..          | 100.00          | 110.00          | 100.00         | 110.00         |
| Unedapak Model 500 (9 col.)..        | 135.00          | 135.00          | 135.00         | 135.00         |
| U-Select-It .....                    | 49.50           | 49.50           | 49.50          | 49.50          |

**CIG PICTURE**

**U. S.-Mfrs. Give Views On Market**

WASHINGTON, May 22.—Cigarette manufacturers are cutting back production as U. S. smokers continue to puff fewer packs. So concluded the Internal Revenue analysts this week after they weighed statistics on factory output and on shipments of cigarettes thru March this year, compared with last year.

However, cigarette firm officials contend that the present decline in American smoking does not prove as much about sales trends as it appears on the surface.

They stress that comparison of production and sales in the initial 1954 quarter with the like 1953 period "is bound to be distorted." They pointed out that the first quarter last year set a record quarterly high in both categories (output and sales) and a gain of more than 7 per cent from the comparable 1952 period.

Tobaccomen contend that this was due to two factors: The introduction of king-size smokes in several new brands late in 1952 and early in 1953, and heavy stocking up on cigarettes by retailers and wholesalers in advance of a price increase at the end of February, 1953.

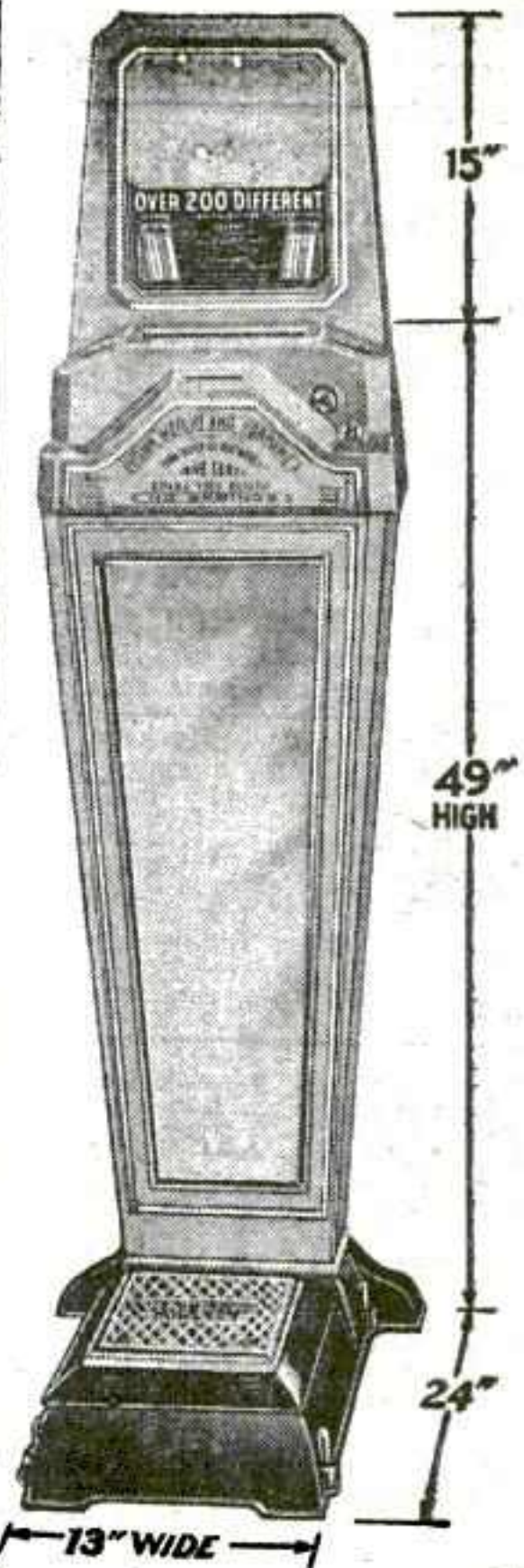
Both factors, they said, led to heavy inventory buildups, which continued into March last year. As a result of a rush to buy in January and February in 1953, manufacturers' inventories were greatly reduced, thus March output continued at a high level to rebuild stocks.

Internal Revenue Service reports show tax-paid removals of cigarettes in March this year totaled 32.3 billion regular and king-size smokes. This figure is 1.8 billion or about 5 per cent below removals in March, 1953.

Tax-paid removals in the January - March period this year totaled 87.9 billion cigarettes, or nearly 11 billion or 11 per cent below that of a year earlier.

It was pointed out, tho, that a part of the decline reflected a falling off of export sales. This March, exports were down nearly 26 per cent from March, 1952.

Conclusion of cigarette leaders who keep close tab on statistics: Consumption is down somewhat even from 1952, but the decline is only 2 or 3 per cent in production and sales—not 10 and 11 per cent.



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## Juke Operators Arm As Color TV Offers Threat in Taverns

Plan Strategies for Battle Even If Temporary; Some Tactics Pay Off

Continued from page 1

period, public curiosity kept bar-tenders rushing during hours which previously had been "dead."

### Collections Fall Off

Juke box collections fell off on an average of 35 per cent during TV's early days. Later, when set manufacturers lowered the prices to meet family budgets, juke box

collections began to rise.

It has been estimated that television directly or indirectly reduces long-range juke box collections from 10 to 14 per cent.

Today, with 30,000,000 families accustomed to TV in their homes, a multitude of questions arise: Will public curiosity soar with color TV as it did with black and white? And if so, for how long? Will the public accept, until late this year, when the 19-inch and larger sets will become available, the 12 to 15-inch picture screens being offered in color. Also, will the public be willing to trade in their present sets for new ones.

### Set Sales Slow

The view of two active television company officials: Ross D. Siragusa, president of Admiral Corporation, and Edward R. Taylor, vice-president of Motorola.

Siragusa said that present sales of color television receivers have been minor for three reasons:

1. Public reaction to a small screen.
2. Television stations are allotting too little time to color programing to make a new set worth while.
3. At present production levels, the cost of the sets are too high priced. Of course, the scarcity of color sets also is a major factor.

In fact, RCA execu-

## CANADIAN JUKE TAX SET AT 15%

TORONTO, May 22.—The Canadian excise tax on coin-operated phonographs, recently reported to have been reduced, remains at 15 per cent.

Only beneficiaries in the revised government budget were amusement machines and vending equipment. The excise tax on vending equipment was eliminated entirely, and the tax on amusement machines was reduced from 15 to 10 per cent.

## L. A. Music Ops In Membership Campaign

Sked 100% Drive; Plan Fete June 21 To Spark Program

LOS ANGELES, May 22.—George A. Miller, president of the California Music Merchants' Association, met with the members of the Los Angeles division here Wednesday night (19) and outlined plans to double the membership by July 15.

He urged that a gala celebration be staged June 21 to introduce prospective members to the program, and that the group enter into the charity program already initiated in Northern California.

The session was attended by nearly 100 per cent of the present membership. Ben Chemers, local business representative of the group, announced at the Starlight

(Continued on page 106)

## PROMOTION

### AMI Distrib Plugs Jukes In Theaters

MIAMI, May 22.—Boosting juke box play thru promotional tie-ins with Miami theater owners has become a regular routine job for Bob Norman, of Southern Music Company, AMI distributor. He placed AMI jukes in the lobbies of the Florida and Coral theaters this week in conjunction with two Glenn Miller movies.

Norman's sidkick in previous promotions of this type, Harold Brown, of Sea Coast Appliance Distributors, RCA Victor record outlet, supplied original recordings made by the late band leader.

(Continued on page 106)

## Miller Directs Cerebral Palsy Drive in Calif.

OAKLAND, Calif., May 22.—George A. Miller, president of both the Music Operators of America and the California Music Merchants' Association, is serving as chairman of the Cerebral Palsy drive in Northern California.

The campaign is scheduled to end June 4. On that night approximately 200 workers will contact every house and apartment in the city for donations to the fund. Serving with Miller on the committee are Frank Coakley, district attorney; Judge Frank Maguiness, and Leo Baum, well-known druggist.

Miller's activities in the drive coincide with those being conducted by the CMMA by which part of the monthly membership dues are being earmarked for national charity organizations. A plan is being considered to recommend that the MOA follow a similar set up on a national basis.

## Record Crowd Attends MGNJ 17th Annual Dinner

NEWARK, N. J., May 22.—The largest gathering ever to attend the annual banquet of the Music Guild of New Jersey jammed into the Grand Ballroom of the Military Park Hotel here Friday night (14). According to Dick Steinberg, the organization's executive director, 420 showed up at the group's 17th anniversary celebration, enough to fill every seat in the house.

The operators, distributors, manufacturer and record representatives and their guests relaxed, put away roast beef dinners, danced, and listened to some of the nation's top recording stars, headed by Les Paul and Mary Ford, Capitol artists.

Others on the program were the Gaylords, Mercury; Lou Monte, RCA Victor; Jerry Vale, Columbia; Bob Manning, Capitol; Danny Winchell, Jubilee; Phil Brito, M-G-M; Pauline Rogers and the Majors, Original; Patty Bross, Columbia singer who won the Wurlitzer-Laine contest; Betty Madigan, M-G-M; Barbara Gale Lloyd and Karen Chandler, Coral; Al Kelly, double-talk comic, and the Talbots, dance team.

Eddie Fisher was slated to appear, but was unable to do so because of a previous commitment. Barney Ross, former lightweight and welterweight boxing champion, appeared in his stead.

Joey Adams was emcee. Music was furnished by Marty Ames and his orchestra.

Representatives of local juke box outlets included Al Cohn and Harold Chasen, Wurlitzer; Barney Sugarman, AMI; Dave Stern

(Continued on page 106)

## Name Carlson Vice-President At Wurlitzer

CHICAGO, May 22.—R. C. Roling, president of The Rudolph Wurlitzer Company, announced here this week that Roy W. Carlson, comptroller, had been elected a vice-president of the company at a meeting of the board of directors May 11.

Carlson joined Wurlitzer in 1942 as auditor of the North Tonawanda, N. Y., plant and was promoted to the position of comptroller September 1, 1952, moving his headquarters to Chicago.

In his new post, Carlson will hold the title of vice-president and comptroller.

## Westchester Ops Hold Banquet at Holiday Inn

SCARSDALE, N. Y., May 22.—A record-breaking crowd of 350 operators, distributors, manufacturers and record company executives and their guests packed Holiday Inn here Tuesday night (18) at the Third Annual Dinner of the Westchester Operators' Guild.

There were no speeches, just eating, swapping trade stories, partying and listening to the recording talent.

New York juke box distributors in attendance were the Runyon delegation, AMI outlet, headed by Barney Sugarman; Seacoast Distributors, Rock-Ola outlet, headed by Bob Slifer; Atlantic-New York, Seeburg distributor, headed by Meyer Parkoff, and Young Distributing, Wurlitzer agent, headed by Joe Young and Abe Lipsky.

### Coinmen Present

Other coin machine notables were Mike Munves, Arcade equipment distributor; Nat Cohn, Rite-way Distributors; Al Simon, Chicago Coin and Genco distributor; Ben Becker, Bally representative; Abe Green, Runyon Sales; Al Denver and Sid Levine, who headed the delegation from the New York Automatic Music Operators Association; J. J. McCleary, who headed the delegation from the Connecticut Operators' Guild, Hartford, and Jack Wilson, president of the New York State Operators Guild.

Barney Ross, former lightweight boxing champion who now represents Eddie Fisher, had a reunion with Lou Walberg, Runyon Sales. They are old boyhood friends.

Also present were Bill Rabkin, head of the International Mutoscope Corporation; Sam Weiss and Sam Getlin, officials of Local 105; Harry Berger, West Side Distributors, and Lou Boorstein and Bernie Boorstein, Leslie Distributors.

Record representatives included Phil Silverman and Jack Silverman, Bruno-New York, Victor distributors; Arnold Meyers and Paul Southard, Times-Columbia; Jimmy Hilliard and Bill Darnell, Label "X"; Irvin Tan, Victor; Lew Wolf, Raymond Scott and Dorothy Collins, Audivox; Dick Linke, Capitol, and Sol Handwerker, M-G-M.

Also, Irwin Zucker, Sanford Distributors; Herb Goldfarb and Walt Maguire, London; Jerry Blaine, Cosnat; Lou Clayman and Al Simpson, Decca; Tony Rubino, Capitol; Bess Berman and Ike Berman, Apollo; Johnny Ha-

(Continued on page 106)

## Production Up 30% at Evans

CHICAGO, May 22.—H. C. Evans & Company's juke box production for the first four months of 1954 was increased over 30 per cent, compared to the corresponding period last year, according to Les Rieck, phonograph sales manager.

Rieck said that the production increase was a direct result of the demand for the new Evans Holiday juke box model, introduced early last March at the Music Operators of America convention. Increased orders were from both the domestic and foreign markets, he pointed out. Rieck said Central and South America business was the largest, with Europe showing only a slight rise in comparison.

Rieck said that with summer coming on, he expected production schedules to be speeded even more.

## Powers Leaves Badger; Forms Distrib Firm

LOS ANGELES, May 22.—Ray R. Powers, general manager of Badger Sales Company, AMI distributor for the past four years, this week announced his resignation and the formation of the Ray R. Powers Sales Company.

The new firm has been named national and foreign sales representatives by the D. W. Price Company, manufacturers of the Nelson Modernization Kit, which

(Continued on page 106)

## New 2-for-10c Interest Reported in Miami Area

MIAMI, May 22.—A mass switch by the newly formed North Florida Coin Operators' Association in Jacksonville to dime play, three-for-a-quarter, has revived talk in Greater Miami of at least a widespread changeover to two plays for a dime.

Last fall, operators belonging to the Amusement Machine Opera-

tors' Association of Dade County appeared all set to go on two-for-a-dime play as a compromise to a straight 10-cent proposal, which failed to attract substantial backing. In the subsequent months only a feeble attempt was made to convert machines to two-for-a-dime.

At a meeting of the AMOA executive board this week, President Willie Blatt said the Jacksonville switch to dime play was brought up and appeared to arouse renewed interest locally for the elimination of nickel play.

### Blatt for Change

After the executive board meeting, Blatt, who is owner of Supreme Distributors, made the following statement to The Billboard: "I don't know what the other operators are going to do, since nothing definite has been decided by the full membership of the AMOA, but Supreme Distributors will definitely change over, on a 100 per cent basis if possible, to two plays for a dime. I think the time has come when we must take such a step, if we are ever going to do it. Otherwise, we cannot hope to eventually step up to straight dime play."

Blatt is among the handful of AMOA members who have tested

(Continued on page 106)

## Coven Distrib Into New Bldg.

INDIANAPOLIS, May 22.—Lew Jones, general manager of Coven Distributors here, this week announced the firm's new Indianapolis building would be ready for business Friday, May 28.

The new headquarters at 1301 N. Capital Avenue on coin row contains approximately 6,000 square feet, Jones said, and consists of two showrooms, offices parts department, and service and storage areas. It is air conditioned and has a loading door that allows operators to pick up and

(Continued on page 103)

## Wurlitzer Op, Distributor Service Schools Underway

NORTH TONAWANDA, N. Y., May 22.—A series of Wurlitzer service schools for operators and distributors, with emphasis on short cuts and preventive maintenance, will be held thruout the country during the next two months, A. D. Palmer, advertising and sales promotion manager, announced.

The factory and field service departments, headed by service manager J. F. (Joe) Hrdlicka, have already scheduled schools in Indianapolis, Seattle; Tucson, Ariz.; Philadelphia, and Rochester, N. Y., Palmer said.

Reid Whipple, regional service manager, will attend the opening of Coven Distributors' new Indianapolis headquarters next week, instructing operators on the best

methods of maintenance and pointing out the high points of the machine.

In the West, Walt Peet, regional service manager, will visit Northwest Sales Company's headquarters in Seattle next week, and Canyon States Distributing Company in Tucson, Ariz., the following week.

Regional service manager Hank Peete is scheduled to be in Philadelphia at the Active Amusement Machines Company's offices on June 1 and in Rochester, N. Y., for the opening of Bilotta Distributing Company's new branch office there June 5 and 6.

Palmer said that a complete itinerary of service schools would be released by Hrdlicka sometime next week.



# Two Operators Were Talking . . . .

*You may have heard them. We'll call one of the operators Bill; the other, Charlie. These are not their actual names, but the conversation went like this:*

**Bill:** "You've been telling me that you make more money with the A M I Model 'E' than any other new machine you put on location. Why?"

**Charlie:** "That's true, Bill. And the reason is that the 'E' combines more income-producing features than any other phonograph on the market. Take one-button play, just as an example."

**Bill:** "Sure, Charlie, that's a feature that speeds up the play and avoids confusion on the part of the player. I'll agree with you on that. But one feature doesn't make that much difference in the take. Right?"

**Charlie:** "It isn't just one feature, Bill, that makes the difference. It's the accumulation of a number of unique features that add up to important differences."

**Bill:** "Like what, Charlie?"

**Charlie:** "Look at the 'E' program panel. A M I knows—and you know—that displaying merchandise at eye-level invariably will produce more sales. The 'E' gets those titles up where they're right in the line of sight and can't be missed. That puts money in my pocket."

**Bill:** "Anything else, Charlie?"

**Charlie:** "You bet there is. The 'E' uses light and color and motion in just the right amounts to remind

our customers that there's music on hand. From the toplighted name plate to the color cube doors, there's a catching excitement in this A M I box that makes people want to play."

**Bill:** "Well, you've got something there, Charlie. I've had some experience with A M I myself and know that you can't beat their equipment for steady, reliable performance. The box is made to last and always brings top dollar on a trade-in."

**Charlie:** "It's a lot more than that. With A M I giving a full year's warranty on every single part they build, you don't have to worry about the 'E' failing just when the coins are rolling in. You know the box will stand up."

**Bill:** "I like that 'E' cabinet with its all around finish, don't you?"

**Charlie:** "Why not? I can set the box up almost anywhere and don't have to line it up with its back to the wall."

**Bill:** ". . . of course, it's quite a bit different from all the other new machines, Charlie."

**Charlie:** "You bet it is, Bill. That difference really counts. It's clean lined and modern, just like every new or redecorated location on your route. The 'E' belongs. Customers note its distinctive difference and you get the benefit of new machine play for a long, long time on every installation."

**AN OPERATOR CAN MAKE MONEY OVERHEARING THIS KIND OF TALK**

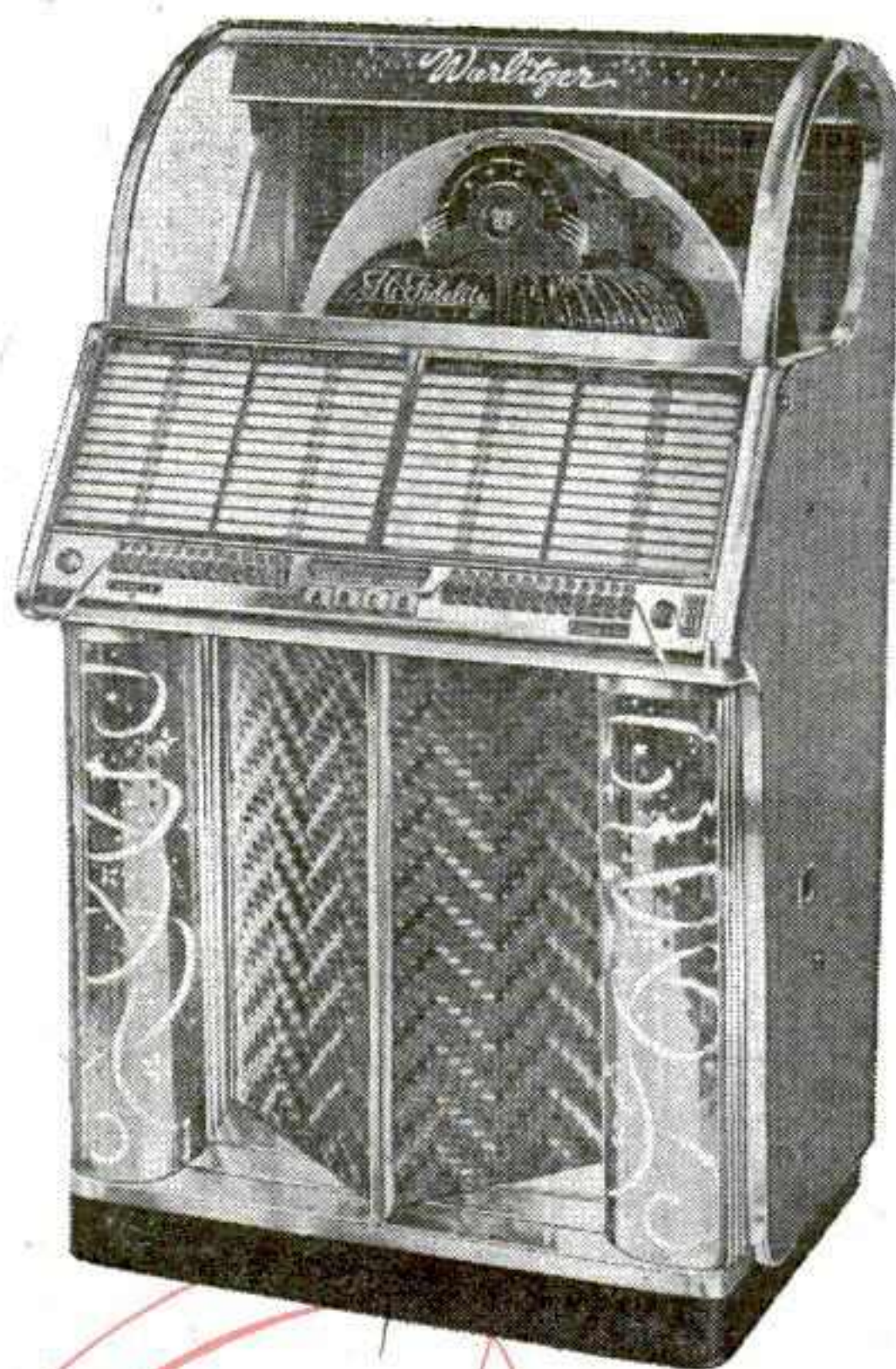
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# Juke Operators Arm Vs. Tint TV Threat

• Continued from page 100

ive veepee, Joseph B. Elliott, predicts that demand will exceed supply this year and next.

In an effort to bring the price of color television down, Siragusa said, "Admiral recently lowered its models from \$1,175 to \$1,000 and announced a large expansion program would be under way by the end of this year."

### Set Prices

However, even at \$1,000, sets may be too expensive for the average family.

Taylor remarked that until larger screens were available in color, production of color TV would probably be primarily for testing. Most experts estimate that less than 150,000 sets will be manufactured by the end of the year, with 1954 sales running between 50,000 and 70,000.

How does this affect the juke box business?

First, if the novelty of a color set is short-lived, and then only a portion of what it was when TV first made its debut, juke boxes certainly would not be hit as hard as they were before.

Also, with only a few hours a week scheduled for color, juke boxes would seemingly be shut off only for short periods.

And, if the public doesn't respond to small screens, having grown accustomed to 17 and 21-inch sizes, tavern owners would not find as receptive an audience for color TV as they did for black and white.

### Telecasting Costs

Another factor which might alter the effect of color sets, compared to black and white sets, is the cost of telecasting a show. In addition to the cost of producing a black and white picture, color shows require a heavy additional investment. As a result, both TV stations and TV sponsors are taking the cautious path to color programing.

In the past, sporting events have probably been the biggest competitor of juke boxes. With color scheduled for only a few hours a week, the time of day would also be an important factor. If color programs are shown during the evening, when juke boxes receive the greatest amount of play, less money would find its way into the juke box.

Also, should color programing be a slow process, much of the novelty appeal will have worn off before enough programs are telecast to warrant pulling the plugs on the juke box, it is pointed out.

### Ops Solve Problems

Thru local and national association meetings, operators in the past discovered that the TV problem was the same all over the country. They exchanged views and ideas at these gatherings and many found answers to their problems.

But in the juke box business, as in other businesses, each firm and individual has his own system for combating competition. One such system was used by Les Montooth, operator in Peoria, Ill.

Montooth believed that the answer to the problem was planning. So, before television was introduced in his area, Montooth went out and showed tavern operators how it was to their advantage to keep the juke box playing. He showed them how profits from the juke box were steady and reliable. When TV was introduced in Peoria, Mon-

tooth had successfully convinced tavern owners of the advantage of limiting the hours of television.

Another method was tried by Al Denver, operator in New York. Denver figured that waiting around for the novelty appeal of TV to wear off was too long and came up with the idea of point-of-sale promotion. In all his juke box locations, Denver placed "Hit Parade" posters to stimulate play.

### Juke Manufacturers

Juke box manufacturers, too, began to feel the effects of television. They began concentrating more and more on better looking, better sounding machines, prompted to some degree by TV's inroads into the juke boxes' potential patrons.

The selectivity of a juke box increased from 24 tunes to 48 and 50 tunes, and today's new machines are equipped with 100 and 104 selections. Today's machines are also equipped with high-fidelity, comparable to that found in the better home phonographs and radios.

The fact that color TV will affect the juke box business can not be denied, but operators hope that whatever negative effects it has will be short-lived.

## NEW CHAMPS

# Decca Coral Wins Chicago Bowling Race

CHICAGO, May 22.—The 1953-'54 season of the Automatic Phonograph Bowling League came to a close Monday night with the Decca Coral team winning first place honors.

Second placers, Oomens Sons, took the champs for two games last Monday, but fell short of reaching the coveted spot, needing all three for a tie.

Paschke Phono and ABC Music held their third and fourth positions respectively, while B & B Novelty, fifth placers before the last session, fell to seventh as Star Music and Atlas Music moved into what could be called the tail end of the first division, fifth and sixth place.

In the individual events, Carl Latino finished high among the men, and Isabel Oomens neatly repeated last year's performance, finishing high among the women. Irv Cairo's 621 series gave him top honors in the three-game event, and Paul Brown's 236 won high game for the year.

Following are the teams and their final standings:

|                     | W    | L    |
|---------------------|------|------|
| Decca Coral.....    | 66.5 | 38.5 |
| Oomens Sons.....    | 64.5 | 40.5 |
| Paschke Phono..     | 68   | 47   |
| ABC Music.....      | 54   | 51   |
| Star Music.....     | 54   | 53   |
| Atlas Music.....    | 52   | 53   |
| B & B Novelty...    | 51.5 | 53.5 |
| Western Music...    | 50   | 55   |
| Melody Music...     | 48   | 57   |
| Gillette Distribs.. | 48   | 57   |
| Mercury Records.    | 45.5 | 59.5 |
| Coven Music.....    | 40   | 65   |

Johnny Oomens, league secretary, said that plans for next year's season were already underway.

## Coven Distrib

• Continued from page 100

deliver equipment inside the building.

Jones said that an open house for operators and servicemen in the area would be held. Ben Coven, head of Coven Distributors, and Reed Whipple, Wurlitzer representative, are expected to be on hand.

Jones left for Chicago Wednesday (19) to set up an operator schedule with Coven. He said that he hoped to have classes once every five weeks, with either Whipple or his servicemen conducting the sessions.

Renata Aompetti and Leo Hall, Coven servicemen, also will be on hand to meet operators when the building formally opens.

# COINMEN YOU KNOW

## Chicago

A list of those at the National Automatic Merchandising Association's sectional meeting here read like a "Who's Who" of the industry. Among those present, as speakers or among the attendees, were:

I. H. Houston, president of Spacarb, Inc., and president of NAMA; Fred Brandstrader, NAMA legislative counsel; Tom Hungerford, merchandising director of National Vendors; Charles Brinkman, vice-president of Rowe Manufacturing Company.

Bernie Kiley, head of Airport Vending Service, Inc., and new director of NAMA Region 6; William S. Fishman, vice-president of Automatic Merchandising Company; Howard Olsen, Transit Sales, Inc., and head of the NAMA Committee of Promotional Advertising.

Ernest Fox, president of Austin Packing Company; Edward Baratz, Q Candy and Cigar Company, Aurora, Ill.; Bernie Osmond, sales manager of the Fred Hebel Corporation; Nick Novasic, West Allis Vendors, West Allis, Wis.; Al Cole, Cole Products Corporation; Dave Gottlieb, Chicago coffee operator.

A. Garrick Alex, who heads Vendall Service Corporation, says the introduction of his new restaurant item at the recent National Restaurant Association show here paid dividends. The item, made by Alex' newly formed Hot Tossie Corporation, is a combination roll tray, candle holder, which keeps rolls warm from captured heat of the candle. Alex formerly headed the Vendall Company which produced an eight-column candy venter subsequently purchased by Canteen Company.

Harold M. Schaeff, president of Victor Vending Corporation, contends that capsule vending is the big future news for bulk operators. Volume output of the special plastic capsules will put a new potential on the expansion possibilities of the present bulk vending field, he feels.

Frank Mencuri, Chicago Coin, is still out West, now on the way to San Francisco, Portland and Seattle. Frank is getting great reception on Super Home Run and other current games... Mel Binks, Binks Industries, says the zipper counter game is still going strong along with Whiz Bowler—received an order for 50 Zippers from one distributor during the week... Alvin Gottlieb, D. Gottlieb & Company, one of many victims of the "cold" wave which swept the city.

John Casola and Ken Sheldon are back at United Manufacturing

Company for a short stay after their trip thru Georgia and South Carolina. The boys are soon leaving for St. Louis and Kansas City, then will be off on an extended Eastern trip. Bill De Selm reports United's golf league going strong every Thursday night. With three games played, J. Marinos has the low game with a "42" for nine holes.

Paul Huebsch, J. H. Keeney & Company; Leo Grob, Ohio Valley Coin Machine, Wheeling, W. Va., and Joe Abraham, J. M. Novelty Company, Youngstown, O., were all out to the race track during the week... Monty West, Purveyor Distributing Company, says he still has dust on his shoes after trip thru Illinois.

Howard Freer, Empire Coin Machine Exchange, reports new United game, Ace, just arrived. Stanley Levin has been home with a cold the last few days.

Ted Raynor, general counsel for National Association of Bulk Vendors, predicts the group's fourth annual convention and exhibit at the Congress Hotel July 9-11 will mark a milestone in NABV history. Meet will be the first in which all segments of the vending and coin-service field are to be represented.

Jack Howe, head of Howe Vending Corporation, reports the Chicago Transit Authority bus and el installations of penny vendors is now over the test stage. Robert Guy, CTA public information head, said this week that after 120 days of test operation, facts and figures are now being studied to determine the future of vending on the system's vehicles.

Tom King and Paul Crisman, partners piloting King & Company, are enthusing over the reception of the new Northwestern revolving column gum venter. The new removable drum makes it possible for simple and fast "full for empty" exchanges on location, they point out.

Mills Industries has started to roll on coffee venter production. Ray Joyner, head of the coffee venter division, reports that first output of the small coffee machine is under way after some nine months of testing and re-testing.

Fred Hebel, president of Fred Hebel Corporation, Addison, Ill., is happy over the move to the new plant and promises new production records will be set before very long... Howard Olsen, Transit Sales, Inc., and chairman of the NAMA Committee on Promotional Advertising, has asked association permission to disband his committee now that the anti-promotion ad program has been set.

George Kozy, A. B. T. Manufacturing Corporation, reports Mr. and Mrs. Walter Traitsch are back from a tour of the Southland, where they looked in on Willie Blatt, Burt Lane, and Marshall Seeburg, president of the Seeburg Corporation.

Riverview Amusement Park is starting its first season with Exhibit horse rides in the Penny Arcade, according to Art Weinand, Exhibit Supply. Exhibit also has its new card vendors installed there... Jack Nelson Bally Manufacturing Company, says that Moon Ride is proving a big attraction for the kiddies this spring. Says Jack, "It seems that swing's the thing when it comes to kiddie rides."

One of the younger members of Tom Cath's family dropped in for a visit at the Donan Distributing office... Sam Kolberg and Fred Kline, First Distributors, left Tuesday (18) for a road trip thru Illinois and Iowa.

Joe Kline occupied with visitors from Michigan, Indiana and Illinois, who were making plans for Memorial Day business. First has come up with a new sticker it uses on games in the showroom. It reads: "Another Game Sold by First Distributors."

Fred Skor, World Wide Distributors, out for a week with a touch of influenza. Len Micon is back on the job following a vacation break. Al and Joel Stern insisting that business is good.

## Twin Cities

A Bally service school was staged Monday and Tuesday (17-18) at Lieberman Music Co. here. On hand from the Bally plant were Jack Nelson, Paul Calamari and Ralph Nicholson.

Operators and servicemen who attended included Nick S. Shishnia, B & B Amusement Co., Aberdeen, S. D.; Wally Plakut, Stanley's Music Co., Little Falls, Minn.; Darlow A. Maxwell, Dakota Music Co., Huron, S. D.; John Backowski, Little Falls Music Co., Little Falls; Ralph B. Hinnenkamp, Stanley's Music Co., Little Falls; Walt J. Meyer, Sauk Centre Music Co., Sauk Centre, Minn.

Twin Cities coinmen attending were William J. Mattson, mechanic; D. C. Onstad, Harmony Music Co.; Marvin B. Doerr, L&M Sales Co.; Phil Smith, Phil Smith Amusements; Edwin P. Rodseth, Welcome Sales Co.; Loren H. Beaudoin, B & K Sales Co.; Jeffrey S. Kriessl, Friendly Sales Co., all of Minneapolis.

Leonard E. Whiting, Farm & Home Supply, Mahanomen, Minn.; Fred J. Archambo, Scott Novelty Co., Shakopee, Minn.; Elmer J. (Continued on page 105)

## How Was Your Timing on . . .

# "CRAZY 'BOUT YOU, BABY"

CREW CUTS  
MERCURY 70341

Now on Billboard's "Best Selling Singles" Chart

Start today to fine your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a  
Billboard  
BEST BUY

MAY  
4, 1954

Title Strips  
Ready for Top  
Juke Profits

MAY  
4, 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 \_\_\_\_\_

**Give TO CONQUER Cancer**

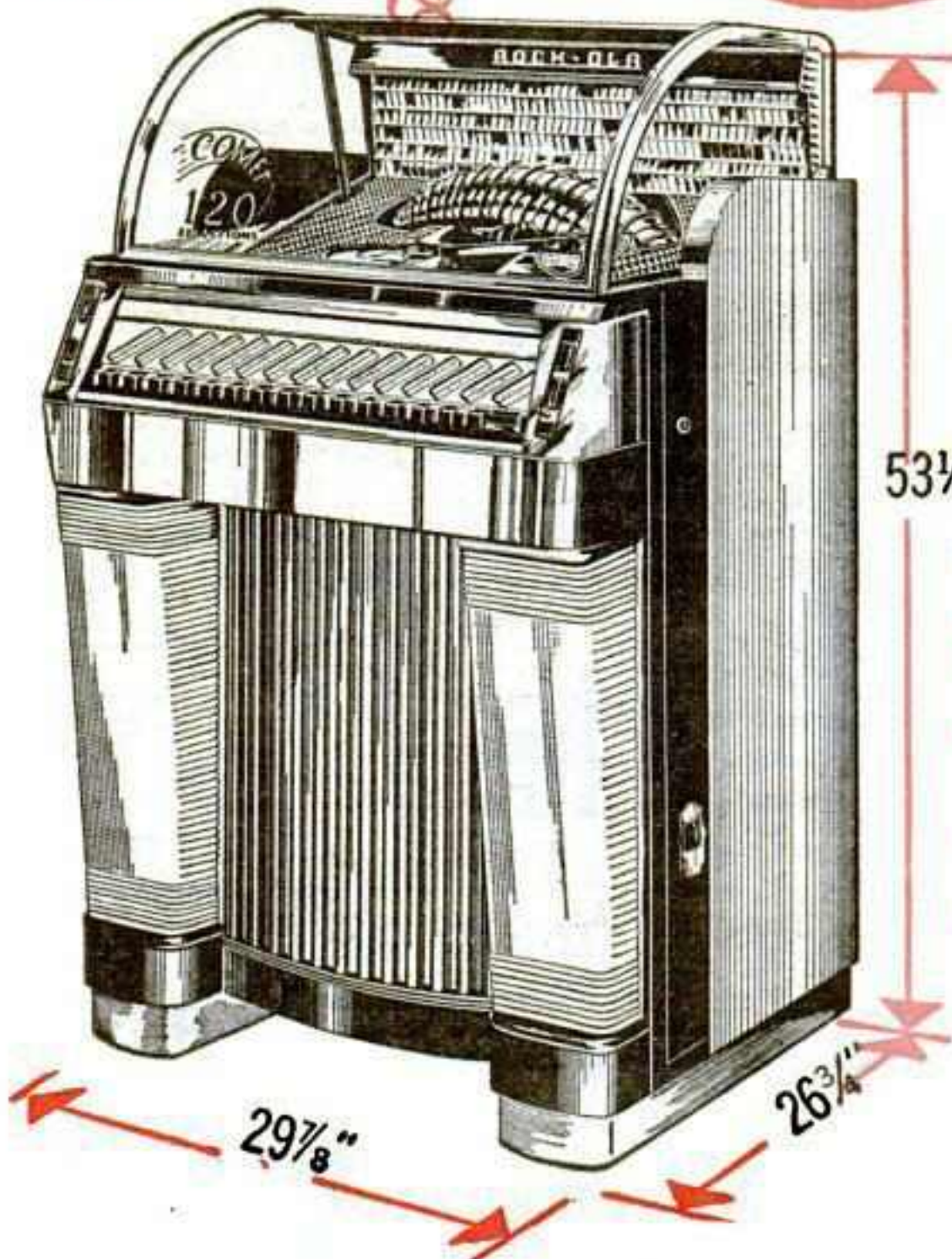
**AMERICAN CANCER SOCIETY**



**OPEN UP... new locations**  
**..... new profits!**



**MODEL 1438**



**MODEL 1546**  
 Chrome Cover  
 Wall Box  
 with 120  
 Selections

- ✓ Single button Line-O-Selector Selection
- ✓ Standard Title Strips
- ✓ 3-Way Service Accessibility
- ✓ Wide Range Tonal Fidelity
- ✓ Modern Cabinet Design for all Locations
- ✓ The Original "120" Selection Phonograph
- ✓ Hidden Cash Box
- ✓ True Accumulator... 33 Credits
- ✓ Proven Service Reliability

**ROCK-OLA MANUFACTURING CORPORATION**  
 800 North Kedzie Avenue • Chicago 51, Illinois



# COINMEN YOU KNOW

• Continued from page 103

Cummings, Elmer's Amusement Co., Brookings, S. D.; Jim A. Stansfield, Stansfield Novelty Co., Winona, Minn.; Robert C. Lambers, Krueger Novelty Co., St. Cloud, Minn.; Tony J. Ratchford, M & M Music Co., Huron, S. D.; Clayton L. Norberg, C & N Sales Co., Mankato, Minn.; Adler C. Olsen, C & N Sales Co., Mankato; Paul O. Schumacher, Gordon Stout Co., Pierre, S. D.

James E. Fraser, Midwest Novelty Co.; Milton C. Guion, Midwest Novelty Co.; Theresa G. Unger, operator; Ted Bodobinski, Border States Distributing Co.; John J. Ojurovich, Atlas Sales Co.; Russell W. Papenhausen, mechanic; Thomas J. Ross, LaBeau Novelty Sales Co.; Hyman S. Sigal, Bilbow Billiards; Paul A. Geissinger and Rudy J. Knack, Midwest Novelty Co.; Leroy J. Eichinger, Northern Coin Machine Co., Inc.; Arnold and Mabel Tessmer, Huffman Novelty Co.; Elmer W. Klammer, all of St. Paul.

Richard Maxwell, RCA Victor record department chief at F. C. Hayer Co., Minneapolis, distributors, is passing out cigars on the birth of a son, Douglas, May 15. The boy is his third son, fourth child. . . . Harold Lieberman, of the Lieberman Music Company, went North for some fishing and will be gone over the weekend. . . . Operators are grabbing up Eddie Fisher's newest platter, "The Green Years," Lou Welch at the Hayer company reports.

Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, says operator action on Rock-Ola phonos is good. . . . Automatic Games, reports Bob Wenzel, head of the St. Paul distributing firm, is doing a good job on Genco games. . . . Arnold Golden at Sandler Distributing Company is happy with the way operators continue their interest in the new Wurlitzer music units. . . . Harold Theisen, Minneapolis operator, is the proud father of a daughter born recently. . . . Frank Davis, of Spooner, Wis., was in the Twin Cities shopping. . . . So was Art Hagness of Grand Forks, N. D.

## New York

Anthony Juliano, West Haven, Conn., operator, was buying games on 10th Avenue last week. . . . Morris Rood, of Runyon Sales, reports the Chicago Coin Six-Player Baseball Game is going strong. . . . Joe Hirsch says the Keeney Bikini Bowler is earning top money of his locations.

Visitors to 10th Avenue last week included Jack Wilson, Newburgh, N. Y., head of the New York State Operators' Guild; Nat Cohen, C.O. Vending, Corona, L. I., and Tom Gobel, Hudson Valley Amusement Company, Beacon, N. Y.

Mike Munves says sales to arcades are well ahead of last year despite the rains which have been drenching the East. The Exhibit Shooting Gallery is one of his top sellers, with the Grandma also doing well. He added that he has a backlog of six weeks on the

Shooting Gallery, but that he is catching up. . . . George Rollo, Seaside Heights, N. J., Arcade operator, was a visitor last week.

Abe Weinberg, in charge of Teddy Green's American Conversion Company, reports business is good on Shuffleboard conversions. . . . Eddie Carson, East Palisades, N. J., operator, was buying equipment last week. . . . Al Cole, president of Cole Products, Chicago, and Rollin Stoneberg, Cole national theater sales manager, came in from Chicago last week to visit Bob Slifer, Seacoast Distributors. Seacoast is the local Cole distributor.

Steve Quinn, sales manager of Atlantic-New York, reports that sales of the 200-record Seeburg library unit are going strong. Recent installations are in the Henry Perkins Hotel, Riverhead, L. I., and The Bath and Tennis Club, Westhampton, L. I.

Alec Abrahamson, vice-president in charge of sales of the Chunky Chocolate Corporation, leaves June 4 for an extended tour of Europe—he will study manufacturing techniques in England, Italy, Austria, Switzerland and France and return to the United States in time for the National Candy Wholesalers' Association convention in August.

Murray Weiner, Weiner Sales, Eastern Electric distributor, attended the banquet of the Westchester Operators Guild at the Holiday Inn, Scarsdale, N. Y., Tuesday (18). . . . Operators who attended the dinner of The Music Guild of New Jersey Friday night (14) and weren't happy about their tables better not complain to B. J. McFarland, committee co-chairman. McFarland and his party were seated along the far left wall at the Military Park Hotel's grand ballroom.

## Detroit

B. L. Howes, head of the pioneer Howes-Shoemaker Company, is celebrating his 54th year in the business as active as ever and coming to the office daily to take charge of the tobacco division. . . . Edward P. Womack, who formerly had the United Novelty and Candy Company, is returning to the business, opening the Variety Sales Company in Highland, Mich.

John Scofield, of the Scofield Novelty Company, Ann Arbor, is continuing his policy of steady route expansion with the purchase of additional equipment. His two sons are now working with him in the business. . . . Ben Koss, supervisor of the Howes-Shoemaker Company, is busy working out some new procedures in efficient route service. . . . The newly incorporated City Vending Company, for which Robert Joynt is agent, is operating in the coffee vending field.

Al Clark, operator of Iosco Amusement Company of Oscoda, Mich., was absent from his music box operating duties this week to enjoy a bit of fishing on some of the surrounding lakes in his area.

Joseph Brilliant, of Brilliant Music, will be in Chicago this weekend visiting the Rock-Ola music machine company. He and Mrs. Brilliant will stay over Sunday to celebrate their 11th wedding anniversary.

## 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.

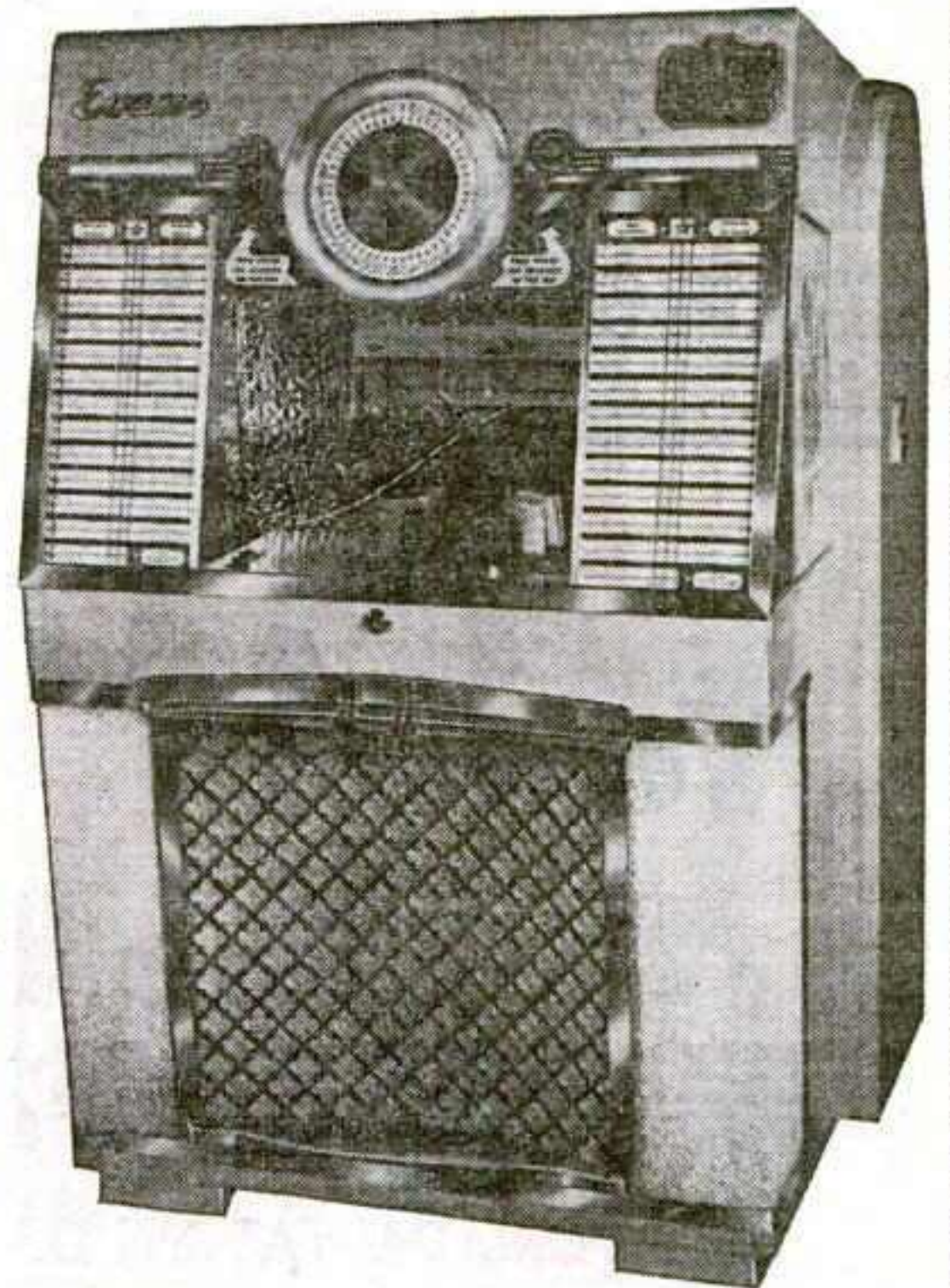
|                              | Issue of May 22 | Issue of May 15 | Issue of May 8 | Issue of May 1  |
|------------------------------|-----------------|-----------------|----------------|-----------------|
| <b>AMI</b>                   |                 |                 |                |                 |
| Model A.....                 | \$149.50 175.00 | \$195.00        | \$195.00       | \$175.00 195.00 |
| Model B.....                 | 239.50 245.00   | 275.00          | 250.00 329.50  | 250.00          |
| Model C.....                 | 275.00(3)       | 275.00(2)       | 239.50         | 275.00(2)       |
|                              | 295.00          | 295.00          | 275.00(2)      | 295.00          |
| Model D-40.....              | 350.00 369.50   | 395.00(2)       | 389.50         | 395.00(2)       |
|                              | 375.00          |                 | 395.00(2)      |                 |
| Model D-80.....              | 275.00 495.00   | 375.00 495.00   | 439.50 475.00  | 439.50 475.00   |
|                              |                 |                 | 495.00         | 495.00          |
| Hideaway.....                |                 |                 |                | 249.50          |
| <b>CHICAGO COIN</b>          |                 |                 |                |                 |
| Band Box.....                | 139.00          | 139.00          | 139.00         | 139.00          |
| <b>EVANS</b>                 |                 |                 |                |                 |
| Constellation.....           | 250.00          | 250.00          | 229.50 250.00  |                 |
| <b>MILLS</b>                 |                 |                 |                |                 |
| Constellation.....           | 150.00          | 150.00          | 150.00         |                 |
| <b>RISTAUCRAT</b>            |                 |                 |                |                 |
| Selective, 12 Rec., 45 RPM.. |                 |                 |                | 50.00           |
| <b>ROCK-OLA</b>              |                 |                 |                |                 |
| Fire Ball, 45 RPM.....       | 495.00(2)       | 495.00          | 495.00         |                 |
| 1422.....                    | 89.00           | 89.00           | 50.00 60.00    | 89.00           |
|                              |                 |                 | 89.00          |                 |
| 1426.....                    | 109.00          | 109.00          | 109.00         | 109.00          |
| 1434.....                    | 375.00          | 350.00          | 350.00         |                 |
| 1436 Fireball 45 RPM.....    | 445.00          | 445.00          | 445.00         | 445.00          |
| <b>SEEBURG</b>               |                 |                 |                |                 |
| Hideaway.....                | 125.00          | 125.00          | 125.00         |                 |
| M 100 A 78 RPM.....          |                 |                 | 395.00 449.50  | 449.50          |
|                              |                 |                 | 475.00         |                 |
| 146.....                     | 99.00           | 99.00 135.00    | 50.00 60.00    | 99.00 99.50     |
|                              |                 |                 | 99.00 135.00   | 135.00          |
| H 146 Hideaway.....          | 75.00           | 75.00           | 75.00          | 75.00           |
| 147.....                     | 129.00          | 129.00          | 75.00 109.50   | 109.50 129.00   |
|                              |                 |                 | 129.00         | 150.00          |
| H 148 Hideaway.....          | 95.00           | 95.00           | 95.00          | 95.00           |
| 148.....                     | 175.00          | 175.00          | 145.00         | 145.00          |
| 148 M.....                   | 189.00          | 189.00          | 189.00         | 189.00          |
| 148 ML.....                  | 169.00 199.00   | 169.00 199.00   | 159.50 199.00  | 159.50 199.00   |
| 1946 Hideaway.....           |                 |                 | 89.50          |                 |
| <b>WURLITZER</b>             |                 |                 |                |                 |
| 1015.....                    | 125.00(2)       | 75.00 125.00    | 69.50 75.00    | 69.50 75.00     |
|                              |                 |                 | 99.50 125.00   |                 |
| 1017 Hideaway.....           |                 |                 | 99.50          | 99.50           |
| 1080.....                    | 99.00 110.00    | 99.00 129.00    | 99.00          | 99.00 110.00    |
|                              | 125.00          |                 |                | 125.00          |
| 1100.....                    | 225.00 240.00   | 225.00 240.00   | 225.00 240.00  | 225.00          |
| 1217 Hideaway.....           |                 |                 | 199.00         | 199.00          |
| 1250.....                    | 275.00          | 219.50 275.00   | 239.50(2)      | 239.50 275.00   |
|                              | 295.00(2)       | 295.00(2)       | 275.00(2)      | 295.00          |
|                              |                 |                 | 295.00(2)      |                 |
| 1400.....                    | 450.00 475.00   | 450.00 475.00   | 395.00 419.50  | 419.50 495.00   |
|                              |                 |                 | 450.00 475.00  |                 |
| 1450.....                    |                 |                 |                | 495.00          |

## NEW—ALL THE WAY THRU!

EVANS'

# HOLIDAY

100 SELECTION • 45 RPM



## FABULOUS NEW BEAUTY!

Thrilling new beauty and utility blend in the superb cabinetry of Evans' Holiday. The magnificently impressive light diffusion and the brilliantly illuminated interior is truly a masterpiece of player attraction. Trim, compact, modern lines combine to harmonize in any type of location, whether "ordinary" or "plush decor."

**ON DISPLAY AT YOUR EVANS DISTRIBUTOR!**

**H. C. EVANS & CO. 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS**

## 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.

19963 Livernois Avenue  
Detroit 21, Michigan  
DI 1-2750

Rock-Ola Distr.

245 No. Division  
Grand Rapids, Mich.

It's on the way... To Increase Play!

# Operation Pushpop



OPERATION PUSHPOP is The Billboard's promotion and merchandising program to stimulate public interest in single records now and throughout the summer.

(See pages 44 and 45)

Read it...  
Use it...  
Put it to work...for YOU



## New Jensen Plant In Production

CHICAGO, May 22.—Marshal (Mike) Remund, jobber sales manager of Jensen Industries, Inc., this week announced that production in the firm's new building at 7333 W. Harrison Street, Forest Park was under way.

One of the leaders in the phonograph manufacturing industry, Jensen Industries abandoned their former offices at 319 S. Wood Street to enlarge their production output. Remund said that the move had been officially completed last Wednesday (19).

### CANVAS PHONO COVERS

Fits all new Phonos, \$10.00 each.

OAKDALE SALES CO.

2860 N. Clark St. Chicago, Ill.

## New 2-for-10c

• Continued from page 100

two-for-a-dime play since last fall, when the organization voted to give it a trial on an individual, non-compulsory basis. Harold Carson, of the Juke Box Company, said the changeover, where tried, yielded about \$2 more a week from each machine and there was only minor resistance, principally in spots catering to teen-agers and in Negro locations. Joe Mangone, of Mangone & Mangone, reported substantially the same result.

Meanwhile, reports from the Jacksonville area indicate the complete conversion to 10-cent play there was going well. Ted Bush, president of the Bush Distributing Company, said that dime play was being accepted in the North Florida city.

"The operators are happy and, from all I have been able to learn in the brief time since the switch was made, the public isn't complaining too much," he declared.

## Record Crowd

• Continued from page 100

and Bob Slifer, Rock-Ola, and Meyer Parkoff, Seeburg.

Record company representatives included Sid Goldberg, Decca, executive vice-president; Jerry Blaine, Jubilee, Irving Jerome, Capitol; Irvin Carr, RCA Victor, and Bob Kern, Columbia. Hirsch de La Vez, Washington title strip man, was also present.

Officers of the MGNJ are H. J. Ellington, president; Edward Burg, vice-president; Robert Harvey, secretary, and Harold Chasen, treasurer.

On the board of directors are the officers and Humbert Betti Jr., Jules Rusoff, Herman Halperin, Herbert Brauch and Sam Waldor. Associate directors are Joe Lederman, B. J. McFarland and Manuel Ehrenfeld. D. M. Steinberg is executive director; Sol L. Kesselman is counsel; Humbert Betti is trustee, and secretaries are Frances Yanowitz, Barbara Hodges and Florence Forman.

## L. A. Music

• Continued from page 100

Roof gathering that Lee Walker, a member, had offered the use of a ballroom that he owns for the event on June 21. Miller plans to attend and invitations will be extended to recording artists.

Miller's plans for the association here include good working conditions on solid business principles. He urged operators to establish their locations so that a profit could be realized from each operation.

The plan for the charity program was outlined with the local music men being invited to participate. The suggestion was given a favorable response but no vote was taken. It calls for each operator to be assessed approximately \$10 per year with the money being pooled and distributed to funds such as the cancer, heart and polio campaigns.

While no date was set for the next meeting, Miller announced that the speaker that night would be Sam Abbott of The Billboard.

## Branson Distrib Readies New Op Service Program

LOUISVILLE, May 22.—H. M. Branson, co-owner of Branson Distributing Company, Rock-Ola outlet, announced this week that a new, more efficient operator service program was being worked out by his firm. He explained that the program was a direct result of increased spring activity.

King P. Ray, phonograph sales manager of Rock-Ola, visited with Branson most of last week, formulating new sales promotional tie-ins to go along with the service program.

Branson and Gil Brawner, Branson's partner, left for Chicago Tuesday (18) to go thru the Rock-Ola plant and wrap up loose ends of the service program. Both are expected to return early next week to put the program into effect. Included will be a larger parts inventory, speedier service maintenance, service schools for operators in the area and more frequent contact work.

## Westchester

• Continued from page 100

lanka, Alpha Distributors; Syd Goldberg, Decca, and Hal Cook, Capitol.

### Talent Line-Up

Talent included Kitty Kallen, Decca; Bill Darnell, Label "X"; Dorothy Collins, Audiovox; Danny Winchell, Jubilee; Shirley Harmer, M-G-M; Danny Capri, Pic; Danny Davis, Hickory; the Smith Brothers, Label "X"; the Four Knights, Capitol; Patty Bross, Columbia; Lou Monte, Victor; Barbara Gale, Apollo; Betty Madigan, M-G-M, and the Larks, Lloyd.

Music was provided by Don Joseph and his ork, while Don Baker was emcee. The only hitch in the entertainment program was the mike, which was dead a good portion of the time.

Carl Pavesi, president of the organization, was presented a U. S. Savings Bond by the membership, while Mrs. Pavesi was given flowers.

Other officers are Max Klein, vice-president; Seymour Pollak, secretary, and Louis Tartaglia, treasurer. On the board are James A. Smith, Arone Goldberg, Nathan Bensky and Nathan Kadish. Malcolm Wein is counsel. Pollak was general chairman for the affair.

## Promotion

• Continued from page 100

The juke boxes were placed close to the box office and were geared to free play, allowing the public to spin the disks to their liking. A placard was posted on both machines giving credit for the music to Southern Music and Sea Coast.

In addition, Brown posted half a dozen signs in the area's top retail record outlets, plugging the movie and the RCA Victor artist.

Previous tie-ins arranged by Norman, Brown and various theater owners have promoted filmed and personal appearances of James Stewart, Eddy Arnold, the "Grand Ole Opry" troupe, Vaughn Monroe, Eartha Kitt and Hank Snow.

## Powers Leaves

• Continued from page 100

adapts Seeburg M-100 A's to 45 r.p.m.

The Price organization, headed by veteran coin machine engineer D. W. Price, has been reported already in production on the kit, which was introduced to juke box operators at the recent convention of the Music Operators of America by Nels Nelson, former Seeburg distributor service manager.

Powers' new concern will set up distributor franchises throuout the country and will handle other coin machine lines in the future. Lucia Garcia, formerly with Powers at the E. T. Mape Company here some years ago, joins the new organization as office manager.

# Now Available! 45

## The NELSON MODERNIZATION KIT\*

FOR ADAPTATION OF SEEBURG M 100-A TO 45 RPM



Nelson Modernization of Seeburg M 100-A to 45 RPM

- Elimination of Added Cost & Upkeep of Dual Record Libraries
- Increases the Volume & Earning Power of Your Seeburg M 100-A
- Lengthens Life of the Seeburg M 100-A in the "Better" Locations
- Adds the Much Needed Popularity Meter
- Substantially Lowers Present Operating Costs
- Complete Easy to Follow Pictures & Instructions Included

COMPLETE KIT  
Including Popularity Meter

Only **\$98.50**

Terms: One-Third Deposit with order, balance c.o.d. or sight draft your bank.

- Installation of kit does not affect or require readjustment of properly operating mechanisms.
- Takes only one hour or less to install.
- Precision manufactured of finest materials and workmanship. All Parts Factory Guaranteed.
- Extra advantage of new popularity meter to gauge customer's choice of music.
- Kit is engineered to fit mechanism with no machining or special tools needed. Can be installed on location.
- This Modernization Kit will extend the life of your Seeburg M 100-A and continue its trouble free operation with the new, modern 45 rpm recordings.



Nelson Modernization Kit for Seeburg M 100-A to 45 RPM

Distributors: Some choice territories still available  
Write, Wire or Phone

# RAY R. POWERS SALES CO.

## EXCLUSIVE NATIONAL & FOREIGN SALES REPRESENTATIVE

\*Manufactured by  
D. W. PRICE CORP.  
Los Angeles, Calif.

4415 WEST PICO BLVD.  
LOS ANGELES 19, CALIFORNIA

**SOLOTONE**

MASTER UNITS WANTED

ROBINSON DIST. CO.

301 Edgewood Ave., S.E.  
Atlanta, Ga.



# BEFORE YOU TURN THIS PAGE

## YOU CAN STEP INTO A NEW ERA OF BACKGROUND MUSIC WITH MAGNECORD, INC. AND RCA PLANNED MUSIC!

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!**

# **m**agnecord, inc.

Henry ("Heinie") T. Roberts, General Manager — Commercial Music Division

225 W. Ohio Street, Chicago 10, Illinois • Telephone: WHitehall 4-1889



**"EVER SINCE OUR OPENING ANNOUNCEMENT LAST WEEK we have been overwhelmed with telephone calls, wires, and coupons! If you are interested, there is no time to lose. Rush me your coupon just the fastest way you can."**

*"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 and I handle these coin operated  Distributor phonograph lines:

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

B-2.



**John Mill Dies**

Continued from page 96

industry, died at Mount Sinai Hospital here Sunday (16) after an illness of several weeks. He was 52.

Hundreds of friends and associates in the vending industry attended the funeral services Wednesday (19) at Beth Sar Shalom here. Burial was private at Evergreens Cemetery, Brooklyn.

A resident of Darien, Conn., Mill had been with Rowe since 1938. He began as an operator of candy venders in 1928, when automatic merchandising was in its infancy, and subsequently helped develop the candy vending department of the Paramount Theaters Corporation.

During World War II he supervised the handling of Rowe contracts and later played a part in the introduction of many new types of postwar vending machines.

He was a member of the National Automatic Merchandising Association, the National Association of Tobacco Distributors and the Advertising Club of New York.

Rowe President Robert Z. Green said, "All of us at Rowe feel Jack Mill's death deeply. He was a fine business associate and a wonderful person, and his passing casts a pall of sorrow over our entire organization."

Mill is survived by his widow, Freda; a daughter, Barbara Joan, and two sisters, Mrs. Louisa Dodge Davis, Washington, and Mrs. Edwina Dodge Shaefer, Baltimore.

Carson and Bert Nichols, owner-operators of Nichols Brothers music machine and amusement game company of Port Huron, Mich., were reported busy setting up their summer locations.

**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 22 | Issue of May 15 | Issue of May 8       | Issue of May 1 |
|--------------------------------------|-----------------|-----------------|----------------------|----------------|
| ABC (United).....                    | \$50.00 65.00   | \$50.00 75.00   | \$50.00 75.00        | \$50.00 75.00  |
| All Star Baseball (Williams).....    | 115.00          | 115.00          | 115.00               | 115.00         |
| Aquacade (United).....               | 59.50           | 59.50           | 59.50                | 59.50          |
| Arizona (United).....                | 79.50           | 79.50           | 79.50                | 79.50          |
| Atlantic City (Bally).....           | 115.00          | 150.00(2)       | 150.00(2)            | 150.00 165.00  |
|                                      | 150.00(2)       | 175.00 185.00   | 175.00 179.00        | 175.00(2)      |
|                                      | 175.00 185.00   | 195.00          | 195.00               | 195.00         |
| Baby Face (United).....              |                 |                 |                      | 49.50          |
| Basketball Champ (Chicago Coin)..... | 175.00(2)       | 175.00(2)       | 175.00(2)            | 175.00(2)      |
|                                      | 275.00          | 275.00          | 275.00               | 275.00         |
| Batting Practice.....                | 89.50 95.00     | 89.50           | 89.50                | 89.50          |
| Beach Club (Bally).....              | 315.00 325.00   | 365.00          | 325.00 350.00        | 325.00 350.00  |
|                                      | 375.00          | 385.00(2)       | 375.00               | 375.00         |
|                                      | 385.00(2)       | 395.00          | 385.00(2)            | 395.00         |
| Beauty (Bally).....                  | 200.00 285.00   | 315.00(2)       | 249.50 250.00 285.00 | 250.00 285.00  |
|                                      | 315.00(2)       | 325.00          | 315.00(2)            | 315.00(2)      |
|                                      | 325.00          |                 | 325.00               | 325.00         |
| Be Bop (Exhibit).....                | 84.50           | 84.50           | 84.50                | 84.50          |
| Bermuda (Chicago Coin).....          | 49.50           | 49.50           | 49.50                | 49.50          |
| Big Top (Genco).....                 |                 |                 | 54.50                | 54.50          |
| Boston (Williams).....               | 79.50           |                 | 35.00 79.50          | 35.00 79.50    |
| Bowling Champ (Gottlieb).....        | 69.50           | 69.50           | 69.50                | 69.50          |
| Bright Lights (Bally).....           | 60.00 89.50     | 89.50 95.00(2)  | 79.00 95.00(2)       | 70.00 75.00(2) |
|                                      | 95.00(2)        |                 | 95.00(2)             | 95.00(2)       |
| Bright Spot (Bally).....             | 60.00 125.00    | 125.00 145.00   | 85.00 125.00         | 85.00 90.00    |
|                                      | 145.00          |                 | 175.00               | 125.00 175.00  |
| Buffalo Bill (Gottlieb).....         | 69.50           |                 | 69.50                | 69.50          |

|                                     | Issue of May 22 | Issue of May 15 | Issue of May 8 | Issue of May 1 |
|-------------------------------------|-----------------|-----------------|----------------|----------------|
| Cabana (United).....                | 275.00          | 275.00          | 275.00         | 225.00 275.00  |
| Campus (Exhibit).....               | 84.50           |                 | 84.50          | 84.50 375.00   |
| Canasta (Genco).....                |                 |                 | 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          |
| Coney Island (Bally).....           | 60.00 70.00     | 125.00 130.00   | 119.00 125.00  | 85.00(2) 95.00 |
|                                     | 95.00 125.00    |                 | 130.00         | 125.00(2)      |
|                                     | 130.00          |                 |                | 130.00         |
| Control Tower (Williams).....       |                 |                 | 99.50 109.50   | 109.50         |
| County Fair (United).....           |                 |                 | 29.50          |                |
| Cyclone (Gottlieb).....             |                 |                 |                | 139.50         |
| Dallas (Williams).....              | 69.50           |                 | 69.50          | 69.50          |
| De-Icer (Williams).....             | 89.50           |                 | 89.50          | 89.50          |
| Deluxe Baseball (Williams).....     | 275.00          |                 |                |                |
| Dew-Wa-Ditty (Williams).....        | 49.50           |                 | 49.50          | 49.50          |
| Double Action (Genco).....          |                 |                 |                | 20.00          |
| Double Feature (Gottlieb).....      | 89.50           |                 | 35.00 89.50    | 35.00 89.50    |
| Dreamy (Williams).....              | 89.50           |                 | 89.50          | 89.50          |
| Disk Jockey (Williams).....         | 80.00 125.00    | 125.00          |                | 115.00         |
| Dude Ranch (Bally).....             | 325.00 375.00   | 425.00(3)       | 349.50         | 350.00         |
|                                     | 395.00          |                 | 425.00(3)      | 425.00(4)      |
|                                     | 425.00(3)       |                 |                |                |
| Eight Ball (Williams).....          |                 |                 |                | 119.50         |
| Fairway.....                        | 145.00          | 145.00          |                |                |
| Five Star (United).....             |                 |                 | 39.50          |                |
| Floating Power (Genco).....         | 49.50           |                 | 49.50          | 49.50          |
| Flying High (Gottlieb).....         | 149.50          |                 | 149.50         |                |
| Football (Chicago Coin).....        |                 |                 | 55.00          |                |
| 400 (Genco).....                    | 69.50           | 69.50           | 69.50          | 69.50          |
| Four Corners.....                   | 115.00          | 115.00          |                |                |
| Four Horsemen (Gottlieb).....       | 109.50          |                 | 35.00 109.50   | 35.00 109.50   |
| Frolic (Bally).....                 | 125.00 150.00   | 165.00 185.00   | 165.00 169.50  | 165.00 175.00  |
|                                     | 165.00 185.00   | 215.00 225.00   | 185.00 215.00  | 185.00 190.00  |
|                                     | 215.00 225.00   |                 | 219.00 225.00  | 215.00 225.00  |
| Georgia (Williams).....             |                 |                 | 89.50          | 89.50          |
| Gizmo (Williams).....               | 49.50           |                 | 49.50          | 49.50          |
| Gismor (Gottlieb).....              |                 |                 | 50.00          | 50.00          |
| Globe Trotter (Gottlieb).....       |                 |                 | 90.00          | 90.00          |
| Gold Cup (Bally).....               | 59.50           | 59.50           | 59.50          | 59.50          |
| Golden Nugget (Genco).....          | 95.00 100.00    | 100.00 195.00   | 50.00 125.00   | 50.00 100.00   |
|                                     | 195.00          |                 |                | 125.00         |
| Golden Gloves (Chicago Coin).....   |                 |                 |                | 69.50          |
| Hayburner.....                      | 75.00 89.00     | 75.00 89.00     | 75.00 89.00    | 75.00          |
| Hit 'n' Run (Gottlieb).....         | 129.50          |                 | 129.50         |                |
| Hong Kong.....                      |                 |                 | 99.00          |                |
| Horseshoe.....                      | 95.00           | 95.00           |                |                |
| Humpty-Dumpty (Gottlieb).....       | 49.50           |                 | 49.50          | 49.50          |
| Jalopy (Williams).....              | 75.00           | 75.00           | 75.00 89.50    | 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).....           | 59.50           |                 | 59.50          | 59.50          |
| Just 21 (Gottlieb).....             | 89.50           |                 | 89.50          | 89.50          |
| Knock Out (Gottlieb).....           | 90.00           | 90.00           | 90.00          | 90.00          |
| Leader (United).....                | 50.00           |                 | 50.00          | 50.00(2)       |
| Lite-o-Line (Keeney).....           | 95.00(2)        | 85.00 95.00(2)  | 85.00 95.00(2) | 125.00(2)      |
| Long Beach (Williams).....          | 69.50           |                 | 35.00 84.50    | 35.00 84.50    |
| Lucky Inning (Williams).....        | 109.50          |                 | 109.50         |                |
| Majorettes (Williams).....          |                 |                 | 25.00          | 25.00          |
| Majors of '49 (Chicago Coin).....   | 49.50           |                 | 49.50          |                |
| Merry Widow (Genco).....            | 95.00           |                 | 75.00          | 75.00 129.50   |
| Mistrel Man (Gottlieb).....         | 49.50           |                 | 49.50          | 49.50          |
| Monterrey (United).....             |                 |                 |                | 49.50          |
| Moon Glow (United).....             |                 |                 |                | 49.50          |
| Niagara (Gottlieb).....             |                 |                 | 75.00          | 75.00          |
| Oklahoma (United).....              | 69.50           |                 | 69.50          | 69.50          |
| One, Two, Three (Genco).....        |                 |                 |                | 49.50          |
| Palm Beach (Bally).....             | 115.00 175.00   | 175.00 215.00   | 175.00 215.00  | 185.00 215.00  |
|                                     | 195.00 215.00   |                 |                | 235.00         |
|                                     | 225.00          |                 |                |                |
| Palm Springs (Bally).....           | 375.00 485.00   | 495.00(2)       | 429.50 469.25  | 425.00         |
|                                     | 495.00(2)       |                 | 495.00(2)      | 495.00(2)      |
|                                     |                 |                 |                | 525.00         |
| Parade (United).....                | 49.50           |                 |                | 49.50          |
| Paradise (United).....              | 75.00           | 75.00           |                |                |
| Paratrooper.....                    |                 |                 | 35.00          | 35.00 99.50    |
| Pin Bowler (Chicago Coin).....      |                 |                 | 35.00          | 35.00          |
| Pinky (Williams).....               | 59.00           |                 | 54.50          | 54.50          |
| Playland (Exhibit).....             | 54.50           |                 | 54.50          | 54.50          |
| Puddin' Head (Genco).....           | 65.00 75.00     | 65.00 75.00     | 15.00 65.00    | 65.00 75.00    |
| Quarterback (Williams).....         |                 |                 | 75.00          |                |
| Quartet.....                        | 70.00           |                 |                | 125.00         |
| Quintette.....                      |                 |                 | 139.50         |                |
| Rag Mop (Williams).....             | 99.50           |                 | 99.50          | 25.00 99.50    |
| Red Shoes (United).....             | 89.50           |                 | 89.50          | 89.50          |
| Rio (United).....                   | 415.00          |                 |                |                |
| Rockette (Gottlieb).....            |                 |                 | 94.50          | 94.50          |
| Rondeevoo (United).....             | 49.50           |                 | 49.50          |                |
| Rose Bowl.....                      | 95.00           |                 |                |                |
| Sally (Chicago Coin).....           | 49.50           |                 | 49.50          | 49.50          |
| Saratoga.....                       | 49.50           |                 | 49.50          | 49.50          |
| Screwball (Genco).....              | 175.00          |                 |                |                |
| Shindig.....                        | 119.50          | 50.00           | 35.00 119.50   | 35.00 119.50   |
| Shoo Shoo (Williams).....           | 119.50          |                 | 119.50         | 119.50         |
| Slagfest.....                       |                 |                 | 20.00          | 20.00          |
| Snooks.....                         |                 |                 | 49.50          | 49.50          |
| Special Entry (Bally).....          | 49.50           | 49.50           | 49.50          | 49.50          |
| Spot Bowler (Gottlieb).....         | 50.00 70.00     | 90.00 110.00    | 90.00 110.00   | 65.00(2) 75.00 |
|                                     | 74.50 85.00     | 115.00          | 115.00         | 85.00 90.00(2) |
|                                     | 90.00 110.00    |                 |                | 110.00 115.00  |
|                                     | 115.00          |                 |                |                |
| Springtime.....                     |                 |                 | 79.00          |                |
| Starlite (Williams).....            | 80.00 125.00    |                 |                |                |
| Stars (United).....                 | 125.00 150.00   | 115.00 150.00   | 115.00 150.00  | 115.00 150.00  |
| Stardust (United).....              | 49.50           |                 | 49.50          |                |
| Steptechase (United).....           |                 |                 | 49.50          |                |
| Sunshine Park.....                  |                 |                 | 199.50         |                |
| Summertime (United).....            | 49.50           |                 | 49.50          |                |
| Super World Series (Williams).....  | 119.50 125.00   | 125.00 145.00   | 129.50 145.00  | 145.00 195.00  |
|                                     | 145.00          | 195.00          | 195.00         |                |
|                                     | 195.00(2)       |                 |                |                |
| Tampico (United).....               | 79.50           |                 | 79.50          | 79.50          |
| Tahiti (United).....                | 295.00 395.00   | 395.00          | 395.00         | 325.00(2)      |
|                                     |                 |                 |                | 425.00         |
| Tennessee (Williams).....           | 49.50           |                 | 49.50          | 49.50          |
| Texas Leaguer (Keeney).....         | 50.00 69.50     | 50.00 69.50     | 50.00 69.50    | 50.00 69.50    |
| Ti ee-of-a-Kind.....                | 18.50           | 18.50           | 18.50          | 18.50          |
| Three Musketeers (Gottlieb).....    | 79.50           |                 | 79.50          | 79.50          |
| 3-4-5 (United).....                 | 85.00           | 85.00           | 85.00          | 85.00          |
| Thrill (Chicago Coin).....          | 49.50           |                 | 49.50          |                |
| Times Square.....                   |                 | 135.00          |                |                |
| Tri-Score (Genco).....              |                 |                 | 40.00 89.50    | 40.00 89.50    |
| Tropics (United).....               | 375.00          | 375.00          | 375.00         | 335.00 375.00  |
| Tumbleweed (Exhibit).....           | 74.50           |                 | 74.50          | 74.50          |
| Turf King (Bally).....              | 45.00 109.50    | 45.00 109.50    | 45.00 69.00    | 45.00 109.50   |
|                                     |                 |                 | 109.50         |                |
| Utah (United).....                  | 84.50           |                 | 84.50          | 20.00 84.50    |
| Virginia (Williams).....            | 49.50           |                 | 49.50          | 20.00 49.50    |
| Wild West (Gottlieb).....           |                 | 125.00          | 55.00          | 55.00          |
| Winners (Universal Industries)..... | 99.50           | 99.50           | 99.50          | 99.50          |
| Yanks (Williams).....               | 49.50           |                 | 49.50          | 49.50          |
| Yacht Club (Bally).....             | 190.00          | 250.00 295.00   | 250.00 295.00  | 215.00 250.00  |
|                                     | 250.00(2)       |                 | 295.00         | 295.00 325.00  |
|                                     | 295.00          |                 |                |                |
| Zingo.....                          | 85.00           |                 |                | 60.00          |



MAKE A BIG HIT with

**WILLIAMS Major League BASEBALL 6-PLAYER BASEBALL GAME**

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!

**3 OUTS PER INNING**  
Adjustable 1 to 5 INNINGS!

**OPERATES ON:**  
 • Single Entry 5c-10c-25c Slug-Proof Coin Mechanism. • Three players—25c.  
 • One player, 10c, can insert 2 nickels or a dime. • Convertible to straight Sc play.

We are making immediate deliveries  
**ALL INQUIRIES INVITED!**  
**NATIONAL AMUSEMENT CO.**  
 Bob Jacobs  
 Factory Representatives for Williams Major League Baseball Game  
 585 10th Ave., New York 36, N. Y. Phone: Bryant 9-6616

ANNOUNCING...

The Billboard 44th Annual

**Summer Special Issue**

Issue Dated .. **JUNE 26th**

Advertising

Deadline . . . . **JUNE 16th**

... an outstanding opportunity to sell all your products and services used by outdoor showbusiness—when everyone in the industry is stocking to the limit to be ready for the peak profit days of the season—just ahead.

... you sell extra thousands of buyers, all through the summer profit season, yet

... you pay no more—weekly advertising rates apply.

For full information—write, wire or call your nearest Billboard office today

- Clarence Latscha 2160 Patterson Street Cincinnati 22, Ohio DUmbar



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 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 22 | Issue of May 15 | Issue of May 8 | Issue of May 1 |
|--|-----------------|-----------------|----------------|----------------|
| Ace Bomber (Mutoscope)....                   |                 |                 | \$195.00       | \$195.00       |
| All Star (Williams).....                     |                 |                 | 75.00          | 75.00          |
| Barrell Rolls (Jennings)....                 | \$125.00        | \$125.00        | 125.00         | 125.00         |
| Baseball (Bally).....                        | 79.50           | 79.50           | 79.50          | 45.00          |
| Baseball (Scientific).....                   | 159.00          | 160.00          | 159.00         | 160.00         |
| Bat-a-Score (Evans).....                     | 165.00(2)       | 165.00(2)       | 165.00(2)      | 165.00(2)      |
| Big Bronco (Exhibit).....                    | 275.00          | 275.00          | 275.00         | 275.00         |
| Big Inning (Bally).....                      | 500.00          | 500.00          | 500.00         | 395.00         |
| Blow Ball (Kirk).....                        | 140.00          | 150.00          | 140.00         | 150.00         |
| Boomerang.....                               | 125.00          | 125.00          | 125.00         | 125.00         |
| Bowl-a-Ball (Chicago Coin)...                | 45.00           | 45.00           | 45.00          | 45.00          |
| Challenger (ABT).....                        | 200.00          | 200.00          | 200.00         | 200.00         |
| Champion Horse (Bally)....                   |                 | 20.00           | 75.00(2)       | 20.00          |
| Chicken Sam (Seeburg).....                   |                 | 20.00           | 75.00          | 20.00          |
| Choo Choo Train.....                         |                 | 75.00(2)        | 75.00(2)       | 75.00(2)       |
| Counter Gripper (Mercury)...                 | 500.00          | 500.00          | 395.00         | 500.00         |
| Dale Gun (Exhibit).....                      | 75.00           | 110.00          | 75.00          | 110.00         |
| Derby, 4 player (Chicago Coin).....          | 75.00           | 110.00(2)       | 75.00          | 110.00         |
| Drivemobile (Mutoscope)....                  | 34.50           | 395.00          | 395.00         | 395.00         |
| Electric Shocker (Monarch)...                | 55.00           | 65.00           | 55.00          | 65.00          |
| Flash Hockey (Coinex).....                   | 69.50           | 94.50           | 69.50          | 94.50          |
| Flying Saucer (Mutoscope)...                 | 37.50           | 55.00           | 37.50          | 55.00          |
| Goalie (Chicago Coin).....                   | 65.00           | 69.00           | 65.00          | 69.00          |
| Goat (Chicago Coin).....                     | 59.50           | 65.00           | 59.50          | 65.00          |
| Gun Patrol (Exhibit).....                    | 125.00(2)       | 125.00          | 195.00         | 125.00         |
| Hi-Ball (Exhibit).....                       | 195.00          | 125.00          | 195.00         | 125.00         |
| Hi-a-Homer.....                              | 225.00          | 225.00          | 225.00         | 225.00         |
| Jack Rabbit.....                             | 34.00           | 34.00           | 34.50          | 34.50          |
| Jet Gun (Exhibit).....                       | 75.00           | 75.00           | 75.00          | 75.00          |
| Jet Saucer (Mutoscope)....                   | 125.00          | 159.00          | 125.00         | 159.00         |
| Lite League.....                             | 75.00           | 95.00(2)        | 75.00          | 95.00          |
| Metal Typer (Groetchen)...                   | 185.00          | 185.00          | 185.00         | 185.00         |
| Midget Movies.....                           | 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)...                  | 299.50          | 310.00          | 299.50         | 310.00         |
| Night Fighter (Genco).....                   | 325.00          | 325.00          | 315.00         | 325.00         |
| Ocean Liner (Scientific)....                 |                 |                 | 325.00         | 325.00         |
| Panoram (Mills).....                         | 250.00          | 250.00          | 250.00         | 250.00         |
| Pennant Baseball (Williams)...               | 325.00          | 295.00          | 325.00         | 275.00         |
| Photomatic (Mutoscope)....                   | 250.00          | 250.00          | 250.00         | 250.00         |
| Pistol Pete (Chicago Coin)...                | 50.00           | 95.00(2)        | 95.00(3)       | 99.50          |
| Pitch 'Em & Bat 'Em.....                     | 185.00(2)       | 85.00           | 185.00         | 35.00          |
| Pool Table (Edelco).....                     | 75.00           | 75.00           | 75.00          | 75.00          |
| Pop Up.....                                  | 14.50           | 18.50           | 18.50          | 24.50          |
| Punching Bag (Mills).....                    | 189.00          | 189.00          | 189.00         | 189.00         |
| Punching Bag (Mutoscope)...                  | 195.00          | 195.00          | 195.00         | 195.00         |
| Q Ball Pool Table.....                       | 125.00          | 125.00          | 125.00         | 125.00         |
| Quizzer.....                                 | 95.00           | 95.00           | 95.00          | 95.00          |
| Rapid Fire (Bally).....                      | 125.00          | 125.00          | 125.00         | 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          |
| Shoot the Bear (Seeburg)...                  | 145.00          | 165.00          | 145.00         | 165.00         |
| Shoot the Moon.....                          | 50.00           | 50.00           | 50.00          | 50.00          |
| Silver Bullets (Exhibit)....                 | 125.00          | 135.00          | 125.00         | 135.00         |
| Silver Gloves (Mutoscope)...                 | 129.50          | 129.50          | 129.50         | 129.50         |
| Silver Skates.....                           | 125.00          | 125.00          | 125.00         | 125.00         |
| Six Gun Rifle Range (ABT)...                 | 650.00          | 650.00          | 650.00         | 650.00         |
| Six Shooter (Exhibit).....                   | 145.00(3)       | 145.00(3)       | 110.00         | 145.00(2)      |
| 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          | 125.00         | 195.00         |
| Space Gun (Exhibit).....                     | 149.00          | 185.00          | 149.00         | 185.00         |
| Space Ship (Bally).....                      | 75.00           | 95.00           | 75.00          | 95.00          |
| Spark Plug.....                              | 75.00           | 139.50          | 75.00          | 139.50         |
| Star Series (Williams).....                  | 75.00           | 139.50          | 75.00          | 139.50         |
| Submarine Gun (Keeney)....                   | 110.00          | 125.00          | 110.00         | 125.00         |
| Super Bomber (Evans).....                    | 195.00          | 195.00          | 175.00         | 195.00         |
| Super Jet (Chicago Coin)....                 | 495.00          | 495.00          | 495.00         | 495.00         |
| Super Pennant Baseball (Williams).....       | 395.00          | 395.00          | 395.00         | 395.00         |
| Telequiz.....                                | 135.00          | 169.00          | 135.00         | 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          |
| 13-Way Athletic Scale (Mercury).....         | 89.50           | 89.50           | 89.50          | 89.50          |
| Twin Shoe-Shine.....                         | 150.00          | 150.00          | 150.00         | 150.00         |
| Undersea Raider.....                         | 150.00(2)       | 150.00(2)       | 150.00(2)      | 150.00(2)      |
| Voice-o-Graph (Mutoscope)...                 | 525.00          | 525.00          | 525.00         | 525.00         |
| Voice Recorder (Wilcox-Gay)...               | 159.50          | 195.00          | 159.50         | 195.00         |

SHUFFLE GAMES

|  | Issue of May 22 | Issue of May 15 | Issue of May 8 | Issue of May 1 |
|--|-----------------|-----------------|----------------|----------------|
| Advance Bowler (Chicago Coin).....   | \$395.00        | \$395.00        | \$375.00       | \$395.00       |
| Big League Bowler, 4 player (Keeney).....                                  | 75.00           | 75.00           | 85.00          | 85.00          |
| Bonus Bowler (Keeney)....  | 135.00          | 125.00          | 135.00         | 125.00         |
| Bowl-a-Ball (Chicago Coin)...  | 345.00          | 345.00          | 345.00         | 345.00         |
| Bowl-a-Matic (Universal)....   | 29.50           | 29.50           | 29.50          | 29.50          |
| Bowlette (Gottlieb).....   | 59.50           | 59.50           | 59.50          | 59.50          |
| Bowling Alley (Chicago Coin)   | 295.00          | 295.00          | 295.00         | 295.00         |
| Carnival Bowler (Keeney)....   | 250.00          | 270.00          | 270.00         | 270.00         |
| Cascade Shuffle Alley, 6 player (United).....                              | 270.00(2)       | 275.00(2)       | 275.00(2)      | 275.00(2)      |
| Classic Shuffle Alley, 6 player (United).....                              | 279.50          | 295.00          | 279.00         | 295.00         |
| Classic Shuffle Alley, 6 player (United).....                              | 310.00          | 315.00(3)       | 315.00(2)      | 315.00         |
| Clover Shuffle Alley, 6 player (United).....                               | 255.00          | 275.00          | 255.00         | 295.00         |
| Club Bowler, 10 player (Keeney).....                                       | 195.00          | 245.00          | 245.00         | 245.00         |
| Col Cup-Replay Model (Chicago Coin).....                                   | 365.00          | 365.00          | 365.00         | 365.00         |
| Crown Bowler (Chicago Coin)  | 275.00(2)       | 275.00(2)       | 275.00(2)      | 275.00(2)      |
| Crusade Shuffle Alley (United).....  | 295.00(2)       | 295.00          | 295.00         | 295.00         |
| De Luxe League Bowler (Keeney).....  |                 |                 | 279.50         |                |
| Double Bowler (Chicago Coin)   | 325.00          | 325.00          | 325.00         | 325.00         |
| Domino Bowler (Keeney)....   | 40.00           | 49.00           | 40.00(2)       | 40.00(2)       |
| Double Header (Williams)...  | 50.00           | 50.00           | 50.00          | 50.00          |
| Double Score Bowler 10th Frame (Chicago Coin)                              | 275.00          | 280.00          | 275.00         | 280.00         |
| Five Player Shuffle Alley (United).....                                    | 65.00w/p        | 75.00w/p(3)     | 15.00w/p       | 75.00          |
| Four Player (Keeney).....  | 75.00w/p        | 99.00w/p        | 75.00(2)       | 80.00          |
| Four Player Shuffle Alley (United).....                                    | 75.00(3)        | 100.00          | 99.00w/p       | 109.00         |
| Gold Cup (Chicago Coin)....  | 100.00          | 109.50          | 100.00         | 109.50         |
| Hi-Score, 6 player (Chicago Coin).....                                     | 50.00           | 75.00           | 50.00          | 65.00          |
| Hook Bowler (Bally).....   | 65.00           | 99.50           | 65.00w/p       | 99.50          |
| Imperial Shuffle Alley (United).....                                       | 375.00          | 385.00          | 395.00(2)      | 399.50         |
| League Bowler, 4 player (Keeney).....                                      | 50.00           | 99.50           | 99.50          | 99.50          |
| League Bowler, 6 player (Keeney).....                                      | 75.00           | 79.00           | 79.00          | 79.00          |
| Leader Shuffle Alley (United)  | 450.00          | 450.00          | 460.00         | 460.00         |
| Matched Bowler, 6 player (Chicago Coin).....                               | 165.00          | 165.00          | 165.00         | 165.00         |
| Name Bowler (Chicago Coin), Official Shuffle Alley, 4 player (United)..... | 210.00          | 210.00          | 210.00         | 210.00         |
| Olympic Shuffle Alley (United).....  | 295.00(3)       | 295.00(3)       | 295.00(2)      | 295.00         |
| Royal Shuffle Alley (United)...  | 299.50          | 305.00          | 299.50         | 305.00         |
| Shuffle Alley, Deluxe 4 player (Keeney).....                               | 345.00          | 379.50          | 345.00         | 379.50         |
| Shuffle Alley Deluxe, 6 player (United).....                               | 385.00          | 395.00          | 395.00         | 395.00         |
| Shuffle Alley, 6 player (Chicago Coin).....                                | 89.00           | 89.00           | 89.00          | 89.00          |
| Shuffle Alley, 6 player (Keeney).....                                      | 95.00(2)        | 95.00w/p        | 95.00w/p       | 95.00          |
| Shuffle Alley, 6 player (United).....                                      | 125.00          | 125.00          | 135.00(2)      | 110.00         |
| Shuffle Alley, 6 player (Keeney).....                                      | 135.00(3)       | 135.00(2)       | 139.00         | 145.00         |
| Shuffle Alley, 6 player (United).....                                      | 139.50          | 145.00          | 139.50         | 145.00         |
| Shuffle Alley, 6 player (United).....                                      | 75.00           | 95.00           | 75.00          | 95.00          |
| Shuffle Alley, 6 player (United).....                                      | 110.00          | 195.00          | 100.00         | 110.00         |
| Shuffle Alley, 10 player (Keeney).....                                     | 150.00          | 215.00          | 150.00         | 215.00         |
| Six Player 10th Frame (United).....  | 175.00          | 175.00          | 175.00         | 175.00         |
| Star Bowler (United).....  | 295.00          | 295.00          | 295.00         | 295.00         |
| Star Bowler, 2 player.....   | 175.00          | 189.00          | 189.00         | 195.00         |
| Star 6 Player (United)....   | 195.00          | 199.50          | 199.50         | 200.00         |
| Star 6 Player (United)....   | 210.00          | 210.00          | 210.00         | 210.00         |
| Star 6 Player (United)....   | 215.00          | 215.00          | 215.00         | 215.00         |
| Star 6 Player (United)....   | 225.00          | 225.00          | 225.00         | 225.00         |
| Star 6 Player (United)....   | 235.00          | 235.00          | 235.00         | 235.00         |
| Star 6 Player (United)....   | 245.00          | 245.00          | 245.00         | 245.00         |
| Star 6 Player (United)....   | 255.00          | 255.00          | 255.00         | 255.00         |
| Star 6 Player (United)....   | 265.00          | 265.00          | 265.00         | 265.00         |
| Star 6 Player (United)....   | 275.00          | 275.00          | 275.00         | 275.00         |
| Star 6 Player (United)....   | 285.00          | 285.00          | 285.00         | 285.00         |
| Star 6 Player (United)....   | 295.00          | 295.00          | 295.00         | 295.00         |
| Star 6 Player (United)....   | 305.00          | 305.00          | 305.00         | 305.00         |
| Star 6 Player (United)....   | 315.00          | 315.00          | 315.00         | 315.00         |
| Star 6 Player (United)....   | 325.00          | 325.00          | 325.00         | 325.00         |
| Star 6 Player (United)....   | 335.00          | 335.00          | 335.00         | 335.00         |
| Star 6 Player (United)....   | 345.00          | 345.00          | 345.00         | 345.00         |
| Star 6 Player (United)....   | 355.00          | 355.00          | 355.00         | 355.00         |
| Star 6 Player (United)....   | 365.00          | 365.00          | 365.00         | 365.00         |
| Star 6 Player (United)....   | 375.00          | 375.00          | 375.00         | 375.00         |
| Star 6 Player (United)....   | 385.00          | 385.00          | 385.00         | 385.00         |
| Star 6 Player (United)....   | 395.00          | 395.00          | 395.00         | 395.00         |
| Star 6 Player (United)....   | 405.00          | 405.00          | 405.00         | 405.00         |
| Star 6 Player (United)....   | 415.00          | 415.00          | 415.00         | 415.00         |
| Star 6 Player (United)....   | 425.00          | 425.00          | 425.00         | 425.00         |
| Star 6 Player (United)....   | 435.00          | 435.00          | 435.00         | 435.00         |
| Star 6 Player (United)....   | 445.00          | 445.00          | 445.00         | 445.00         |
| Star 6 Player (United)....   | 455.00          | 455.00          | 455.00         | 455.00         |
| Star 6 Player (United)....   | 465.00          | 465.00          | 465.00         | 465.00         |
| Star 6 Player (United)....   | 475.00          | 475.00          | 475.00         | 475.00         |
| Star 6 Player (United)....   | 485.00          | 485.00          | 485.00         | 485.00         |
| Star 6 Player (United)....   | 495.00          | 495.00          | 495.00         | 495.00         |
| Star 6 Player (United)....   | 505.00          | 505.00          | 505.00         | 505.00         |
| Star 6 Player (United)....   | 515.00          | 515.00          | 515.00         | 515.00         |
| Star 6 Player (United)....   | 525.00          | 525.00          | 525.00         | 525.00         |
| Star 6 Player (United)....   | 535.00          | 535.00          | 535.00         | 535.00         |
| Star 6 Player (United)....   | 545.00          | 545.00          | 545.00         | 545.00         |
| Star 6 Player (United)....   | 555.00          | 555.00          | 555.00         | 555.00         |
| Star 6 Player (United)....   | 565.00          | 565.00          | 565.00         | 565.00         |
| Star 6 Player (United)....   | 575.00          | 575.00          | 575.00         | 575.00         |
| Star 6 Player (United)....   | 585.00          | 585.00          | 585.00         | 585.00         |
| Star 6 Player (United)....   | 595.00          | 595.00          | 595.00         | 595.00         |
| Star 6 Player (United)....   | 605.00          | 605.00          | 605.00         | 605.           |



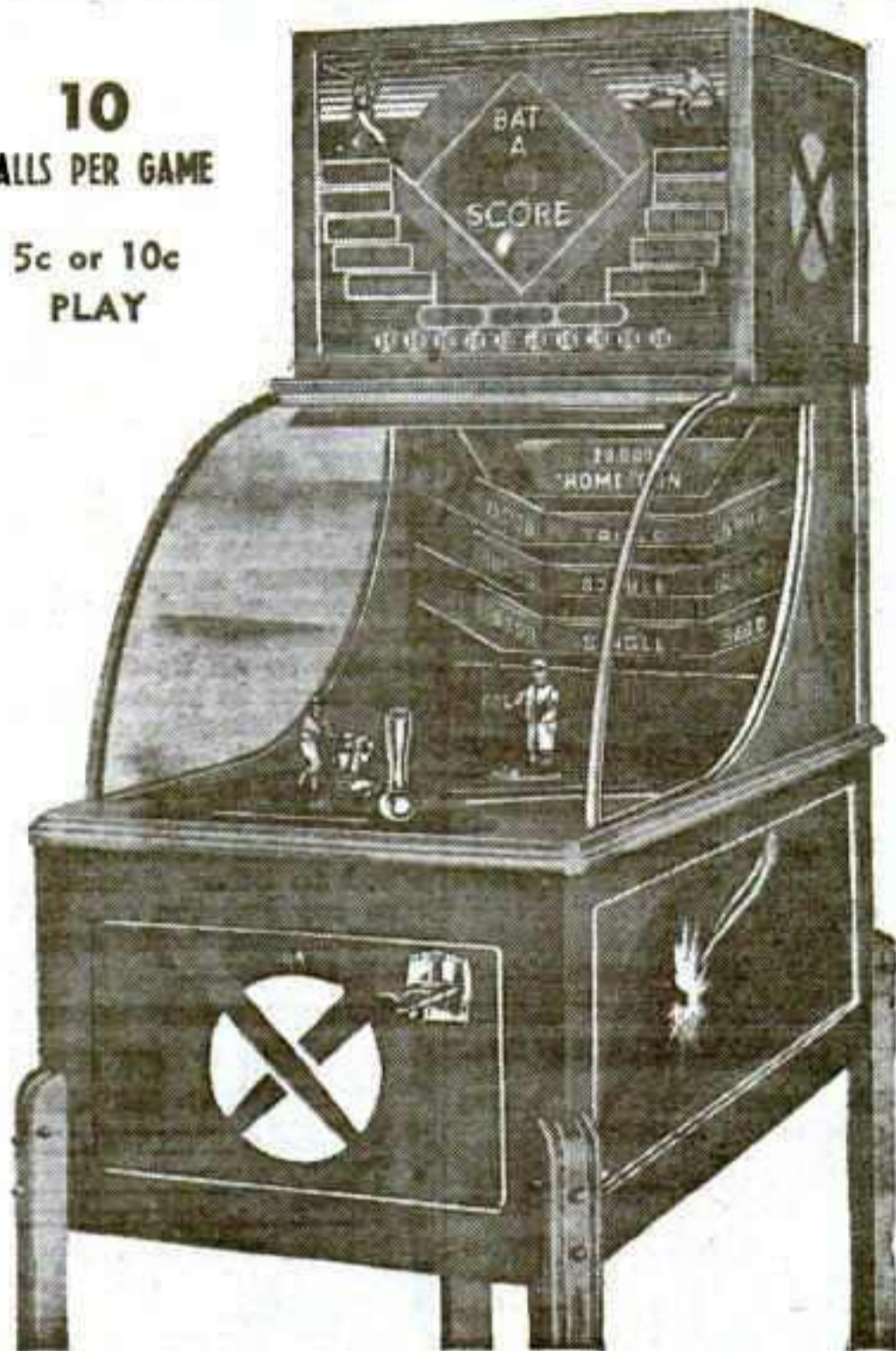
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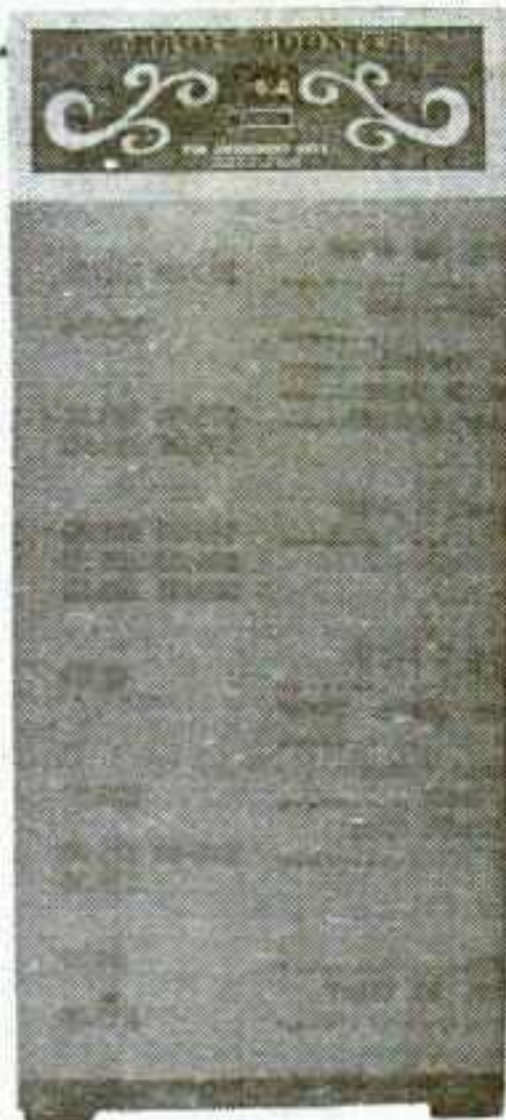
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## Miami

Export Manager **Ken Willis** of the Bush Distributing Company returned from his trip to Central and South America with a pocketful of orders. On the way home, Willis met a fellow Floridian, **Ware Daniels**, of the Ideal Music of Tampa, and the two spent a few days together in Ciudad Trujillo in the Dominican Republic. The Tampa juke box operator had taken off for the Caribbean on a vacation trip about the time Willis left Miami three weeks earlier.

Willis raved about the beauty and the hospitality of Ciudad Trujillo, which caters to American tourists and is rapidly becoming another Monte Carlo. Guides even meet incoming air passengers and ease the way thru customs, said Willis, so the tourists can get to the gaming tables a bit faster. Willis stayed at the Jaragua Hotel while in Ciudad Trujillo.

**Warner Dewey**, mechanic at Southern Music Company, is back on the job after a siege of the mumps. . . . RCA Victor recording artist **Joe Mooney** is the featured entertainer at the Dream Bar, a night spot at Miami Beach. . . . Business is quiet this month, says **Ozzie Truppan** of Advance Music. He looks for a pick-up in June, when more vacationers are due to flock into the area.

The changeover to dime play in Jacksonville by the North Florida Coin Operators' Association has generated considerable discussion among Miami's coinmen. Locally, the off-again-on-again talk about going to two-for-a-dime play has been revived. Reports from Jacksonville say the NFCOA inserted ads in the newspapers announcing the switch to dime play, and also addressed letters to every location owner. **Eli Ross**, Taran Distributing, says the six-player Williams All-Star baseball game is going great guns with operators. Also on the Taran showroom floor is a sample of the new United Ace Shuffle Alley, for which orders are being taken, Ross said. He also was high in praise of the Bally Champion Bowler, which is geared for 10-cent and 25-cent play. "It's a beautiful piece of furniture," Ross commented.

Hillbilly guitar players who wander from tavern to tavern are helping to knock down juke box collections, says **Raoul Shapiro**,

of Supreme Distributors. He says when the roving minstrels come into a bar, the juke box is shut off and usually remains that way the rest of the evening. The cuff musicians depend on the generosity of bar patrons. Shapiro observes that this factor added to the growing inroads of television, the general decline in spending and the rigidly enforced 11 p.m. curfew, it is small wonder that collections have slumped here.

**Erasmus U. Ramos** is sending back a steady flow of orders for used juke boxes while traveling the Central and South American republics—all of which tends to bring a smile to the face of **Bob Norman**, manager of Southern Music Company.

**Henry Stone**, a.&r. man for De Luxe Records, left for Cincinnati with **Syd Nathan**, president of King Records, after the two had auditioned calypso artists in Cuba. . . . **Morton Bennard** has joined the staff of Supreme Distributors. His wife, **Mildred**, works at Mercury Record Distributors.

The rainy season, combined with the normal May slack period, has dealt another blow to coin machine collections. Kiwanis International enjoyed sunny weather most of its convention week here.

**Jack Kauffman**, C & L Amusement Company, says the after-season slump in the Negro district, where much of his juke box route lies, is worse this year than last. Many Negroes are leaving for jobs elsewhere and collections are down from 10 to 15 per cent from a year ago, Kauffman notes.

**Willie Blatt's** office over at Supreme Distributors is getting a face-lifting. The redecorating includes the shifting of Blatt's extensive "rogues gallery" of photographs. They cover highlights of Blatt's 25 years in the coin machine business. The "new look," says Blatt, will include even more pictures which he is now having framed. Blatt comments that his Bull's-eye gun game is now ready for full production.

**Helen Kane Marion**, office clerk at Brooke Distributors, is back at her desk after a honeymoon to New Jersey with her husband, **John Marion**. They were married at Gesu Catholic Church in Miami. . . . **Boss Mannie Brookmire** and secretary **Mildred Marks** were present at the wedding ceremony. Brookmire, Decca Records distributor in this area, even closed the office early so as not to miss the nuptials.

**Wolfie's Restaurant** at Miami Beach is something of a gathering place for coinmen. Spotted the other night gabbing over sandwiches were **Jack Lipsiner**, Coin-Operated Service, and **Harold Carson**, of the Juke Box Company. Carson and his wife left a few days later on a six-week motor trip to the Far West and Mexico.

**Lucky Skolnick**, Supam Distributing Company, predicts a bright future for **Jeninne Dahl**, whose initial Jubilee recording is going great guns on the Supam route. "Oh Mama Mia" is getting the heaviest play, says Skolnick, with the flip of "When You're Near" also garnering many nickels. . . . In a gin rummy session the other day, Skolnick and **Dave Friedman** were teamed up against **Jack Kauffman** and **Willie Blatt**. Skolnick caught Kauffman with 89 points plus gin and the latter's face turned crimson, according to Skolnick.

The seasonal turnover of bars is forcing juke box operators to make many new deals. This time of year, when the winter season is over and the summer season approaching, many taverns change hands. This produces a king-sized headache for operators who must win the friendship and confidence of the new owner and work out a satisfactory arrangement.

Altho there is an undercurrent of grumbling about the current slide in business, the gloom does not extend to Bush Distributing Company where, according to **Prexy Ted Bush**, orders for the new Wurlitzer 1700 are rolling in from the firm's territory of Southern Georgia, Florida and Cuba.

"We're unable to catch up on back orders," exults Bush. Chicago Coin's Super Home Run pin

game has been well accepted by the company's customers, Bush added, and the same manufacturer's new Star Lite Bowler is also proving popular with operators.

Bush commented, too, on the amazing popularity of Exhibit's new Shooting Gallery which is selling at a rapid clip. It is understood that Bush suggested the idea for the Shooting Gallery, including the bonus point feature, to **Art Wenand**, vice-president of Exhibit Supply Company.

**Gottlieb's Jockey Club** pin game is winning wide acceptance in his territory, reports **Joe Mangone**, of All-Coin Amusements. This is especially true, he adds, in the horse-racing State of Florida. . . . **Jim Griffin**, Modern Credit Store, reports that the Federal record of "Work With Me, Annie" by the **Midnighters** is the most promising new disk of the week.

A police crackdown on suggestive lyrics contained in some rhythm and blues recordings placed in juke boxes has caused concern among some operators. It all started when the mother of a teen-ager dropped into a sundry store located near a junior high school in Miami and heard a suggestive number emanating from the juke box. She complained to the police and an arrest followed. Now City Manager **E. Arthur Evans** is considering a widespread round-up of what he calls "party records" on juke boxes.

The sunny disposition and quiet efficiency of **Mrs. Doris Shapiro** keeps the AMOA business office humming on an even keel. Assisting in the good work is **Business Manager Jimmie Bonnie**, who keeps harmony on the outside.

Cup drink machines are taking in more money now that humid weather has arrived. . . . **Norma Elliott** is the smiling receptionist who greets callers at Southern Music Company. . . . **Eli Ross** returned from Chicago, where he visited the factories of **Rock-Ola**, **United** and **Williams**. Ross told **Rock-Ola Sales Manager Kurt Kluber** that customers like the relatively service-free operation of the Comet. Ross said that one operator commented, "All we do is change records and take the money out."

**Sonny Lomberg**, who travels Georgia and Alabama for Taran Distributing, works out of Atlanta, where he maintains a home. His wife, **Annette**, and son, **Freddie**, joined Lomberg after the latter had found suitable living quarters in Atlanta.

## Los Angeles

**Gary Sinclair**, regional representative for the Rudolph Wurlitzer Company, in town this week for a quick jaunt to Long Beach with **Jim Wilkins**, **Paul Laymon** Company. . . . Altho his many friends in the coin machine business didn't know it, veteran operator **Sheridan Thompson** holds the rank of Lieutenant Commander in the U. S. Naval Reserve and is probably the only gent in the coin machine field flying jet planes today.

**Lyn Brown**, **Lyn Brown Company**, back from a trip to Chicago where he visited at the Exhibit Supply factory. . . . **Jack Dolan**, of Minthorne Music Company's used games and music department, spending a good deal of his time on the road these days. . . . **Ray Powers**, general manager at **Badger Sales Company**, severs his connection with the firm following his appointment as national sales representative for the **Nelson Modernization Kit**.

**Harry Stern**, of the **Williams Manufacturing Company**, in town

Continued from page 110

## BINGOS WANTED

We will pay top prices.  
Phone, write or wire.

## STANDARD COMPANY

4322 North Western  
Chicago 18, Illinois  
Phone: JUNiper 8-1816



### King Cig Growth Drops Tax Take

BRIDGEPORT, Conn., May 22.—State Tax Commissioner William F. Connelly cited the increase in the sale of king-size cigarettes for the decrease in overall cigarette tax receipts. He said statistics on the growth of the king-size market negate the belief that unfavorable publicity on cigarette smoking has been the cause for the general decline.

Sales have dropped 2 per cent in the last nine months, according to Connelly.

### Hires Reports Loss

PHILADELPHIA, May 22.—Charles E. Hires Company had a net loss of \$83,996 in the first 1954 quarter, bringing to \$107,865 the net loss for the six months ended March 31.

**Your key to SALES RESULTS—**  
the advertising columns of **THE BILLBOARD!**

### Nat'l Dairy Assn. Cites Milk Machs.

CHICAGO, May 22.—American Dairy Association is including vending machines in its new nation-wide milk availability campaign as among the types of cooling equipment to make the product more generally accepted and used.

Citing venders, ADA states: "These machines are a very attractive means of merchandising and serving milk. Most of them had adequate supply for a moderate volume and also are easily re-filled."

### Wyo. Cig \$\$ Rise

CHEYENNE, Wyo., May 22.—Cigarette receipts totaled \$53,954 in March, J. B. Griffith, director of the Wyoming cigarette tax division, reported this week. He said gross collections for the month were up 5 per cent over February, but were down .62 per cent from March of 1953.

## COINMEN YOU KNOW

Continued from page 110

last week for a brief visit. . . . A. P. and Bruce Cane, of Cane Distributing Company, returned from a trip to Chicago where they visited with David C. Rockola, president of the Rock-Ola Manufacturing Corporation. . . . Aubrey Stemler returned from a jaunt to San Francisco this weekend. . . . George Miller, president of MOA and the California Music Guild, in town for meetings of the local groups this week.

Jack Simon, Simon Sales Company, reports a sharp upward swing in the sale of Arcade equipment. . . . Al Silberman, Badger Sales Company, departs for Chicago and a short vacation next week. . . . George Mahlum, Minthorne selectomatic department manager, continues the tremendous sales volume with the addition of another serviceman to handle custom installations.

### Movie Maker

Continued from page 96

man will be added to the movie-making staff shortly, Fishman stated.

Originally, Fishman began making three-dimension color slides of machines on location, for presentation to new locations.

The trade films embrace various aspects to servicing, location, product and technical matter relating to vending. Currently, Fishman is producing one film every two weeks.

A film, depicting servicing procedures on candy venders, was cited as a tool for the training and re-training of servicemen. It points up "tricks of the trade" on candy brand placement, servicing procedures, etc.

Another movie, showing ice cream vender installation, operation, servicing and merchandise procedures, had a three-fold application: for the operator, machine manufacturer and the product supplier.

A third film detailed proper loading, placement, service of penny tab gum equipment.

Fishman is making his hobby pay off, both for himself and for the industry. The films are available on a rental basis or sale to all segments of the vending business.

### Cole Appoints

Continued from page 96

has been previously handled direct from the factory.

During his New York visit, Cole discussed sales plans with Robert Sliffer, sales manager of Seacoast Distributors, Rock-Ola distributor who was recently appointed Cole distributor for the New York area.

Cole said there is a marked trend in the Midwest for cafeteria operators in industrial to discontinue the handling of beverages and subcontract to a cup drink operator.

### Time Factor

He said the time factor—employees spend more time consuming a bottle of pop than they do a cup of the same—works in favor of the cup drink vender.

Cole added that office locations provide virgin territory for Midwestern cup drink operators.

### Milk Vending

Continued from page 96

Machines in Dairies," and William McConnell, the Automatic Merchandising Company, Medford, Mass., will discuss "Economic Aspects of Vending Food and Milk"

### Vendo Speaker

J. L. Burlington, the Vendo Company, Kansas City, Mo., will show a motion picture, "Bossie Needs a Boost," and speak on "The Operation of the Indoor Vender," while Angus Shipley, Cherry-Burrell Corporation, Boston, will discuss "The Operation of the Roadside."

E. O. Anderson, professor of dairy manufacturing, is in charge of the sessions

Admen of every kind  
Endorse The Billboard as a  
**TOP SELLING FORCE**

## PURVEYOR • PURVEYOR • PURVEYOR

# BINGOS FOR SALE

All games listed are thoroughly reconditioned and ready for delivery

|                           |                           |
|---------------------------|---------------------------|
| ★ ★ ★ ★ ★ BALLY ★ ★ ★ ★ ★ |                           |
| Dude Ranch ..... \$395    | Atlantic City ..... \$185 |
| Yacht Club ..... 275      | Spot Lite ..... 115       |
| Beach Club ..... 385      | Bright Spot ..... 125     |
| Beauty ..... 295          | Coney Island ..... 125    |
| Frolics ..... 195         | Brite Lite ..... 95       |
| Palm Beach ..... 190      | Surf Club ..... Write     |

★ ★ ★ ★ ★ KEENEY ★ ★ ★ ★ ★ UNITED ★ ★ ★ ★ ★  
Holiday ..... \$95 Stars ..... \$125  
WANTED: Palm Springs and Ice Frolics.

### SHUFFLE GAME BARGAINS

| UNITED 6 PLAYERS        | KEENEY                   | CHICAGO COIN 6 PLAYERS   |
|-------------------------|--------------------------|--------------------------|
| Team ..... Write        | Club, 10 Player .. \$195 | Crown Bowler ..... \$260 |
| League ..... Write      | Team, 10 Player .. 180   | Gold Cup ..... 275       |
| Imperial ..... 675      | Super De Luxe 4 .. 90    | Triple Score ..... 285   |
| Classic ..... 310       | 6 Player League .. 75    | GENCO                    |
| Clover ..... 265        | 4 Player League .. 50    | Shuffle Pool ..... Write |
| Cascade ..... 250       |                          | Shuffle Target .. \$ 50  |
| 10th Frame Star. 190    |                          |                          |
| 6 Player Star ..... 175 |                          |                          |

| PHONOS                  | NEW GAMES              |
|-------------------------|------------------------|
| Wurlitzer 1080 .. \$110 | Keeneey Bikini Bowler  |
| AMI Model A ... 170     | Keeneey Diamond Bowler |
| AMI Model B ... 340     | Bally Surf Club        |
| AMI Model D-40 .. 370   | United Ace Bowler      |
|                         | United Rainbow Bowler  |

| COUNTER GAMES                 |
|-------------------------------|
| Binks Zipper ..... \$79.50    |
| Binks Whiz Bowler ..... 79.50 |
| M & Y Zig-Zag ..... 79.50     |

★ ARCADES ★  
Shoot the Bear ... \$740  
Exhibit Jet Gun ... 145  
Williams Super World Series ... 190  
Williams Double Header ..... 45  
Telequiz & Film ... 130  
Williams Hayburner 45  
Goalsee ..... 95  
Exhibit Gun Patrol 140  
Exhibit & Shooter .. 140  
Auto. Drivemobile. 150  
Keeneey Air Raider. 90  
Bally Undersea Raider ..... 150

★ BRAND NEW 22-FOOT MERCURY SHUFFLEBOARD. MAPLE TOP, \$199.50 ★  
★ 18-FOOT USED ROCK-OLA SHUFFLEBOARD. \$149.50

**PURVEYOR DISTRIBUTING CO.**  
4322-24 N. WESTERN AVENUE CHICAGO 18, ILLINOIS  
Phone: JUniper 8-1814

## PURVEYOR • PURVEYOR • PURVEYOR



**MR. DISTRIBUTOR and MR. MUSIC OPERATOR OPPORTUNITY IS KNOCKING— DON'T PASS IT UP . . . OPEN TO PAGE 107 AND READ ALL ABOUT IT!**

"Heinie" Roberts

### PHONOGRAPH SALE

All Machines A-1 condition mechanically

|                                     |       |              |
|-------------------------------------|-------|--------------|
| 5 WURLITZER #1500's                 | ..... | \$595.00 ea. |
| 3 WURLITZER #1400's, 48 sel.        | ..... | 415.00 ea.   |
| 5 WURLITZER #1015's, 24 sel.        | ..... | 85.00 ea.    |
| 2 WURLITZER #1017's, 24 sel.        | ..... | 83.50 ea.    |
| (Hideaways)                         |       |              |
| 3 AMI, D-80                         | ..... | 459.50 ea.   |
| 3 AMI, D-40                         | ..... | 379.50 ea.   |
| 4 AMI, B-40                         | ..... | 229.50 ea.   |
| 1 AMI, C-40                         | ..... | 229.50       |
| 5 AMI, S-10, wall boxes, late model | ..... | 14.50 ea.    |

Send 1/3 Deposit . . . Balance C.O.D.

**T & L DISTRIBUTING CO.** 1663 Central Parkway Phone: MAin 8751 Cincinnati 14, Ohio

### WURLITZER 1015 in Working Order \$75.00

Terms: 1/3 Deposit, Balance C.O.D.

FOREIGN BUYERS

Write for Latest Postwar Phonograph Catalog

**ATLAS MUSIC COMPANY**

2122 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

### WHILE THEY LAST!

|                                  |       |       |
|----------------------------------|-------|-------|
| SEEBURG HIDEAWAY                 | ..... | \$125 |
| SEEBURG 1-48 BLOND               | ..... | 175   |
| WURLITZER 1400                   | ..... | 475   |
| WURLITZER 1100                   | ..... | 225   |
| WURLITZER 1250                   | ..... | 295   |
| WURLITZER 3140 WOM               | ..... | 16    |
| WURLITZER 3020 WOM               | ..... | 16    |
| ROCK-OLA 1434 (120 Sel.), 45 rpm | ..... | 445   |
| A.M.I. MODEL C                   | ..... | 275   |
| A.M.I. MODEL D-80                | ..... | 475   |

RECONDITIONED—REFINISHED!

### WANTED TO BUY FOR CASH

STATE QUANTITY AND BEST PRICE

|   |                        |
|---|------------------------|
| AMI Model C's                                       | Seeburg Model A's      |
| AMI Model D 40's                                    | Seeburg Model B's      |
| AMI Model D 80's                                    | Seeburg Model BL's     |
| Genco Sky Gunners                                   | Seeburg Model C's      |
| Standard Metal Typers                               | Seeburg 100 Wall Boxes |
| Gottlieb Late Five Balls                            | United Imperial Alleys |
| Seeburg Bear Guns, Mercury Grip Scales—Floor Models |                        |

**BADGER SALES COMPANY**

2251 WEST PICO LOS ANGELES 5, CALIF. Phone: DUnkirk 7-2243

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"  
**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1923  
735 S. Brook St., Louisville 3, Ky  
1535 Delaware Ave., Lexington, Ky  
1000 Broadway, Cincinnati, Ohio  
129 W. North St., Indianapolis, Ind.

## In a FEW WEEKS GENCO will be delivering a NEW ALL LOCATION RIFLE GALLERY

Every Feature of the Authentic ARCADE RIFLE GALLERIES

EXCITINGLY DIFFERENT!

WAIT For your GENCO DISTRIBUTOR SHOWING

**GENCO MFG. & SALES CO.**  
2621 N. ASHLAND AVENUE • CHICAGO 14, ILL.

HEADQUARTERS FOR GUARANTEED RECONDITIONED PANORAMS . . . WRITE

| RECONDITIONED SHUFFLE GAMES | MISCELLANEOUS                  |                           |
|-----------------------------|--------------------------------|---------------------------|
| Un. Leaders ..... \$450     | Un. Olympic ..... \$295        | Ex. Dale Gun ..... \$ 55  |
| Un. Imperials ..... 385     | Un. Cascade ..... 245          | Ex. Six Shooter ..... 135 |
| Un. Classics ..... 310      | Un. DeLuxe ..... 135           | Ex. Gun Patrol ..... 165  |
| Un. Clover ..... 295        | Ky. 6 Play. Conv'n'n ..... 145 | DuGreen. ES-11, Elect. 95 |

WANT TO BUY BINGOS FOR CASH  
Dude Ranches—Beach Clubs—Palm Springs  
—Beauty—Yacht Clubs—Frolics—Atlantic City—Ice Frolics. Also other late games.  
CLAYT NEMEROFF • CHARLEY PIERI  
**Monarch Coin Machine, Inc.** Write for Latest List 2257-59 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7-8



# GRANDMA

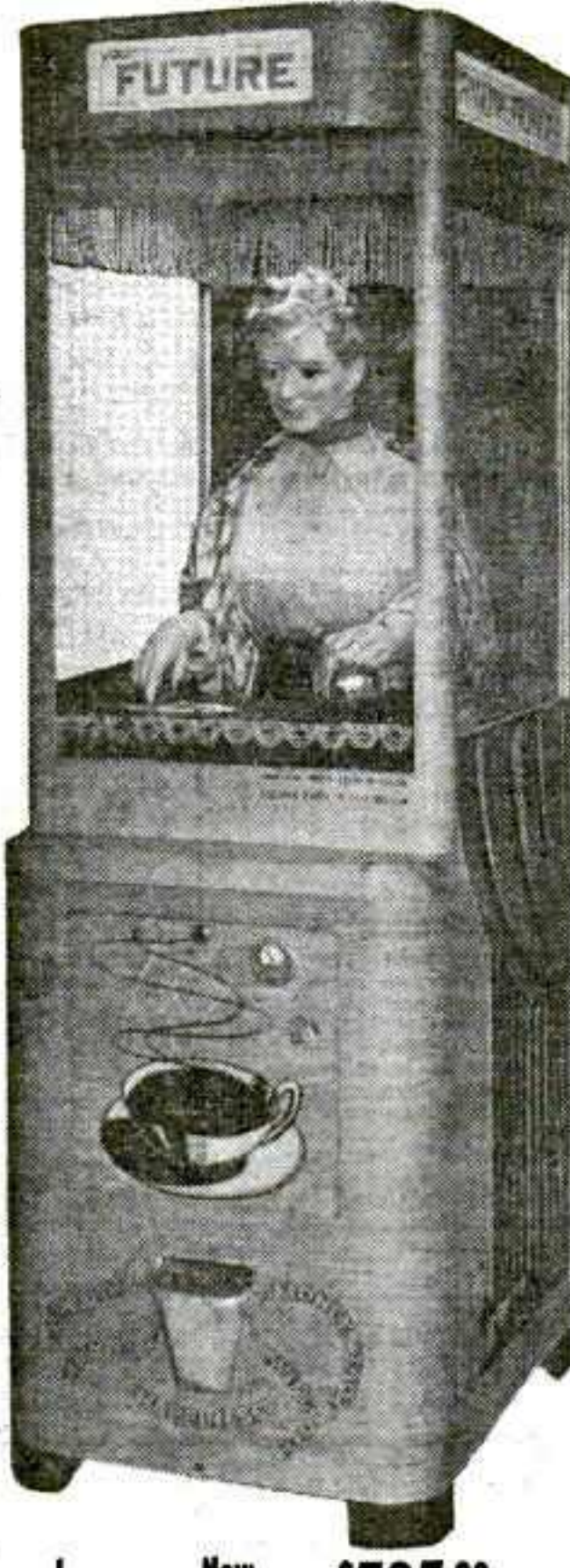
## Designed and Manufactured by Munves

now modern and up-to-date for money-making operation in all locations

### Life-Like Animated MANNEQUIN Card Vending Fortune Telling MACHINE

Place wherever people gather, including chain stores, supermarkets, and all locations where kiddie rides once did so well... enjoy big receipts again. A great machine, with proven consumer appeal for anyone and many novel features to attract attention and stimulate play. Up-to-the-minute design, custom workmanship, weather-proofed. Sign up your top locations now!

A modern version of a machine that has been making money for 40 years.



Now Delivering **\$795.00**

**Top Salesmen, Write DISTRIBUTORS, WRITE**  
Just Off the Press—1954 32-Page 272 Illustration Catalog FREE.

**NO WHITE ELEPHANTS BUT REAL BARGAINS!**

see Free supplement to Munves catalog

featuring Exhibit New 1954 Shooting Gallery  
Chi. Coin Round the World Trainer  
Genco Invader Gun  
Scientific T.V. Camera Ride  
Scientific Ocean Liner  
Exhibit Wild West Gun  
Kicker and Catcher  
and many more

**MIKE MUNVES**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
42 YEARS SERVICE • EST. 1912

## Chi NAMA Meeting Probes

Continued from page 96

swifter growth of both full-line and automatic cafeteria installations is one of commissions. "Commissions are out-dated," he declared. "The caterer does not pay the industrial plant a commission—the operator who is also rendering a service to industry should not be paying a commission either."

Still another factor holding up current development of "cafeteria" type vender installations is the lack of a "main course" machine. Offering hot main course dishes, this type vender is a must for this type of in-plant installation, Kiley said.

### Rosy Cig View

Robert Larkin, Philip Morris, Ltd., took an optimistic look at the cigarette market.

"The 2.1 drop in sales last year is not fatal," he said, quoting Vend's Census of the Industry figures to point up the growing volume of cigarette sales thru vendors: almost 500,000 machines vended 3,047,682,820 packs against 2,980,960,840 packs in 1952.

Positive factors at work in the cigarette industry include: the annual rise in population increasing ranks of women smokers (18 per cent of the adult female population used cigarettes in 1945, while 33½ per cent do so today); current shift of advertising from the negative to the positive aspects of smoking.

Larkin said the present trend to diversification of brands, types, is posing new merchandising and cost problems for the operator. "Ratio studies show the operator can reduce the number of two-column brands for added variety—but cost goes up," he said.

From 25 to 30 per cent of the current market is supplied by king-size and filter tip cigarettes—and operators cannot turn their backs on it, Larkin pointed out. One big advantage enjoyed by the cigarette operator over other forms of retailing is that of product freshness. Larkin declared that there were fewer chances to hold up fast turnover of vended packs than when handled by the greatest number of people involved in warehousing (many operators buy direct), backroom storage, etc.

"Fewer people handle packs channeled for vending, so the operator should make a real attempt to develop the concept of 'fresh' merchandise when approaching locations and in point-of-sale placards for his equipment," Larkin said.

### Hit Promoters

Howard Olsen, chairman of the NAMA Committee on Promotional Advertising, traced the formation of his committee, the resultant industry ad code and the probable effect on the blue-sky "sharpies" preying on the gullible public.

He said 6,000 copies of the new check list (to check copy of classified vending machine advertisements) have been sent to newspapers across the country. In addition, 17,000 copies of the National Better Business Bureau bulletin carrying the ad code and an article on blue-sky promoters have been mailed to newspaper associations for distribution to members.

Olsen said the job of combatting the vender promoter was not one for the committee, but for the vending industry as a whole. The job has been charted at the national level—it is now one for rooting out at the local level, he said.

With the anti-promotional ad program now blue-printed, Olsen said he had requested permission of NAMA to disband his committee.

Rounding out the first-day meeting were:

I. H. Houston, president of NAMA and Spacarb, Inc., who spoke on the value of association membership and the importance of trade association work.

Fred Brandstrader, NAMA legislative counsel, reported latest action on the Chicago cigarette vending ordinance (see separate story this section), sketched the history of the move to license cigarette machines in the city.

Ernest Fox, Austin Packing Company, authored a skit showing the high-pressure direct-sale approach to a location owner, and the operator's answer to the location's questions on self-ownership.

Edward Baratz, Q Candy & Cigar Company, Aurora, Ill., spoke on business coverage insurance. Vital coverages include public, employee liability with provisions for legal fee coverage. He said

his personal experience with product theft insurance indicated that premiums were higher than actual losses.

An operator panel led "new ideas" discussion during the second day of the meeting. Highlights:

It was agreed that a vital need in coffee vending was the development of on-location product promotion to sell the public on the concentrate drink; special signs (ideally furnished by the product manufacturer but by the operator if necessary) should cite the quality, sanitation, tastiness of the drink. It was moved to refer the idea to the NAMA national convention committee for further coverage at the October meeting.

Dime versus nickel candy; operators agreed that the approach to the dime bar problem (acceptance) was to educate the location and the customer. Choice of first-quality bars, non-duplication of brands or types in nickel goods in the same machine, and gradual addition of the 10-cent lines were key factors.

Present price structure returns the operator the same margin on dime as on nickel bars, it was pointed out.

Because plant management usually answers "no" to a request for addition of dime items, operators were advised to place dime bars in only one column of a machine at a time. If successful, this could be increased to two, three columns and in ideal instances to the entire machine.

Present objection to inclusion of dime merchandise on plant management's part: workers now off overtime, earn less money, so object to higher cost candy.

Operators' answer, the panel concluded, should point up the better value of the dime over the nickel bar, that (in some cases) dime items cannot be had in the nickel size.

Concluding the sectional meeting a nominating committee named Bernard Kiley for chairman of NAMA Region 6. Kiley was elected without opposition.

## Vocal Sales Tale

Continued from page 96

Ten disks pressed from the master cost 75 cents each; 100 disks, 50 cents each, and 1,000 disks, 35 cents. A greater number of pressings will cost proportionately less.

Bolduc said that up to 50,000 pressings can be made from a single master.

Carter-Galantin sees three markets for its unit in the automatic merchandising field: The product supplier, the vender operator and the vender manufacturer.

"In some instances, both the product and the machine supplier will share expenses, as may also the operator and the supplier," Bolduc stated. Subsidization by a product maker may also mean that the operator will not have to pay any part of the cost, he pointed out.

First reported use of the Sella-vox unit was made in New York on a Rowe cigarette machine. Bolduc said Rowe contracted for the unit, worked with a supplier to spell out a vocal sales message.

On the test machine, the record suggests "...try Old Golds... why not buy that second pack now..."

The Old Gold disk is heard regardless of the brand vended, as the delivery handles of all columns actuate the playing mechanism.

## In Office

Continued from page 96

service and stock vendors, thus eliminating the need for vehicles and route servicemen.

It is now more than a theory. At Lumberman's, for example, a matron is in full charge of vending machines. She orders supplies, fills the machines, cleans equipment and the cafeteria, and is responsible to McClosky and Loeffler. The only machines serviced by the partners are the coffee and drink vendors, where the units are more complicated and where inventory control is more difficult to check because they vend a bulk product.

At Franklin Stores, Tom Montrowl, resident service manager, performs similar functions.

### Can Be Taught

The partners feel that any intelligent superintendent, porter, matron or personnel worker can be taught to do an efficient servicing job. The financial inducement runs between \$30 and \$40 a month, which is either paid the employee directly, or else is paid the company in compensation for that portion of the employee's time which is devoted to the servicing of the cafeteria installation.

With the Lumberman's installation now nearly two months old, McClosky noticed some rather surprising figures in regard to customer brand preference.

In cigarettes, Pall Malls accounted for two-thirds of all sales, with king-size Chesterfields in second place. The other majors pretty well shared equally in the balance of business done by the seven-column unit.

Pastromi is the most popular sandwich, followed by roast beef and ham and cheese—all 40-cent sellers. However, on the few occasions when corn beef sandwiches are vended, there is no competition. Monday (17), when corn beef was stocked, the first 17 sales were corn beef.

McClosky believes that one of the vending operator's most important functions—and one which he maintains is too often overlooked—is to provide adequate communication lines with the consumers.

### Consumers Consulted

VenDime does not switch equipment or products without asking the employees, or at least explaining it in advance. This precludes the employee griping about "the machine or product which was changed because the operator is trying to cut down at our expense."

Instead, the employee attitude is more apt to be "the operator is trying to improve our equipment and food; he is really interested in our meals."

For example, McClosky switched one type coffee vender for another because he believed the new vender could do a better job in servicing the location. He told the employees what he was doing and why he was doing it. He was able to turn potential complaints to compliments.

### Sandwich Conversion

VenDime is currently working on its own sandwich vender conversion—a unit which, attached to a Stoner, can vend a hot sandwich for an extra nickel.

Slated for production this fall, the unit will list for under \$150. McClosky said the sandwiches will be heated in aluminum foil.

## New Eppy Charm

JAMAICA, N. Y., May 22.—Samuel Eppy & Company, Inc., this week released its latest charm item, a two-piece gold and silver vacuum-plated bullet.

## ARCADE

"FIRST-CONDITIONED"

- Wms. PENNANT BASE-BALL... \$325
- Genco NIGHT FIGHTER... 325
- ROOVERS METAL TYPER, Tape Mod. 250
- EX. SPACE GUN... 195
- Seaburg SHOOT THE BEAR... 145
- Mills PUNCHING BAG... 189
- EX. JET GUN... 175
- Chi Coin BASKET BALL CHAMP... 175
- Evans BAT-A-SCORE... 165
- EX. GUN PATROL... 165
- EX. SIX SHOOTER... 145
- Microscope JET SAUCER... 75
- CHICKEN SAM... 75
- RIFLE RANGE... 75
- RAY GUN... 75
- Chi Coin GOALS... 75
- EXHIBIT DALE GUN... 65
- ZINGO... 65

## ILLINOIS OPERATORS!

Exhibit's New SHOOTING GALLERY  
Realistic 3-Dimensional Shooting Gallery for Every Location!

25 Targets! Bonus Scoring! Match Feature! Free Game Feature! Authentic Remington Rifle Compact, 2½x2½ ft.

KEENEY SHUFFLEBOARD CONVERSIONS  
4-Way Bowler... \$135  
Bowling Champ... 45

## Be FIRST with 'FIRST'!



## BIG SHUFFLE GAME CLEARANCE!

### UNITED

| REGULAR PLAY            | MATCH PLAY             |
|-------------------------|------------------------|
| 4 Player... \$ 40       | Star... \$195          |
| 5 Player... 50          | Star 10th Frame... 225 |
| 6 Player... 75          | Clover... 255          |
| De Luxe... 125          | Classic... 315         |
| Super... 175            | Imperial... 375        |
| Super 10th Frame... 210 | Leader... 425          |
| Cascade... 225          |                        |
| Olympic... 290          |                        |

### KEENEY

|                          |                            |
|--------------------------|----------------------------|
| Big League Bowler \$ 69  | 6 Player Hi Score... \$125 |
| 6 Player... 85           | Double Score... 275        |
| 6 Player w/Formica... 99 | Triple Score... 295        |
| Team 10 Player... 195    | Crown (Match)... 275       |
| Club 10 Player... 225    | Advance Bowler... 395      |
| Carnival... 250          | Cross-Cross (Match)... 425 |
| Domino (Match)... 275    |                            |
| Pacemaker... 325         |                            |
| Bonus (Match)... 395     |                            |

### CHICAGO COIN

|                           |  |
|---------------------------|--|
| Genco Shuffle             |  |
| Pool... Write             |  |
| Ex. Twin Rotation... \$85 |  |
| Un. Hi Score... 35        |  |

### MISCELLANEOUS

# FIRST DISTRIBUTORS, Inc.

Joe Kline & Wally Finke  
1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

## PRECISION PUCK OFTEN IMITATED NEVER EQUALLED

A Precision Puck for Every Purpose  
We manufacture pucks for all types of shuffle games.  
Write, Wire or Phone

PRECISION PUCK COMPANY, SUBSIDIARY OF M & S TOOL WORKS  
7936-38 South Chicago Avenue Chicago 17, Illinois  
All phones: REGent 4-6101-02

## SPECIAL OFFER!

### FOR SALE KIDDIE RIDES IN STOCK WANTED

Wurlitzer 1500, 1550, 1250, 1100, 1015, 1400. Seeburg 100 A-B-C.  
Large stock—like new—Merry-Go-Round, Bally and Exhibit Horses, Space Ships, Boats.  
New Bally Kiddie Ride "MOON RIDE," Bally Surf Club, Champion Bowler, United Ace Bowler, Exhibit Supply Shooting Gallery.  
To buy or accept in trade—SEEBURG 100 A-B-C and used Kiddie Rides.

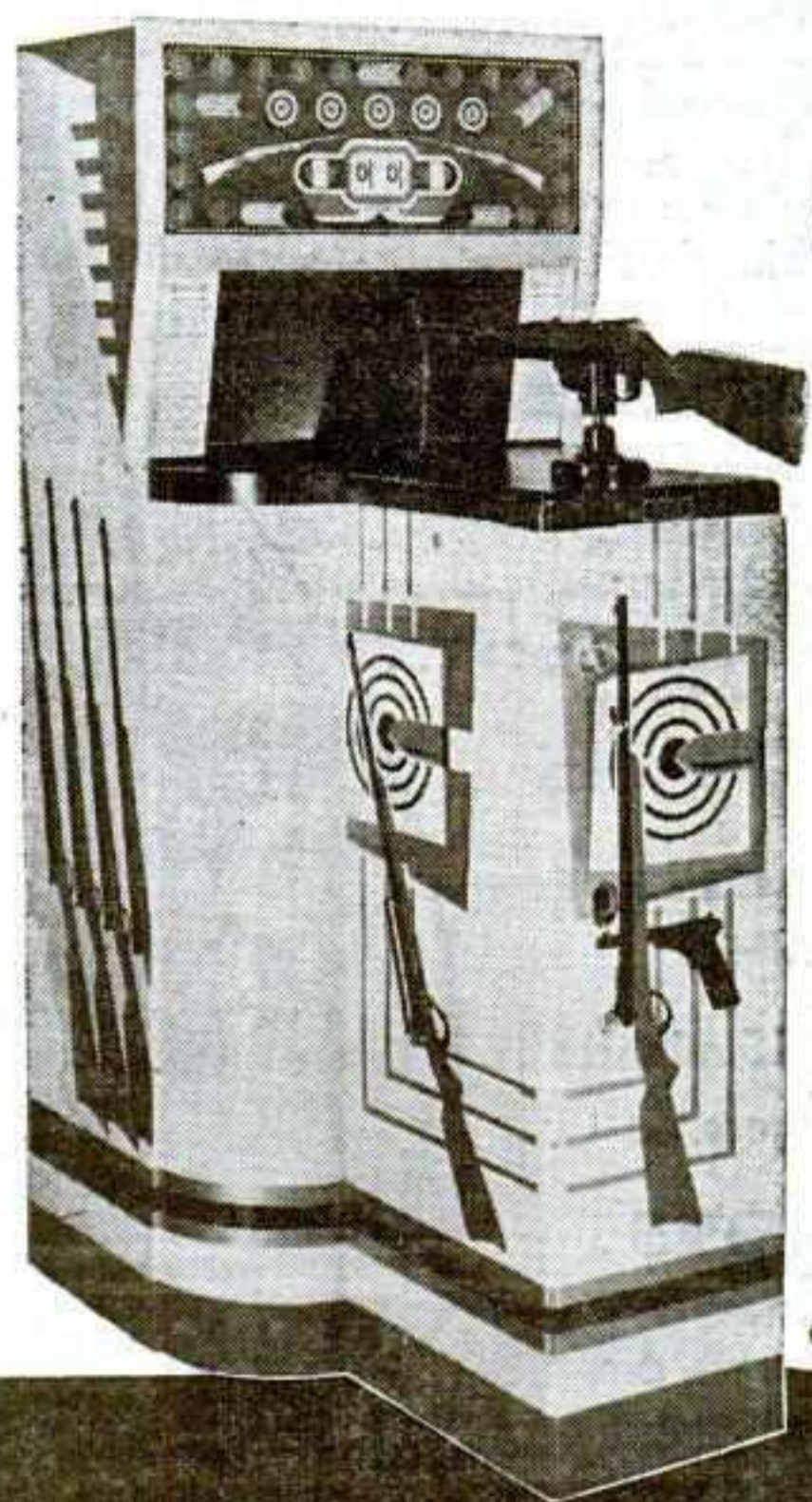
# REDD DISTRIBUTING CO., INC.

298 LINCOLN STREET ALLSTON 34, MASS. AL 4-4040  
Exclusive distributors for **AMI** BALLY-UNITED









# EXHIBIT'S New Shooting Gallery

A  
PROVEN  
MONEY-  
MAKER

Yes -

... it's been location tested all over the country with tremendous results in profits. It's compact, single unit construction has great play-appeal in any type of location. A genuine .22 cal. Remington Target rifle duplicates actual firing. It "bangs" ... it "kicks" and it drops the targets. It's the real "McCoy" ... you can shoot at any one of the 20 targets in any order. It's loaded with play appeal ... with extra features ... and with extra PROFITS for you!

- 25 standing cut-out targets (20 regular and 5 bonus)
- Money-back feature for perfect score (operator's option)
- Match score shooting feature (operator's option)
- Only 74" high ... 30" wide and 52" deep.



INDIVIDUAL TARGETS that drop with every "hit". An attractive, colorful "light-up" scoreboard clearly shows every "hit". Bonus points are awarded for the 5th, 10th, 15th and 20th hit.



REAL ACTION ... exactly like a full size shooting range. Every target actually "drops" when a hit is scored. It's real fun ... shoot at any target ... in any order. The "kick" of the gun ... the sound of the shot ... the falling targets ... are ALL REAL ... plus automatic scoring. No live ammunition is used.



BONUS BULLSEYES for the sharpshooters. After a perfect 20 hit score, 5 extra Bullseyes appear which count 5 extra points per hit. Money-back feature for perfect score and match-score shooting are included, but can be simply disconnected at the operator's option. This new ... all new shooting Gallery is "loaded" with "come-ons."

Established since 1901 SEE IT ON DISPLAY AT YOUR LOCAL EXHIBIT DISTRIBUTOR

**EXHIBIT SUPPLY** 4218 W. Lake St. Chicago, Illinois

## 1-BALL CLOSEOUT

COMPLETE, AS IS, THIS WEEK ONLY

|                |          |         |
|----------------|----------|---------|
| Turf King      | .....    | \$39.50 |
| Citation       | .....    | 20.00   |
| Special Entry  | .....    | 15.00   |
| Jockey Special | .....    | 15.00   |
| Crating        | -\$10.00 | Extra   |

### 5-BALLS

|                      |                      |
|----------------------|----------------------|
| <b>GOTTLIEB</b>      | <b>GENCO</b>         |
| Flying High \$149.50 | Puddin' Head \$54.50 |
| Happy Days 129.50    | Screwball 49.50      |
| Hit 'n' Run 129.50   | Floating Pwr. 49.50  |
| 4 Horsemen 109.50    | Merry Widow 49.50    |
| Joker 99.50          |                      |
| Knockout 89.50       | <b>UNITED</b>        |
| Double Feat. 89.50   | Red Shoes \$89.50    |
| 3 Musketeers 79.50   | Utah 84.50           |
| Dallas 69.50         | Tampico 79.50        |
| Bowling Ch. 69.50    | Oklahoma 69.50       |
| Buffalo Bill 69.50   | Monterrey 49.50      |
| Just 21 59.50        | Paradise 49.50       |
|                      | Rondeevoo 49.50      |
|                      | Star Dust 49.50      |
|                      | Summertime 49.50     |
| <b>WILLIAMS</b>      | <b>EXHIBIT</b>       |
| Rag Mop \$ 99.50     | Judy \$94.50         |
| Dreamy 89.50         | Be Boy 84.50         |
| Lucky Inning 69.50   | Campus 84.50         |
| Soepon 79.50         | Tumbleweed 74.50     |
| Dallas 69.50         |                      |
| Virginia 49.50       | <b>CHICAGO COIN</b>  |
| Yanks 49.50          | Thrill \$49.50       |
| Dew-Wa-Ditty 49.50   | Sally 49.50          |
| Saratoga 49.50       | Bermuda 49.50        |
| Tennessee 49.50      |                      |
| Gizmo 49.50          |                      |

### VENDERS

|                        |       |          |
|------------------------|-------|----------|
| ACORN VENDER, 1c or 5c | ..... | WRITE    |
| ACORN 10 COL. TAB GUM  | ..... | \$21.95  |
| Mills 8 Col.           | ..... |          |
| Candy                  | ..... | \$198.50 |
| Mills Tab Gum 27.50    | ..... |          |
| 25¢ Ball-Point         | ..... |          |
| Pen Vender             | ..... | 49.50    |
| Silver King            | ..... | 13.95    |
| 25¢ Razor Blade 19.50  | ..... |          |
| N.W. 49, 1¢, 5¢ 17.35  | ..... |          |
| S.K. Hot Nut           | ..... | 29.95    |

BRAND NEW!  
GENCO'S  
SILVER CHEST  
\$139.50

### -BINGOS-

#### UNITED HAWAII BALLY SURF CLUB

|               |       |       |
|---------------|-------|-------|
| Palm Springs  | ..... | \$495 |
| Dude Ranch    | ..... | 425   |
| Yacht Club    | ..... | 250   |
| Beach Club    | ..... | 395   |
| Beauty        | ..... | 315   |
| Palm Beach    | ..... | 175   |
| Frolics       | ..... | 225   |
| Atlantic City | ..... | 195   |
| Bright Spot   | ..... | 145   |
| Coney Island  | ..... | 130   |
| Spot Lite     | ..... | 110   |
| Bright Lights | ..... | 95    |
| Circus        | ..... | 225   |
| ABC           | ..... | 115   |
| Long Beach    | ..... | 95    |
| Havana        | ..... | 465   |
| Cabana        | ..... | 285   |
| Bolero        | ..... | 150   |

### ARCADE

|   |       |          |
|---|-------|----------|
| <b>GENCO 2 PL. BASKET BALL AUTO-PHOTO</b>         |       |          |
| <b>PITCHING PRACTICE MIGHTY MIKE</b>              |       |          |
| <b>AIR FOOTBALL AIR HOCKEY</b>                    |       |          |
| <b>SET SHOT BASKETBALL RITWAY 3-D THEATRE</b>     |       |          |
| <b>WMS. ALL STAR BASEBALL CHI. 6 PL. HOME RUN</b> |       |          |
| <b>EXH. SHOOTING GALLERY</b>                      |       |          |
| Photomatic, Late                                  | ..... | \$450.00 |
| Voice-o-Graph                                     | ..... | 525.00   |
| Wms. Del. Baseball, F.S.                          | ..... | 295.00   |
| Midget Movies                                     | ..... | 295.00   |
| Ev. Bat-a-Score                                   | ..... | 250.00   |
| Ch. Basketball Champ                              | ..... | 250.00   |
| Photomatic, Pre-War                               | ..... | 250.00   |
| Shoot the Bear                                    | ..... | 195.00   |
| Exh. Jet Gun                                      | ..... | 195.00   |
| Telequiz & Film                                   | ..... | 169.00   |
| Auto. Flying Saucer                               | ..... | 159.00   |
| Undersea Raider                                   | ..... | 150.00   |
| Star Series                                       | ..... | 139.50   |
| Exh. Foot Ease, Late                              | ..... | 129.50   |
| Goalie  | ..... | 119.50   |
| Chi. Pistol                                       | ..... | 99.50    |
| Jack Rabbit                                       | ..... | 99.50    |
| Life League                                       | ..... | 99.50    |
| Exh. Dale Gun                                     | ..... | 94.50    |
| Battling Practice                                 | ..... | 89.50    |
| Mer. 13-Way Ath. Scale                            | ..... | 89.50    |
| Scientific Baseball                               | ..... | 79.50    |
| Flash Hockey                                      | ..... | 75.00    |
| Wms. Quarterback                                  | ..... | 75.00    |
| Exh. Hi-Ball                                      | ..... | 75.00    |
| Heavy Hitter & Std.                               | ..... | 49.50    |

### SHUFFLE GAMES

#### UNITED RAINBOW, S. A. HIGH SCORE UNITED ACE, S. A. MATCH GENCO MATCH POOL

|                                 |       |          |
|---------------------------------|-------|----------|
| United Imperial, Match Score    | ..... | \$389.50 |
| United Royal, High Score        | ..... | 369.50   |
| United Classic, Match Score     | ..... | 315.00   |
| United Olympic, High Score      | ..... | 289.50   |
| United Clover, Match Score      | ..... | 289.50   |
| United Cascade, High Score      | ..... | 269.50   |
| United Star 10th Frame          | ..... | 239.50   |
| United Super 10th Frame, 6 Pl.  | ..... | 219.50   |
| United Star 6 Player            | ..... | 189.50   |
| United Super 6 Player, S.A.     | ..... | 169.50   |
| United De Luxe S.A., 6 Player   | ..... | 129.50   |
| United 6 Player w/Formica, 7-10 | ..... | 119.50   |
| United 5 Player w/Formica, 7-10 | ..... | 109.50   |
| Keeney League Bowler, 4 Player  | ..... | 99.50    |
| United 4 Player w/Formica, 7-10 | ..... | 99.50    |
| Chicoin Bowling Alley w/Formica | ..... | 59.50    |
| Universal 18' Bowl-a-Matic      | ..... | 345.00   |
| Genco Shuffle Pool              | ..... | Write    |

### EDELCO CONVERSION UNITS

1 Double Score 10th Frame for United 4, 5, 6 Pl. & Chi. & Pl. .... \$49.50  
2 TOP HAT Conversion, makes a "CHIEF" out of your United Super and later models ..... 79.50

### 2 NEW CHANGEMAKERS

CONTINENTAL COINWAY  
2 dimes, 1 nickel 3 nickels for 25¢  
for 25¢ 2 nickels for 10¢  
\$89.50 \$69.50

### COUNTER GAMES 1-BALLS

|                    |       |          |
|--------------------|-------|----------|
| Art Show & Film    | ..... | \$49.50  |
| Merc. Counter Grip | ..... | 34.50    |
| ABT Challenger     | ..... | 75.00    |
| Acme Shocker       | ..... | 24.50    |
| Texas League       | ..... | 69.50    |
| Gott. 3-Way Grip   | ..... | 24.50    |
| Pop-Up             | ..... | 24.50    |
| Binks Zipper       | ..... | 79.50    |
| Binks Whiz Bowler  | ..... | 69.50    |
| Bally Futurity     | ..... | Write    |
| Turf King          | ..... | \$109.50 |
| Winner             | ..... | 99.50    |
| Champion           | ..... | 89.50    |
| Citation           | ..... | 79.50    |
| Gold Cup           | ..... | 59.50    |
| Special Entry      | ..... | 49.50    |
| Jockey Special     | ..... | 54.50    |

### CIGARETTE VENDERS

|  |       |       |
|--|-------|-------|
| <b>FACTORY REBUILT, 25c, KING SIZE COLS.</b> |       |       |
| Rows President, 10 Col. or 8 Col.            | ..... | \$155 |
| National Model 950, 9 Col.                   | ..... | 145   |
| National 930, 9 Col.                         | ..... | 130   |
| Needapak Model 500, 9 Col.                   | ..... | 135   |
| DuGrenier Model "W", 9 Col.                  | ..... | 125   |

CLOSING OUT  
GENCO'S "400"  
\$69.50

## Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

## Brand New! Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00  
Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES  
20-24-32 Record Selections  
5c or 10c Play

Buckley Manufacturing Co.  
4223 W. Lake St. Chicago 24, Ill.



### BUY THE BEST

|                        |       |          |
|------------------------|-------|----------|
| UNITED CLOVER SA       | ..... | \$315.00 |
| UNITED ROYAL SA        | ..... | 395.00   |
| UNITED CASCADE SA      | ..... | 295.00   |
| KEENEY 10 PLAYER       | ..... | 218.00   |
| KEENEY 6 PLAYER        | ..... | 195.00   |
| WILLIAMS SPARK PLUG    | ..... | 95.00    |
| WORLD SERIES DELUXE    | ..... | 125.00   |
| EXHIBIT SILVER BULLETS | ..... | 125.00   |

### "BINGO GAMES"

|                    |       |          |
|--------------------|-------|----------|
| UNITED RIO         | ..... | \$415.00 |
| ATLANTIC CITY      | ..... | 185.00   |
| BRIGHT LIGHTS      | ..... | 89.50    |
| GENCO GOLD NUGGETS | ..... | 195.00   |
| BINKS ZIPPERS, NEW | ..... | 79.50    |

Central Ohio Coin Machine Exchange  
525 S. HIGH ST. COLUMBUS, OHIO  
ADams 7254

GIVE TO DAMON RUNYON  
CANCER FUND

## RELY on DAVIS GUARANTEED PHONOGRAPHS

### The DAVIS 6 Point Guarantee

- ✓Mechanism Overhauled
- ✓Worn Parts Replaced
- ✓Amplifier Reconditioned
- ✓Tonehead Renewed
- ✓Cabinet Professionally Refinished
- ✓Speaker Inspected

|                   |                   |
|-------------------|-------------------|
| <b>SEEBURG</b>    | <b>WURLITZER</b>  |
| 148ML ..... \$199 | 146 ..... \$99    |
| 148M ..... 189    | H148 Hideaway. 95 |
| 147 ..... 129     | H146 Hideaway. 75 |
| <b>AMI</b>        | <b>ROCK-OLA</b>   |
| D-80 ..... \$495  | D-40 ..... \$395  |
| "C" ..... \$275   | 1422 ..... \$ 89  |
|                   | 1426 ..... 109    |

### WALL BOXES

-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

32 Stations Pantages Music Equipment  
Complete, good operating condition.  
Write for Bargain Price.

### WANTED TO BUY

|                      |                      |
|----------------------|----------------------|
| SEEBURG ... M-100A's | WURLITZER ... 1250's |
| SEEBURG ... M-100B's | WURLITZER ... 1400's |
| WURLITZER ... 1100's | WURLITZER ... 1500's |
| ROCK-OLA ... 1434's  |                      |

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TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.

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## ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 5¢ or 10¢ play by a simple plug switch-over. Large Nat'l Coin Receptor Box.

OVERHEAD MODELS  
Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.) \$139.50 ea.  
Marvel Score (15-21 pts.) \$139.50 ea.

WALL MODELS  
Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.)  
\$95.00 each

Terms: 1/3 dep., bal. C.O.D. or S.D.  
2845 W. FULLERTON, CHICAGO 47, ILL.  
(Tel.: Dickens 2-2424)

MARVEL MFG. CO.









BEAUTIFUL  
DELUXE  
COLORFUL  
CABINET

*Williams*

**THUNDERBIRD**

**NEW!**

**EXCITING!**

**AMAZINGLY  
DIFFERENT!**

**HIGH SCORES!  
LIGHTNING FAST  
ADVANCING BALLS!  
REPLAYS!**



**LIKE A BOLT OUT OF THE BLUE—  
HERE'S LIVELY ACTION FOR YOU!**

- Making numbers 1 to 10 scores one replay and lites left shooter rollover for replays.
- Left shooter advances ball thru "O-P-E-N" lane progressively and ball in "N" hole returns for play.
- Making "O-P-E-N" or 1 to 4 lites right lower shooter rollover for replays.
- Making 1 to 10 and "O-P-E-N" lites bottom center rollover for "Extra Special" to score 4 replays.

- 3 THUMPER BUMPERS
- 1 AUTOMATIC SHOOTING RUBBER
- 3 KICKERS

THUNDERBIRD ROLLOVER IS  
"EXTRA SPECIAL" WHEN LIT!

See it—play it—get it from your DISTRIBUTOR!



OPERATE  
*Williams*  
**ALL-STAR**  
with the  
new exclusive  
BASE RUNNING UNIT  
and  
**TRIPLE MATCH**  
feature!

HINGED  
FRONT DOOR

**IT'S HERE! COMBINES MORE  
ATTRACTIVE PLAY-INCITING  
FEATURES THAN EVER TO  
LOAD UP YOUR CASH BOXES!**

Order  
*Williams*  
**THUNDERBIRD**  
Now!



CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

**FOREIGN  
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Parts and Service  
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**Our Service Is Quick,  
Efficient and Reliable**

In addition to all the latest equipment we have thousands of International reconditioned machines available for your selection including pin games, kiddie rides, music machines, arcade equipment and alleys.

**INTERNATIONAL  
AMUSEMENT CO.**

1423 SPRING GARDEN STREET



**SCOTT-CROSSE  
COMPANY**

Rittenhouse 6-7712

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Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

*Joe Ash says*  
**There's MORE PROFIT  
for FOREIGN BUYERS**

**Exclusive WURLITZER DISTRIBUTORS**  
in Delaware, S. Jersey and S. E. Pennsylvania

for IMMEDIATE DELIVERY of...

|           |          |
|-----------|----------|
| WURLITZER | 1500's   |
|           | 1400's   |
| SEEBURG   | M100A's  |
|           | M100B's  |
|           | M100BL's |
|           | M100C's  |

**ACTIVE**  
AMUSEMENT MACHINES CO.

666 N. BROAD ST. Phila. 30  
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WRITE OR WIRE FOR PRICE

"You can ALWAYS depend on Active—ALL WAYS!"



**MR. DISTRIBUTOR  
and  
MR. MUSIC OPERATOR**  
**WHAT'S THE BEST  
"BREAK" YOUR  
BUSINESS COULD GET?  
IT HAPPENS TODAY—  
SEE PAGE 107**

*"Heinie" Roberts*

**SPECIALS!**

- Exhibit FOOT VITALIZER ..... \$ 75.00
- Genco SCOREBOARD ..... 85.00
- Keeney 6 PLAYER S. A. .... 100.00
- Exhibit TWIN ROTATION ..... 100.00
- Chi Coin BOWL-A-BALL ..... 100.00
- Chi Coin King Pin ..... 50.00
- Williams STAR SERIES ..... 100.00
- Chi Coin 4 PLAYER DERBY ..... 100.00

UNIVERSITY COIN MACHINE EXCHANGE  
854 N. High St., Columbus 8, Ohio  
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when answering ads .  
**SAY YOU SAW IT IN  
THE BILLBOARD!**

**WHAT'S NEW IN COIN MACHINES?  
WHAT ARE THEY GETTING FOR USED EQUIPMENT?  
WHAT ARE YOUR FRIENDS IN THE BUSINESS  
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Find out every  
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Address .....  
City ..... Zone ..... State.....  
Occupation .....







**3 SURE WINNERS for EVERY LOCATION!**

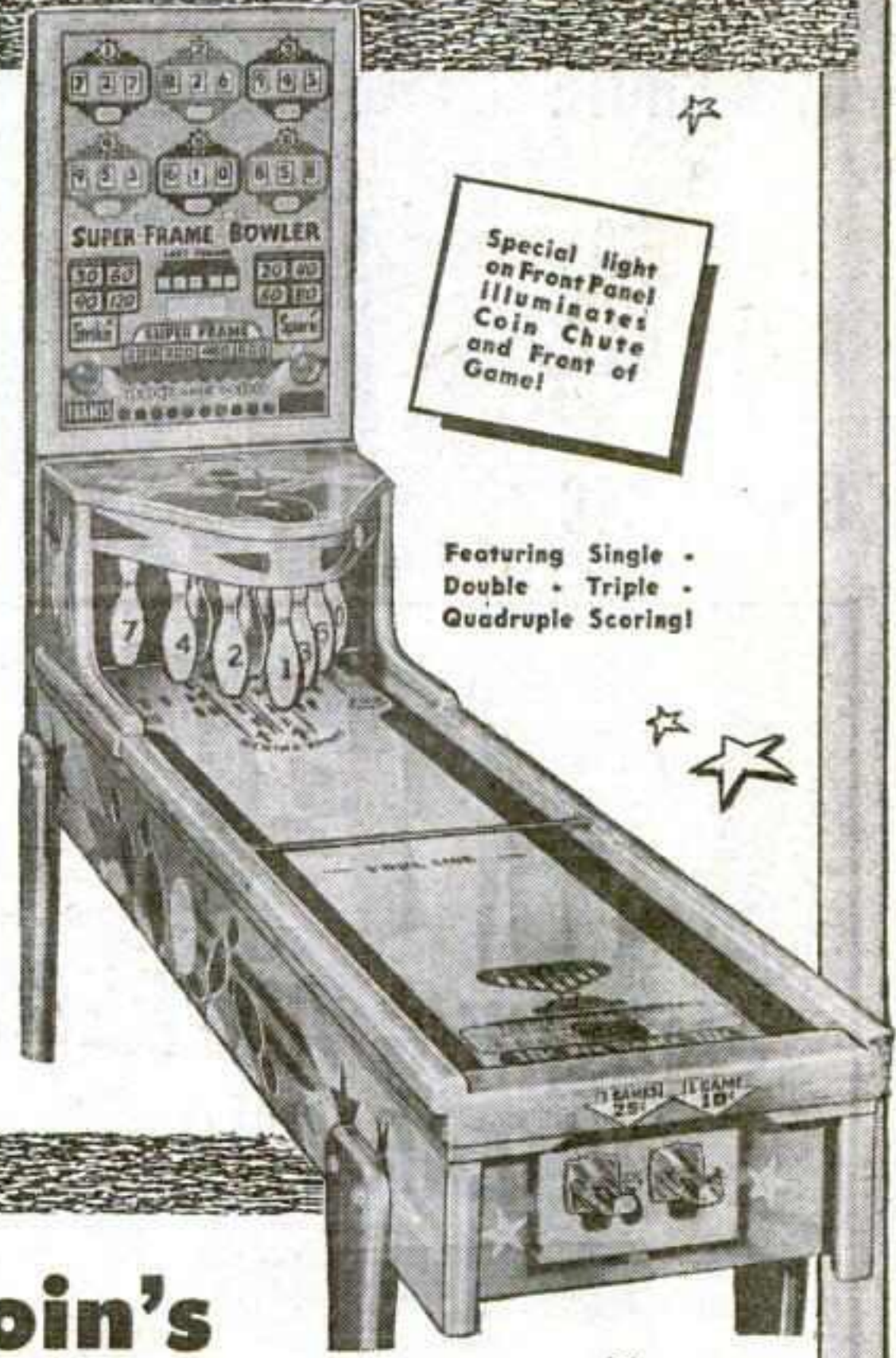
**A SURE WINNER!...** *chicago coin's New*  
**STAR-LITE BOWLER**  
*THE SENSATIONALLY NEW MATCH BOWLER WITH ENTIRELY NEW MATCHING PRINCIPLES!*

- 1** Individual player, by matching one or several numbers lights up one or several Stars in each game!
- 2** Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!
- 3** Matching features begin in the first frame and continue in every frame until the game is over!
- 4** STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features. Top score of 900!

**STILL IN PRODUCTION! CRISS CROSS BOWLER**

New front hinged score frame glass for easier servicing!  
**AVAILABLE IN STRAIGHT 10c; OR 10c 3 FOR 25c PLAY!**

**A SURE WINNER!**



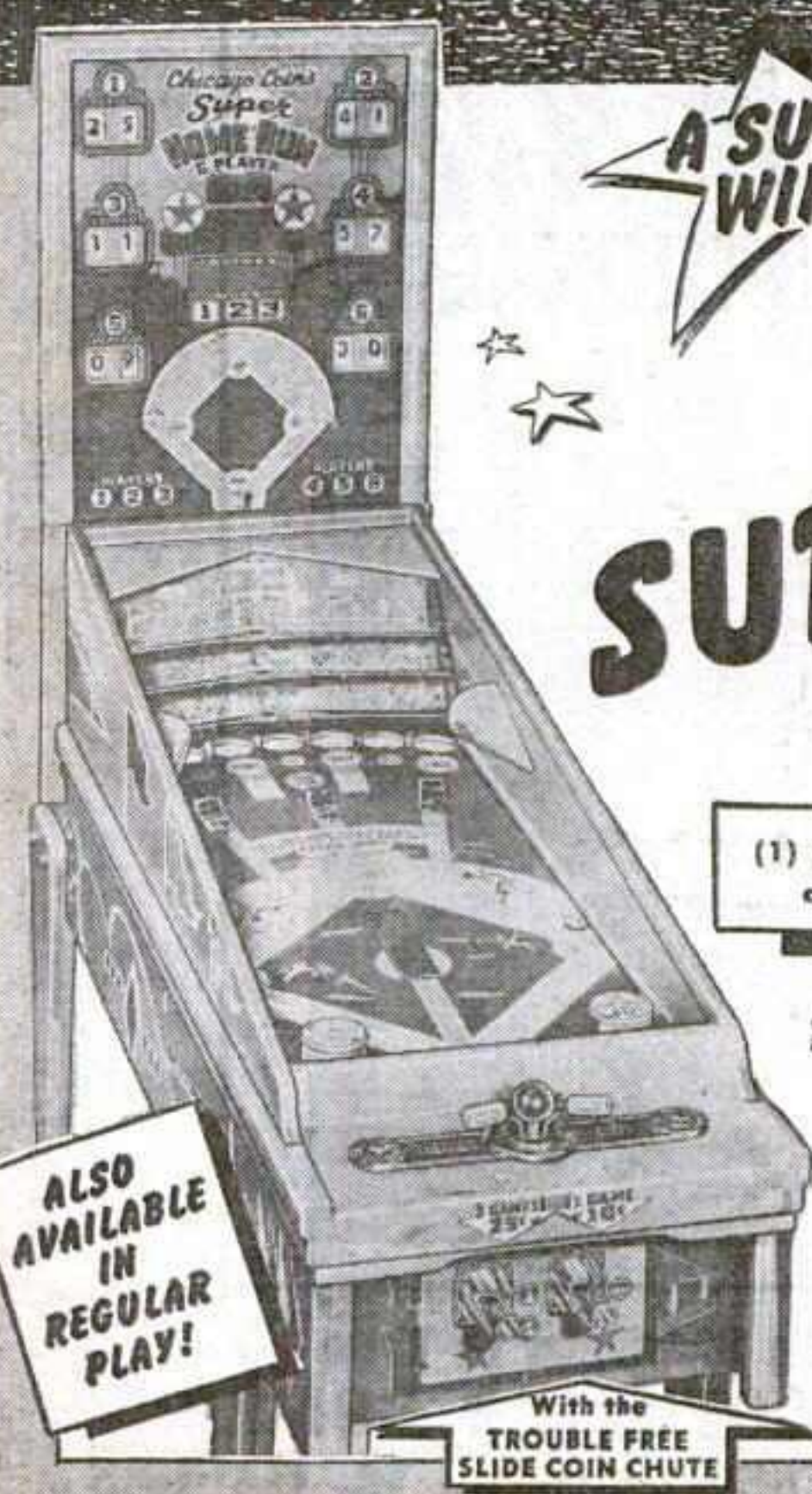
*chicago coin's*  
**SENSATIONAL SUPER FRAME BOWLER**  
*THE EXCITING, 100% SKILL BOWLING GAME!*

Special light on Front Panel illuminates Coin Chute and Front of Game!

Featuring Single - Double - Triple - Quadruple Scoring!

- Player by matching the number lit in the 11th or Super Frame can add from 200 to 500 points to his score!
- Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.
- Fast 55 Second Play! Multiple Scoring on Strikes and Spare's plus the "Time Tested" actual 1-9 Pin Scoring.
- New Front Hinged Score Frame Glass for Easier Servicing!
- 100% Skill "Match The Lited Number" for Super Frame Scoring!
- You Get Increased Revenue from 10c 3 for 25c Play!

New 6-Volt Light-Up Bulbs for Drum Scoring Units.



**A SURE WINNER!...** *chicago coin's*  
**6 PLAYER BASEBALL GAME**  
**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!

**ALSO AVAILABLE IN REGULAR PLAY!**

With the TROUBLE FREE SLIDE COIN CHUTE

1725 W. DIVERSEY BLVD. • CHICAGO 14





*Bally*

10¢ A PLAY  
OR  
1 PLAY 10¢  
3 PLAYS 25¢

ADJUSTABLE TO  
5 FRAME GAME

NATIONAL  
COIN-CHUTE

FORMICA  
PLAY FIELD

GIANT PINS



# Champion BOWLER

WITH EXCITING MATCH-SCORE FEATURES

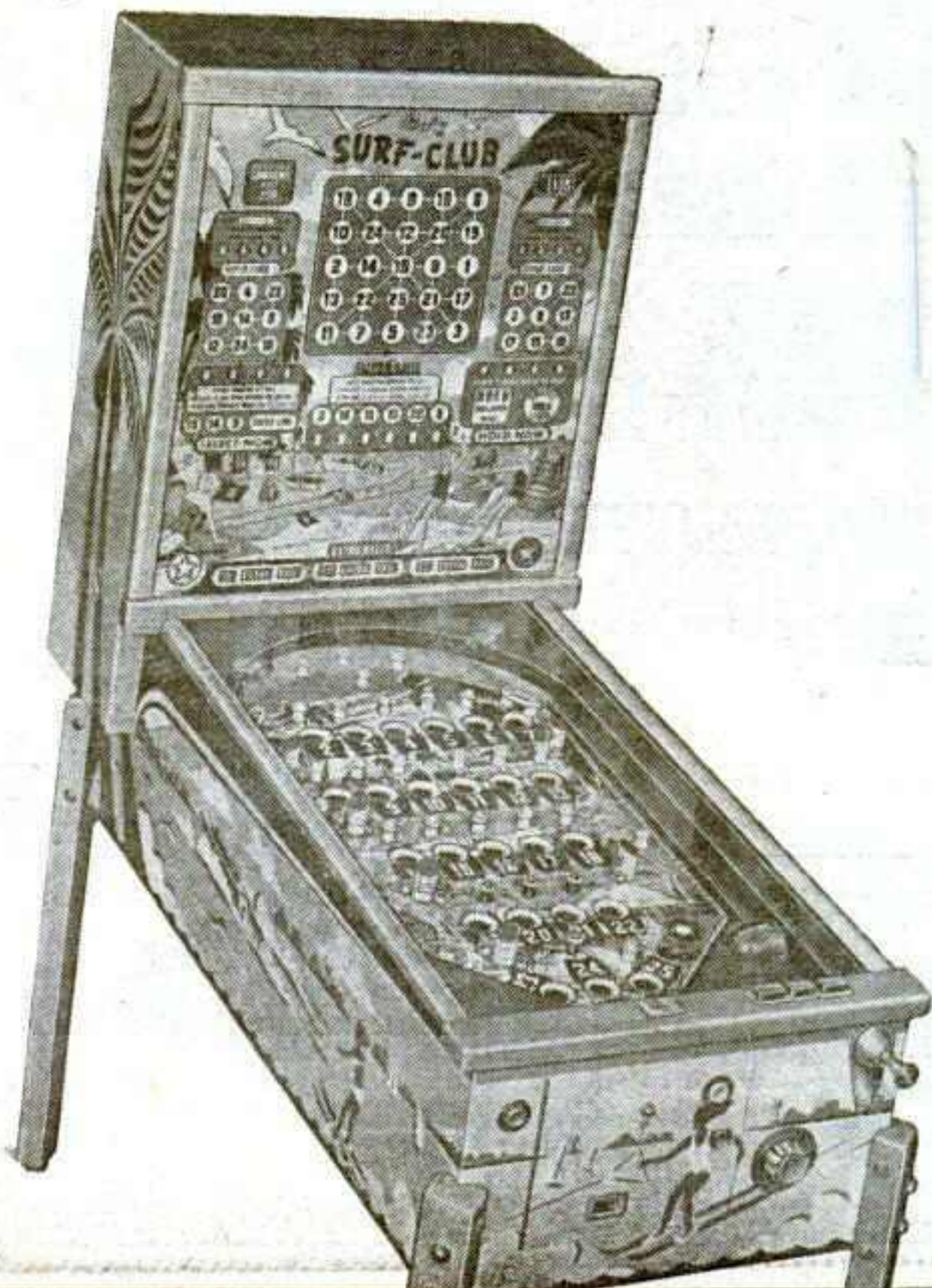
**NEW LIGHT-UP SCORES**  
**NEW CLUB-STYLED CABINET**

Rich beauty of club-styled cabinet wins welcome in highest-class locations. Smooth, quiet action, light-up scores, exciting play-appeal earns top profits. Get CHAMPION BOWLER and VICTORY BOWLER from your Bally Distributor today.

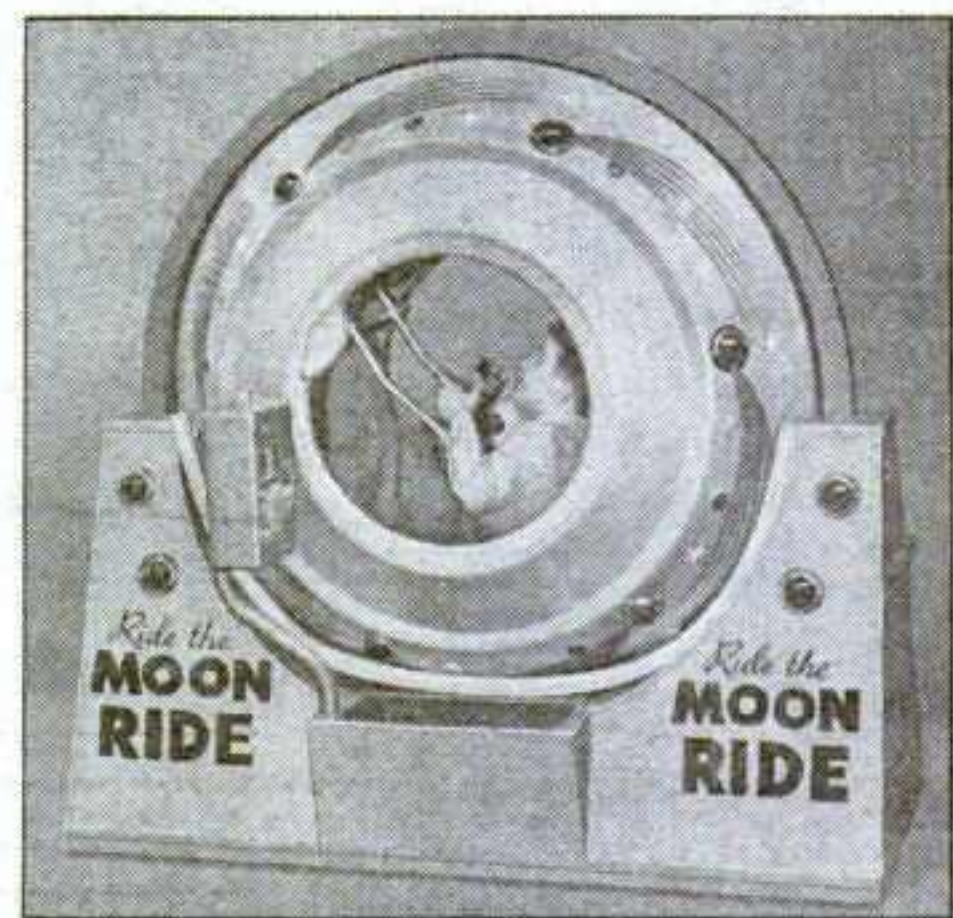


8 FT.  
BY  
2 FT.

**SURF-CLUB**  
SMASHING ALL RECORDS  
FOR EARNING POWER



**MOON-RIDE**  
SENSATIONAL  
NEW KIDDY-RIDE



See Your Bally Distributor or Write  
**BALLY MANUFACTURING COMPANY**  
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UNITED'S

# MEXICO

WITH **NEW**  
**DOUBLE-SELECTION**  
**FEATURE**



**1. Select-a-number**

**2. Sensational Super-selection**

PERMITS CHOICE OF

**EXTRA BALL**

4-IN-LINE SCORES 5-IN-LINE

BOTH SUPER CARDS  
BOTH SPECIAL CARDS

Simply Press Buttons for Choice

**PLUS**

Lite-A-Name

**ADVANCING SCORES**

4-Corners Score 5-in-Line

**ALL BALL RETURN FEATURE**

*Extra Time Feature*

UP TO 3 EXTRA BALLS PER GAME

*Equipped with  
United's Modern  
E-Z SERVICE  
Features*

**See your  
Distributor  
NOW!**

NUMBER SELECTION KNOB

SEE  
UNITED'S  
**ACE**

AND  
**RAINBOW**  
SHUFFLE  
ALLEYS

Now at your  
Distributor

AVAILABLE  
IN 2 SIZES

8 FT. BY 2 FT.  
9 FT. BY 2 FT.

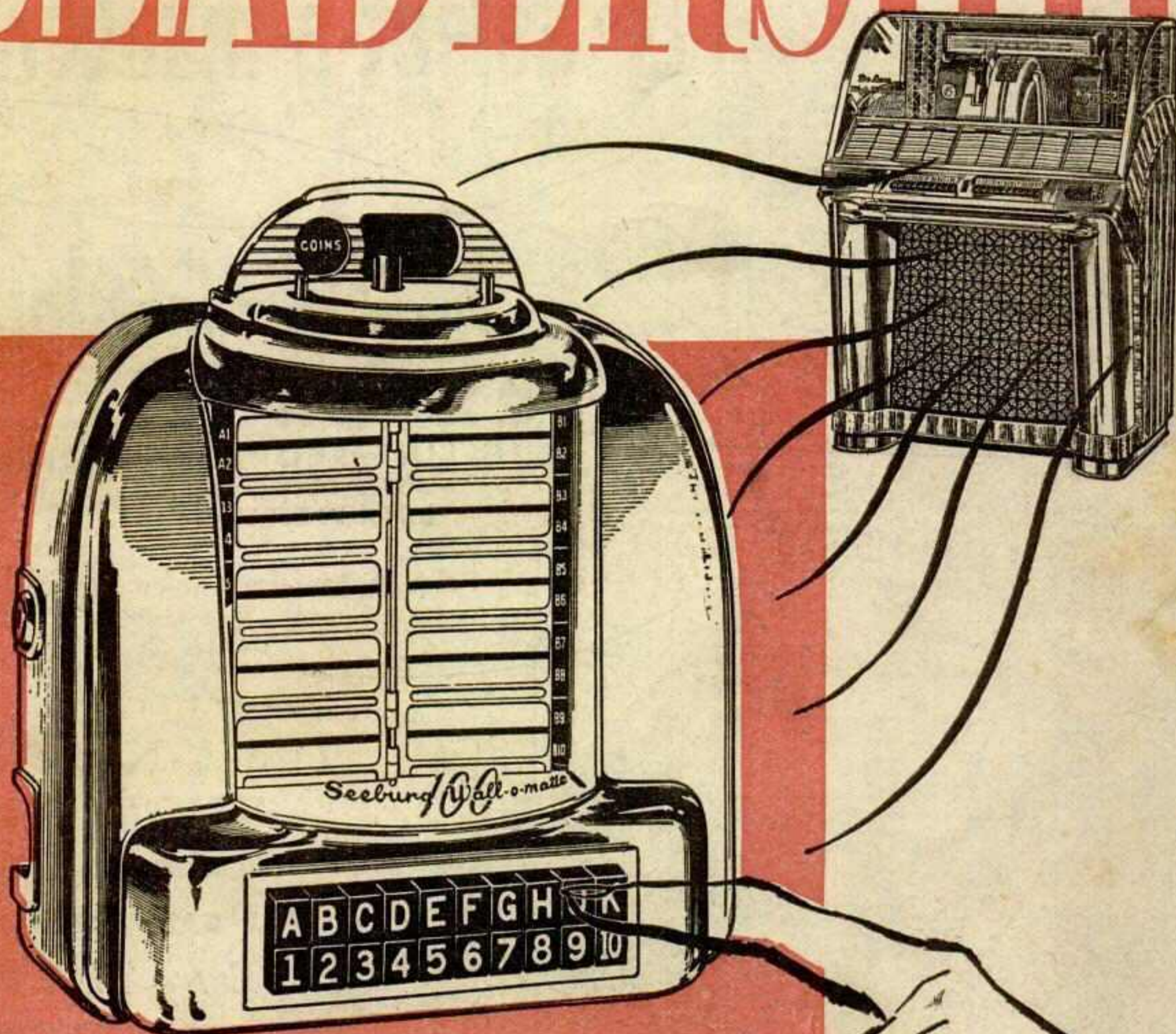


**UNITED MANUFACTURING COMPANY**

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# LEADERSHIP



## REMOTE CONTROL

In 1939 Seeburg was the first manufacturer of coin-operated music systems to recognize the value of bringing music right to the finger tips of the public. Today, the Wall-O-Matic "100", richly deserves its title, "champion music salesman of the world."

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois



*America's finest and most complete music systems*