

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Nets, Station Reps Compete For \$75,000,000 TV Spots

NBC Launches Drive in Both Radio & Tele

Builds Outlet Aid; CBS-TV Enjoys 2 Yrs. of Top Sales

By SAM CHASE

NEW YORK, May 17.—A drive to put the National Spot Sales department of the National Broadcasting Company squarely in competition with the leading station representative organizations has been quietly launched. The web, which recently brought Thomas D. McFadden in from Hollywood to head the spot sales operation, has given him the green light, increased his budget to hypo the operation with top personnel and otherwise indicated its plans to go after representation pacts with additional outlets.

This is in decided contrast to the attitude shown by NBC brass toward the spot sales division in past years. No effort ever had been made in the past to pick up new stations, and the division as a whole had more or less been regarded as a necessary, but not

(Continued on page 17)

Politicos Join Candidates' Video School

WASHINGTON, May 17.—Columbia Broadcasting System's TV School for Political Candidates trained its first two "students" this week—Senators William Benton (D., Conn.) and Edward Martin (R., Pa.). Bill Wood, Washington director of TV news and public affairs, who's conducting the classes for political candidates, said both of the "students" showed "top aptitude" before TV, while both of the senators acknowledged that there were "areas" in which they had "a lot to learn."

The CBS school was launched here to provide an opportunity to Presidential aspirants and others to learn the ways of TV for the coming campaigns, inasmuch as TV will be heavily used in the

(Continued on page 17)

WANNA BUY A SNO-KONETTE?

It's a complete snow cone outfit for carnivals or fairs, ready to go. And it's one of the bargains listed in this week's Outdoor Market Place classified pages.

... Just one of the many bargains and opportunities offered for profit in four separate Billboard classified sections this week and every week.

See for yourself! Turn to the pages listed below for the biggest and best deals of the week. Discover how you, too, can capitalize on the low-cost, high-return sales medium!

What Do You Want To Buy or Sell?

see pages 42, 53, 67, 67

NEW MERGER MOVE

4-A's Heads Ponder Morris' Equity Role

NEW YORK, May 17.—The merger plan of five talent unions, keyed by the appointment of Newbold Morris, board chairman of New York's City Center, as assistant to the president of Actors Equity for the purpose of leading the fight for merger, will be the subject of strong debate at the general meeting of the Associated Actors and Artists of America to be held Monday (19) at the Hotel Astor here.

Morris, recommended for the post by Ralph Bellamy, Equity's third vice-president, has been a

key figure in local elvite activities for several years; ran for the mayoralty two years ago, and more recently figured in the ill-fated "clean-up" campaign in Washington which resulted in the discharge of Attorney General Howard McGrath by President Truman.

Reasons behind Morris' appointment to the newly-created Equity post, have Equity members and other union heads guessing. It is reported, however, that Morris agrees to give up all outside activities for one year to work out a method of unification. It's rumored his Equity salary will be \$40,000 per year and if a merger is effected he would be logical choice for the "One Big Union's" first president at \$50,000 per year.

The official stand of all the unions, Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists, has been for one-card union time and again. The problem was to bring it about. The only exceptions were the Screen Actors Guild and Screen Extras Guild, which refused to have anything to do with merger so long as it questioned their right to control television on film.

Late last year, two college research groups, one from the Insti-

(Continued on page 17)

May Require Travel Tabs

WASHINGTON, May 17.—Professional entertainers will be required to have itemized travel expense books available for perusal by Uncle Sam's tax agents if Congress goes along with a recommendation made yesterday by a special House Ways and Means Subcommittee investigating Internal Revenue Bureau policy.

Under existing law, Internal Revenue is given wide discretion in examining travel expenses. The subcommittee proposed that this discretion be removed and that instead, the Bureau require the keeping of such books.

AFM to Seek Supreme Court Rule on 'Feather-Bed' Issue

NEW YORK, May 17.—Whether a union can negotiate for jobs—even the management

considers these jobs as unnecessary—and whether this comes under the provision of the Taft-Hartley Act which prohibits "feather-bedding" may be decided by the United States Supreme Court as a result of a writ of certiorari which will shortly be filed by the American Federation of Musicians.

The writ asks that the Supreme Court review the Akron Theater Case, Gamble Enterprises Inc. vs. the National Labor Relations Board. The AFM decided to file for a review as a result of a decision May 9 in the Sixth Circuit Court of Appeals, Cincinnati, where Judge Charles Simons reversed a previous decision with regard to hiring of stand-by musicians.

Judge Simmons, according to the AFM, ruled that a theater is not required to hire stand-by musicians when it brings in a name band on tour. The judge stated the practice was in violation of the Taft-Hartley Act. His decision, stated AFM, reversed an NLRB ruling which previously had been rendered favoring AFM Local 24, Akron, against a local theater.

THIS SWITCH COULD SET MUSIC TREND

NEW YORK, May 17.—The whirl of vagaries that envelops the a.s.r. end of diskeries today is now beginning to enfold the publishers as well. G. Schirmer, staid old-line publisher of classical and liturgical works, is now plugging "Sugarbush," a pop tune cut by Doris Day and Frankie Laine. At the same time, young and vibrant Cromwell Music, owner of such razzle-dazzle copyrights as "Music, Music, Music," has just commissioned eleffers Alex Wilder and Arnold Sundgaard to compose a short-length comic opera.

Costs Imperil Murray TV-er

NEW YORK, May 17.—Budweiser this week was undecided about renewing Ken Murray next season on the Columbia Broadcasting System's TV web. Budweiser, if it stays, will do so on an alternate week basis because the show's price has risen considerably.

CBS-TV is asking about \$40,000 a week for talent as opposed to \$25,000 this season. Additional stations joining the web also will raise the price of time considerably.

Representatives Org Sees Rise By 17-Million

'51 Hit \$58-Mil Nat'l Plugs, Trade Expects Bigger '53

By SAM CHASE

NEW YORK, May 17.—National spot television purchases in 1952 are expected to zoom to a record-breaking gross of \$75,000,000 according to estimates by the National Association of Radio and Television Station Representatives. This figure compares with the estimate of about \$58,000,000 in national TV spot done in 1951, with final figures from last year due from the Federal Communications Commission in June. The 1950 figure was \$25,034,000, while in 1949 the volume was \$7,275,013.

Impressive as are these figures, leading industry execs foresee an even brighter picture for national TV spot next year and thereafter. Much of this feeling is based on the ending of the freeze, of course, with the addition of hundreds of new stations automatically raising the expenditures in the field.

However, the reasoning also is tangential as well as direct. Many top agency men believe that the cost of network TV operations,

(Continued on page 17)

U. S. Hits Are Swedish Flops And Vice Versa

NEW YORK, May 17.—The "Tennessee Waltz" was a best seller in Scandinavia, "Mule Train" was a bomb. (Or a fiasco, according to Swedish terminology.) This is the difficulty involved in selecting American hit tunes for a Scandinavian audience, according to Lennart Reuterskiold, head of the large Swedish publishing firm Reuter & Reuter of Stockholm. The publisher was in town last week to get some Swedish tunes, and bring back American ditties.

One of the serious problems plaguing the importation of foreign tunes into Scandinavian countries, and other European

(Continued on page 18)

Horn In On Pop Disking

NEW YORK, May 17.—French horn players are pretty rare birds and they are practically nonexistent in a pop orchestra. However, Mitch Miller's latest Columbia waxing "Horn Belt Boogie" features four first French horn men on the tune. They are all from the classical field, the still pretty hot cats. John Barrows is a first horn with the Radio City Music Hall orchestra, Jim Buffington with ballet companies such as Sadler's Wells, Ray Alonge with the Detroit Symphony and Gunther Schuller with the Metropolitan Opera orchestra.

Index

Billboard	41	Music	16
Classical	47	Stage	28
Cinema	67	Television	29
Country	68	Night Clubs	35
Dance	69	Radio	43
Classical	73	Records	71
Classical	74	Shows	71
Classical	75	Shows	71
Classical	76	Shows	71
Classical	77	Shows	71
Classical	78	Shows	71
Classical	79	Shows	71
Classical	80	Shows	71
Classical	81	Shows	71
Classical	82	Shows	71
Classical	83	Shows	71
Classical	84	Shows	71
Classical	85	Shows	71
Classical	86	Shows	71
Classical	87	Shows	71
Classical	88	Shows	71
Classical	89	Shows	71
Classical	90	Shows	71

CBS Buys N. Y. Milk Depot as TV Center

NEW YORK, May 17.—Within the space of a few hours, William Zackendorf, president of the Webb & Knapp real estate firm, yesterday (16) made a reported profit of \$400,000 for his firm, made one TV web the landlord of another, and switched property housing one of the oldest types of business to one of the newest. All this was accomplished in the course of a deal involving the ancient Sheffield Farms Company milk depot here, which was purchased by the Columbia Broadcasting System TV web.

The story has it that Zackendorf held an option on the milk depot for quite some time, but judiciously refrained from exercising it until he had a customer who would immediately take the property off his hands. That customer appeared in the person of Frank Stanton, CBS president, Zackendorf, who has earned a wide reputation for fabulous operations, thereupon exercised his option, and immediately re-sold the property to Stanton. The milk depot, with over 405,000 feet of floor space, had an assessed valuation of \$3,000,000 of which \$950,000 was on the land. CBS is believed to have paid well over that amount, however, with reports going as high as \$4,250,000. The property is between Tenth and Eleventh Avenues, and runs from West 56th to 57th Streets.

Ironically, CBS now becomes the landlord of the National Broadcasting Company, which now uses 75,000 square feet as storage facilities for its staging and services operation, leased from Sheffield. CBS plans to use the building for much the same purpose, as well as to house casting and talent departments, script and story department, program service music reference library and the entire film department. NBC has a short-term lease which expires in 1955, at which time it will have to vacate for its competitor, which will occupy the bulk of the premises in the fall. One part of Zackendorf's option called for Sheffield to vacate if he exercised.

This last is believed typical of Zackendorf's foresight, as he obviously was gunning for a TV client. He previously took the moribund riding stables on West 66 Street and sold them to American Broadcasting Company for a TV center, with WOR-TV subsequently entering the area too. A Webb & Knapp spokesman told The Billboard, in explaining Zackendorf's policy: "Thru ingenuity, we act as a catalyst for virtually valueless properties, pouring new life into them by turning them over to the most modern of industries."

Zackendorf still holds an option on the St. Nicholas Arena property adjoining the ABC-TV area, and is believed to be preparing for a deal on that as well, with NBC a likely prospect.

Autry Lawyers To Appeal Ruling On Republic Deal

HOLLYWOOD, May 17.—Gene Autry's attorneys at week's end were preparing to appeal the court ruling favoring Republic Pictures' TV release of Autry features. Judge Ben Harrison, in turning down Autry's petition that Republic be enjoined from issuing his features to tele, pointed out that the cowboy's Republic contracts were written prior to commercial TV, and any attempt to add on restrictions not contained in the original pact would be unjust. Autry had argued against TV release of his features, contending he made the films for theatrical exhibition only and hence TV showing should not be permitted.

In this case, as well as the Roy (Continued on page 44)

FIRE POLICY WB Ban on TV Extends to News Coverage

HOLLYWOOD, May 17.—Fact that Warner Bros (along with other majors) is opposed to televising their stars is not new, but it took a \$1,500,000 fire on the WB lot for telecasters to learn that the studio won't permit TV coverage of a news event on its property. When fire of undetermined origin broke out yesterday on Warner Stage 21, telecasters rushed mobile equipment to the scene for a pick-up of the blaze, only to find that the studio's anti-TV ruling went beyond protecting its personalities from the tele eye to block pick-up of any news event occurring on studio property. Stations merely flipped telescopic lenses on their cameras to deliver coverage of one of the biggest studio fires in recent years.

News of the fire reached all stations simultaneously during a station managers' meeting. Stations KNXT, KNBH, KTLA, KECA-TV and KTTV immediately dispatched equipment to the scene. However, KNBH, National Broadcasting Company's owned-operated outlet, went on with live coverage approximately an hour after the fire's start. Station used cameras stored in its mobile equipment garage on NBC's recently acquired tract adjacent to the WB lot. Incidentally, this marks the first telecast from the new NBC site which will serve as originating point for net shows this fall. Stations KTLA and KECA-TV followed with telescopic pick-up from the street. Stations KNXT and KTTV turned back their mobile units after discovering that telecasters wouldn't be admitted and that KNBH had scored the best.

Fire destroyed WB's Stage 21 and most of its New York Street replica of Gotham's Brownstone tenements, covering in all an area of two city blocks.

Cesana to Sub For Miss Day?

NEW YORK, May 17.—Negotiations were in progress this week for Renzo (The Continental) Cesana to fill in for Laraine Day in her early-hour disk jockey-interview stint this summer. Miss Day is planning an eight-week lay-off from her WMGM-Hutton's Restaurant stint starting in mid-June, and it is thought that the suave Cesana might intrigue some up-late file listeners. The show airs from midnight to 3 a.m.

The Cesana deal would have him air two hours live and one hour from tape each night. Now off TV, he's currently appearing at the Warner's Theater.

Du Mont Web, Union Sign

NEW YORK, May 17.—The Du Mont TV web this week signed a two-year contract with Local 794, Television Broadcasting Studio Employees Union to cover its technical employees at WABD, the network's flagship station here. The International Alliance of Theatrical Stage Employees local was given a cost-of-living increase estimated to be about 8 per cent for its members. Negotiations between the union and the web are continuing for WTTG, Washington, and WDTV, Pittsburgh.

Review Index

Record Reviews.....	34
Classical Reviews.....	28
Legal Reviews.....	43
Night Club Reviews.....	18
Radio Reviews.....	9
Television Reviews.....	9
Vaudeville Reviews.....	13

Highlight Reviews

LEGITIMATE

'New Faces,' Wreathed in Smiles, Loaded With Talent, Is Sure Click

By BOB FRANCIS

"New Faces of 1952," the fourth edition of Leonard Siltman's intimate revue spotlighting talent comparatively new to Broadway, stacks up as a nicely-balanced two hours of entertainment. Its cast of youngsters is bright and polished. Its sketches are witty and original. It has nice tunes, some clever lyrics and a nibble or two of dancing. Raoul Pene du Bois has done wonders with simple, intimate decor, and Thomas Beeher has dressed its performers handsomely. Everybody concerned is to be congratulated. The new "New Faces" is a good show, brimming with good spirits and talent.

Whatever the fate of Siltman's newest edition—and it certainly has all the earmarks of a click—there is no question that not a few of his latest discoveries will become old faces on the Stem, as judged on their merits. No. 1 is Ronny Graham in his first Broadway show. Young Graham is not only an excellent comic, but he is also responsible for considerable of the music, lyrics and sketch material. Best of his efforts this reporter liked was a delicious monolog satirizing Truman ("Grass Hap") Capote, and an hilarious parody of music-drama by Gian Carlo Menotti. He should prove a Broadway asset on all counts. Also high in the running is a pint-sized Frenchman, Robert Clary. While not as showy as Graham, he has a real comic gift. His lampoon of Johnnie Ray is delightful.

The distaff side is likewise loaded with ability. June Carsonwise, and she also contributed not a few apt lyrics. Alice Ghostley Stem-debs as brilliant singing comedienne, practically stopping the show with a torrid love-ditty in spectacles and a sweater, called "Boston Beguine"

and scoring sharply at the finish in the Menotti skit. Rosemary O'Reilly gets the show's prettiest tune to sing, "Love is a Simple Thing," and has a sweet voice to match it.

A handsome Negro chanteuse, Eartha Kitt, gets her innings with another near show-stopper titled "Monotonous." Stutesque Virginia de Luce injects good comedy into her introductions. Also excellent on the comic side are the efforts of Patricia Hammerlee.

Richard Burstow has devised some clever dance patterns for half a dozen top-flight young steppers. Arthur Siegel has written most of the more tuneful music, although there is an excellent contribution from Michael Brown

(Continued on page 43)

"New Faces of 1952," reviewed at the Royal Theater, New York, Friday, May 16.

TELEVISION

'Arsenic' Palatable But Over-Long; Would Be Better in Smaller Dose

By JUNE BUNDY

"Mr. Arsenic" is a sort of Bishop-Sheen-in-gangland program with Attorney Burdick as the little monkey who helped prosecute "Murder, Inc." giving viewers the low-down on organized crime.

Turkus, of course, doesn't have the Bishop's consummate showmanship, but he does convey the same air of intense sincerity and dedication to a cause, and his almost belligerent eagerness to set viewers straight on how they're being duped by the underworld is comparable to Bishop Sheen's equally fiery zeal for his crusade. (Turkus' somewhat drastic suggestion to curb crime: "Everybody, adolescents included, should spend one night in jail.")

A touch of Brookynese in his voice and a slight roughness of

manner oddly enough only serve to enhance Turkus' restrained but effective delivery.

Leaning into the camera (as he honestly couldn't wait to get into his story) Turkus just talked to the audience for half an hour. A few number-a-recess-the-chest photos of gangsters were flashed on the screen from time to time, but Turkus was still the whole show; and, in spite of his strong audience appeal, he was on too long. The series would be much better if cut to 15 minutes. It would also benefit from a cliff-hanger closing. Right now, Turkus completes his story, but doesn't hold out any info-bait about his subject for the following broadcast.

Utilizing a simple once-upon-a-time approach, Turkus told his

audience last Thursday (15) about the efficient system Murder, Inc. set up to take care of informers within the organization. Taking the viewer thru a methodical step-by-step account of the operation, Turkus traced the assigned killers from the moment they eased a street to pick the right car to steal (a four-door black sedan is preferable), to the murder scene in a public garage in Brooklyn. There were no shots. It was more efficient to "stab him with an ice pick, then garrote him with a rope," Turkus entered the picture when the police

(Continued on page 10)

"Mr. Arsenic," reviewed Thursday, May 15, 8:30 p.m., EDT, via ABC-TV.

NIGHT CLUB

Eye-Popping Line, Show-Stopping Acts Give L. Q. 2-Hour Smash Bill

By BILL SMITH

This is by far one of the best shows Lou Walters has had in a long time, and that's something considering some of the fine shows he's had here. It has about everything that is commercial—a line in full length nylon net that doesn't leave much to the imagination, some of the flashiest acts ever caught, genuine yock-pulling comedy and even an animal act. The show runs almost two hours with never a dead spot, except perhaps that of Danielle Lamar's, a blonde with a come-lither chassis but little else.

The smash hits of the production tagged, "Bal d'Quatre Arts," were Darvas and Julia, the Royal Ashtons (caught and reviewed last week) and Jackie Kannon with his wife Lynn. In fact, all were genuine show-stoppers.

Basically, the show is a reprise of the one that played the Miami Beach I.Q., plus a couple of new acts. It has flash, motion and excitement dressed up in elaborate productions which permit eye-fulls of what little girls are made of—and no padding.

Whirlwinds

The Royal Ashtons, billed as Australian Whirlwinds, literally live up to their billing. Darvas and Julia, one of the classiest looking acts around, are billed as dancers. They're hardly that

They're equilibrists with choreography and flying splits that are artistic as well as skillful. Nick Darvas wears tails and a white tie. Julia wears black brief skirts.

The fact that they both look as dignified as if they were being presented at the Court of St. James—the court never saw gams as sported by Julia—makes them so much more a solid act. Despite some of the tough tricks, the pair never loses a quiet dignity and calm assurance. Even their bows are a thing of beauty.

Fractured

Jackie Kannon, working with his wife Lynn, a gorgeous blonde, started a bit slowly. But once he got the feel of the audience he was irresistible. Using some new material, plus his standard stuff, Kannon literally fractured them. His disarming style as he launched over a series of quickies drew such yocks as are seldom heard at the Latin Quarter. Even his standard dressmaking bit (his wife as the model) had 'em doubling up with howls. Kannon's timing was superb. If he maintains this pace, he'll be a comic that can take his place alongside the top boys in the near future.

Marilyn Hightower, ballerina, showed a very nimble pair of legs in her own spot and with the productions. Marilyn Ross, attractive

brunette girl singer, belted out a series of standards with a pair of pipes that didn't need any mike amplification. Andre Philippe, a handsome, dark lad with an infectious grin, also showed a lot of plus in the voice and looks department. Unfortunately, both he and Miss Ross are lost here. They'd be outstanding in more intimate rooms.

Bill Broder, who goes with the lease here, did a lot of hard work in the productions. The boy works so easily and well he's often overlooked.

Colette Fleurlet in a man-woman dance act left much to be desired. Danielle Lamar was equally inept in her singing and tender spot. Her warbling into a flower-covered hand mike of the Mindy Carson "Boutonniers" was a dull piece of business.

The productions, long, elaborate and flashy, were eye-fall packages. The 20-girl line, all in you-can-see-everything tight, took the shock out of the spectacle thru some elaborate headgear and bizarre trimmings. There was black light, a fish number (to recorded music), a can-can and finally a circus number with me-

(Continued on page 14)

Latin Quarter, New York, reviewed Monday, May 13.

NBC Launches Spot Sales Drive Vs. Station Reps

Builds Outlet Aid; CBS-TV Enjoys Two Years of Top Sales

Continued from page 1

particularly important, part of the operation. It is believed that two factors caused a change in outlook: the prospect of hundreds of new stations coming on the air in the comparatively near future, and a general look at the trend toward increased use of national TV spot (see other story this issue), as borne out by booming business at the outlets it already represents.

Meanwhile, although the Columbia Broadcasting System this week said it had no immediate plans afoot to expand its representative organizations, both AM and TV, the mere establishment of CBS-TV Spot Sales as a separate division from radio last July has made for a more aggressive poli-

icy. Business billed thru this organization also has climbed steadily. The key owned outlet in New York, WCBS-TV, now bills alone more than was billed for all TV stations handled by the web's spot sales division two years ago.

CBS-TV Spots Up
CBS-TV Spot Sales, now representing seven stations, finds spot billings for them up 75 per cent for the first three months of this year as against the same period in 1951. The entire year of 1951 was 180 per cent ahead of 1950. Of course, it must be considered that new stations have been added in the interim.

NBC's TV Spot Sales division, representing eight stations, is up 42 per cent for the first quarter this year over the same period in 1951. The entire year of 1951 was 114.7 per cent better than 1950, which in turn was 214.9 per cent better than 1949. Only one new TV outlet has been added in the interim.

The NBC plan was carefully blueprinted with a thorough reorganization approved as far back as last January, some phases of which already have been completed. The division will function autonomously, and even has acquired its own accounting section, separate from that of the radio stations division. Its first move has been to pick up key top personnel, with the increased budget permitting the wooing over of

highly respected execs from other outlets. These have included Bill Davidson for national radio spot sales from Free & Peters, and Luellen L. Stearns as Eastern TV spot sales manager from CBS.

Greater Help
The web feels it can offer more to stations it represents than can any other station rep outfit. Plans are to establish close communications among the stations in the NBC fold, for interchange of ideas. If one outlet should develop a problem which cannot be solved quickly by the division or its station members, it is possible to go to other branches of NBC, including the web sales department—with which the spot sales division is in competition—to get the answers. This can include such items as engineering help in changing a lower, redesigning studios, etc.

A significant aspect of the NBC move is the fact that the web cleared its decision to build up the spot sales division with its top legalists, and has got a go-ahead for its plans. The web believes that the move has no anti-trust or monopoly implications, despite the fact that some five years ago, the National Association of Radio & Television Station Representatives, raised the question of whether web moves of this type were permissible. No firm answer to that question ever has been obtained.

CBS NEW BILLINGS RUN OVER \$6 MILLION IN '52

NEW YORK, May 17.—The Columbia Broadcasting System's TV network has booked \$6,175,000 in gross annual billings of new accounts so far in 1952, according to Fred Throver, CBS-TV vicepres in charge of network sales.

The new accounts on the video web include Campbell Soup which is buying 2-2:30 p.m., Mondays, Wednesdays and Fridays

for "Double or Nothing," beginning September 15, an estimated commitment of \$2,600,000; Pall Mall which takes over sponsorship of "Doug Edwards and the News," Tuesdays and Thursdays, 7:30-7:45, at a cost of \$1,278,000, starting July 1; the Pepsi-Cola division of Lever Brothers which has purchased 7:45-8 p.m., Tuesdays and Thursdays also, to begin July 1 at a yearly charge of \$1,650,000, and Owens-Corning Fiberglass, which bought two segments of the Godfrey daytime video show, 10-10:45 a.m., to get underway September 15 for \$650,000.

When "Double or Nothing" goes on CBS-TV, the Garry Moore daytime show will be cut to a half hour strip from its hour strip size.

Walker Sues NBC, Claims 20G Damage

NEW YORK, May 17.—Charging that the National Broadcasting Company had misused some of his special material on its "Dagmar Canteen" video show, Walker this week filed suit in New York Supreme Court here against NBC for \$20,000. Walker claims he wrote special material for Dagmar's Las Vegas niterity act with Sid Gary, and later agreed to let NBC use it in a sample line of the web's "Dagmar's Canteen" program.

However, Walker charges that his agreement with NBC specified that if the show actually went on the air, the web would make another deal with him. Instead, he says, NBC used his material on the first "Canteen," but changed the show's formula and replaced Gary with Tim Herbert. Walker gave his credit line on the show and his suit claims that the show's bad reviews held him up to ridicule. Walker's lawyer is Max Wiseman.

Meanwhile, "Dagmar's Canteen" goes off the air June 14 and the blonde comedienne may make a deal with WBTV here. The station's general manager Ted Cott wants her to take over Mary Kay's nightly sign-off spot, and read the following day's programming schedule in her best dead-pan style. Miss Kay, who is on the show list, does the show attired in out-sized men's pajamas and drinking a glass of milk, but Cott opines that Dagmar "will probably use a different approach."

Block Drugs Eye 'Blind Date'

NEW YORK, May 17.—Block Drugs this week was negotiating with the National Broadcasting Company's TV web to sponsor "Blind Date." Program probably would be slotted Saturday nights 9-9:30 during the hiatus taken by "Your Show of Shows."

Should Block buy the Bernie Schubert package, NBC-TV, altho in litigation with Jerry Lester, is considering using him as the co-emcee with Arlene Francis. Lester appeared on the audition king.

Atlantic Drops Radio Football Broadcasts

NEW YORK, May 17.—After 16 years radio sponsorship of college football in the East, Middle East and South, the Atlantic Refining Company this week notified schools with which it had contracts that it would not exercise its options to broadcast the sport for the 1952 season. The decision was reached because of the cut made into radio listenership of the Atlantic games by video.

Originally, Atlantic backed up

Nat'l Spot TV Buys Point to 75-Million Gross Record in '52

Freeze-Lift, New Costs Indicate Greater Plug Use, More '53 Coin

Continued from page 1

when a large number of the new outlets hit the air, will increase to the point of restricting heavily the number of sponsors able to afford web programming. They foresee its continued steady use by manufacturers of higher-cost products with high unit sales and big advertising leeway, such as automobiles, appliances and certain other hard goods.

On the other hand, it is believed that outside of the giants in their respective fields, most manufacturers of low-cost items, such as foods, drugs and cigarettes, may well be confined to selective national spot TV campaigns within a couple of seasons. Those which find they can no longer support national TV network programming likely will go in for widespread national spot drives. These, however, will have to produce results comparable with those they have been obtaining from web shows, or these bankrollers may ultimately wind up with the bulk of their broadcast expenditures on radio, either network or spot.

Move to Spots
Already some sponsors have begun to move out of web TV in favor of spot. Only this week, Standard Oil Company of Indiana decided to drop its Wayne King TV show, which has been airing from 10:30-11 p.m. Thursdays via the National Broadcasting Company, after backing the show for the past three years. Instead, the firm will begin picking up local video shows, experimenting first in their major markets, then gradually broadening their coverage. This is similar to the move made by Standard Oil seven years ago in radio after years of

web sponsorship. Wesley I. Nunn, Standard's ad manager, said that he had been satisfied with the results of the King show, but had decided to change policies. NBC will pitch the show for new web bankrolling on the basis of its good rating and low production costs.

Film Series
Another factor seen favoring greater use of national spot is the ever-growing quantity of good TV film series being made available for sponsorship. Currently, TV spot business is split approximately 75 per cent for announcements and station breaks and 25 per cent for programs. It is believed this proportion now will change rapidly with the margin narrowing.

At present, the leading users of national spot, according to NARTSR, are Procter & Gamble with 180 stations (including duplications for various products), and a second-place tie between Lever Brothers and Brown & Williamson Tobacco, each with 128 stations.

Incidentally, national spot radio business remains healthy. Altho no estimates are yet available for 1952 business, the 1951 estimated volume was \$485,492,606. This compares with \$453,864,930 in 1950 and \$425,357,133 in 1949.

Britain May Okay Private Broadcasting

LONDON, May 17.—Parliament is expected to pass favorably on the Government's new plan for radio and television in Great Britain which would eventually permit commercial television and private broadcasting stations, but would hand the British Broadcasting Corporation a new 10-year charter. The BBC charter is up for renewal on July 1. Despite the change in the basic British concept of non-commercial broadcasting, it will be years before sponsored video can get started here.

The Government issued a White Paper this week which accepted some of the recommendations of the government-sponsored Beveridge Committee on broadcasting, but rejected other committee suggestions. The White Paper would permit commercial video, but only when men and materials can be spared and only after BBC needs for transmitting equipment are met.

Ziv to Handle F'side Series, Adds 6 Execs

NEW YORK, May 17.—Ziv Television Programs, Inc., this week realigned and expanded its sales staff and took over the distribution of the "Fireside Theater" film series. The latter will be billed locally from now on as "Your TV Theater." Six account executives joined Ziv in new posts while Albert Goustein, formerly with the John Blair Company, was named assistant in the Ziv Eastern division. Michael M. Sillerman took over sales for this city in addition to his duties as Eastern sales manager.

New account execs announced by sales vicepres M. J. Rifkin are Charles Brit in Memphis, James Bonfils in St. Louis, Everett Jarrett in Cleveland, Leon Bernard for upstate New York, and Martin Katz and Vincent Van Buren for New York. Van Buren will specialize in drug co-operative TV programs.

Allerton Hits NORC Football, Video Findings

WASHINGTON, May 17.—Richard Allerton, research director of the National Association of Radio and Television Broadcasters, assailed as "without proper foundation" this week a National Opinion Research Center report finding that "television continued to exercise an adverse effect on college football attendance in 1951." Allerton said in a list of comments that nothing in the report proves TV has a negative effect on college football attendance.

Allerton pointed out that the report itself admitted it was "obviously too early to expect basic attendance behavior to have fully adjusted to television competition." It went on to say: "The situation is still a fluid one, and any final determination of TV effects must await further years of experience and research." Allerton complained that the NORC report did not undertake a sampling procedure which would be a true cross-section of all people, or of those attending college football games. He quoted a statement from the report that only one in 100 of those questioned at Boston and Pittsburgh football games became interested because of seeing a game on television. Since attendance at NCAA colleges amounted to around 14 million in 1951, Allerton said this would seem to show that TV was responsible for 140,000 of them, which he called "a sizable group in itself." "The truth of the matter," Allerton concluded, "is that other reports indicate—in the long run—attendance would be helped by TV."

CBS Affils Get 1/2 Tandem Till Net Sells Slot

NEW YORK, May 17.—Unable to nail down another sponsor for its own summer tandem plan by Tuesday (20), the tee-off date, the Columbia Broadcasting System has given its radio affiliates the right to sell the other half of the package without compensating the network for programs. But should the web get another client, it has the right at any time to pre-empt the slots for its client from the local sponsor.

American Chicle has already purchased the CBS network tandem plan. The shows include "People Are Funny," Tuesdays 8-8:30 p.m., and "Mr. Keen," Thursdays 9:30-10 p.m.

Blair Charges Hooper Question Underestimates Radio Audience

NEW YORK, May 17.—John Blair & Company this week blasted the audience measurement techniques used by C. E. Hooper, Inc., claiming that Hooper's "looking-or-listening" question "grossly underestimates the radio audience."

Hooper immediately issued a rebuttal which included a possible lawsuit against Blair for using Hooper research material. He claimed that anyone desiring a "radio only" audience measurement can always obtain it, but at a higher cost. Hooper also claims that his method of handling the "looking or listening" question does come up with accurate statistics. Both firms insist that the entire hassle is on a friendly basis.

Blair's major beef was contained in a 38-page brochure titled "Are You Looking or Listening?" which took to task Hooper's method of questioning set-owners in the research company's coincidental method of audience measurement. Hooper researchers ask "is anyone in your home listening to the radio or looking at

television just now?" Blair insists that a more accurate measurement of radio sets in use would be obtained by reverting to the pre-October, 1948 question, "Were you listening to the radio just now?"

Charts and Graphs
The Blair brochure contains charts and graphs comparing Hooper, Neilsen, Puise, Videocodex and Tele-Que measurements in Los Angeles, Columbus, O., and/or New Orleans. Blair and the Blair stations in those cities sponsored a controlled audience measurement experiment by Trendex in December, 1951 and January and February of this year. In each

instance, radio-sets-in-use were lower in the Hooper finding than they were in the Trendex survey results.

Blair execs suggest that homes replying to the radio-TV question may be inflating the TV figures because of an emotional bias in favor of television and against "old-hat" radio. The station rep outfit also insists, however, that it is not fighting Hooper but only pointing out that Hooper's questioning method can be improved. Blair is also recommending that broadcasters stick to "radio only" audience measurement in order to get the "true picture" of radio sets in use.

Congress Probe of AM-TV Under Way

WASHINGTON, May 17.—First congressional investigation of TV-radio programming got under way this week via a House Interstate and Foreign Commerce Subcommittee authorized by House approval of the Gathings resolution (The Billboard, May 3, 10).

One aspect of the probe, it was indicated on Capitol Hill, will be to survey compliance under the National Association of Radio-TV Broadcasters' codes of fair practices for the TV and radio broadcast industry. An air of restraint was discernible as members indicated that the study will be constructive and will avoid "side show techniques."

The subcommittee is completing preparations for a lengthy series of hearings and first-hand visits to major TV production centers, amid a warning from NARTB President Harold Fellows that the probe, which grew from a resolution by Rep. E. C. Gathings (D., Ark.), "despite the acknowledged good motives of its author to improve radio and television programming," could establish "a dangerous precedent in this nation—which already has gone pretty far down the road of government paternalism and interference." Fellows

cautioned that there could emerge from the investigation "legislative action to eliminate offensive and undesirable radio and TV programs," which he said could be "a deplorable sort of—contrary to the language and intent of the Constitution." He emphasized that the resolution does not indicate the criteria for determining what might be considered "undesirable or offensive."

When Congress established the basic broadcast legislation for this country, Fellows said, it specifically withheld censorship power from the government regulatory body. He added: "Now the House turns about and directs one of its own committees to embark on just such a course. This is not only a case of colossal contradiction, but, more seriously, is a fundamental disregard of our traditional American freedom of speech." At the same time Fellows said broadcasters welcome the opportunity of receiving the observations of legislators, and he expressed the view that the public interest will be served if the Gathings' proposal intends to encourage industry in strengthening its own purpose and plan of self-regulation.

Meanwhile NARTB forged ahead with promotion of the new TV code, with appointment of Edward H. Bronson as TV code affairs director. Bronson, who begins his duties June 1, has been director of WBNS-TV, Columbus, O., the last three years.

MBS Billings Hiked 11%

NEW YORK, May 17.—The Mutual Broadcasting System's gross billings for the first four months of 1952 showed an 11 per cent gain over last year. Web chalked up \$8,799,959.71 in gross billings during that period, as compared to \$6,139,486.72 over the same time in 1951.

Mutual's gross billings for April, 1952, were 10 per cent higher than the network's 1951 April figures, with billings totaling \$1,677,747.89 this year, as compared to last year's \$1,521,848.

6 OFF RELIEF ON TV RULING

DETROIT, May 17.—Controversy over the essential nature of television as an aspect of contemporary life flared here this week when six families were tossed off the public relief rolls. Rules applied, it was made clear by Welfare Superintendent Daniel J. Ryan, do not prohibit ownership of a set, but they do not allow a welfare recipient to make payments upon a set nor to pay for set service.

Most of the cases investigated were cleared, it was indicated, with only six found to require official action.

Wrigley Buys 6 CBS Shows For Summer

NEW YORK, May 17.—For the third consecutive year, the Columbia Broadcasting System has sold Wrigley its summer radio saturation plan. The chewing gum manufacturer has purchased 36 half hours of radio beginning June 3 and extending to August 23, a span of 12 weeks.

Estimated at \$400,000, the buy includes such CBS packages as "Meet Millie," "Broadway Is My Beat," "Romance," "The Line-up" and "Mr. Chameleon." During one week in the middle of the summer Wrigley will program all six shows at the same time.

Gen. Food May Quit Parks TV

NEW YORK, May 17.—Indications this week were that General Foods would not pick up its option to renew Bert Parks on the Columbia Broadcasting System's TV web next fall. Parks is currently on CBS-TV Mondays, Wednesdays and Fridays, 3:30-4 pm.

General Foods recently purchased "Our Miss Brooks" from the CBS-TV web and intends to program it Monday nights. The package is a costly one, and it may be that the advertiser feels unable to bear the burden of carrying several costly video shows. General Foods has until the end of this month to make a decision on Bert Parks.

FCC Allocations Help 25 Metropolitan Areas

WASHINGTON, May 17.—Twenty-five major metropolitan areas will be the first to benefit from reprocessing of TV allocations, starting July 1 under the Federal Communications Commission's TV allocation plan, the Radio-TV Manufacturers' Association reported this week in a study of freeze-lift effects. RTMA's study showed that cities where 30 channel shifts of existing TV stations have been ordered by the FCC will benefit from the expansion, due to increased transmitting power available in the stations when they change channels.

The study was presented to the RTMA Sales Managers' Committee by W. L. Stieckel, of Allen B. Du Mont Laboratories, who said TV markets in the 25 areas are expected to be extended several miles because of the power increases. The RTMA committee consequently expects a stimulation of TV receiver sales in these areas this year. The FCC has promised to give priority to the processing of applicants for channel shifts in its allocation order. Indications were that hearings will be unnecessary in most cases.

Cities in which the TV channel transfers have been ordered are: Chicago, WKBK; Pittsburgh, WDTV; Cleveland, WKEL and WNDK; Milwaukee, WTMJ-TV; Cincinnati, WLW-TV, WKRC-TV

"SWING SHIFT"

'Round Clock TV in Pitt. Makes Grade

PITTSBURGH, May 17.—The 24-hour operation of WDTV here is proving a big success. With five weeks of the original 13-week trial period still left, the station is making plans to keep its nightly "Swing Shift Theater" on throughout the summer. The show was all sold out from the start and has a waiting list of sponsors. The station has drawn all kinds of mail from grateful defense workers, civic officials and newly arrived residents who work nights and never were able to see television at night before.

It is easily the biggest public service feature the station has had and, in addition, the series is a definite financial success. The only complaint General Manager Harold Lund has received so far is that it is not a seven-night operation instead of the present five-day showings. Equipment maintenance and repair problems are the only reasons the show does not go every night of the week.

New Billings For Ad Firm

NEW YORK, May 17.—Ruthrauff & Ryan's Chicago office this week received the print end of the Motorola account, about \$2,500,000 in billings formerly handled by Gourfain-Cobb, Chicago agency. R. & R. already has radio and TV for Motorola, which brings its billings up to about \$3,750,000 for the set manufacturer.

The agency meanwhile this week resigned Servel refrigerators, having held this account but a short while.

Heurich Picks Up D. C. Baseball Tab

WASHINGTON, May 17.—All broadcasts of the Washington Senators American League games during the 1952 baseball season, as well as all program and spot announcements, have been sold by WWDC. It was announced this week WWDC is broadcasting all 154 Washington Senators games, both at home and away, with 27 scheduled to be televised.

Sponsoring the play-by-play broadcasts are the Christian Heurich Brewing Company and Phillips Radio and TV, a D.C. appliance chain.

WWJ NBC AFFILIATE in DETROIT

and WCPO-TV; Providence, WJAR-TV; Atlanta, WLTV; Norfolk-Portsmouth-Newport News, Va., WTAR-TV; Louisville, WAVE-TV and WHAS-TV; Birmingham, WBRC-TV; Albany-Troy-Schenectady, N. Y., WRGB; Columbus, O., WLW-C; Rochester, N. Y., WHAM-TV; Memphis-WMCT; Dayton, O., WLW-D and WHIO-TV; Syracuse, WSYR-TV; Grand Rapids, Mich., GOB-TV; Wilmington, Del., WDEL-TV; Nor-Haven, Conn., WMHC-TV; Johnstown, Pa., WJAC-TV; Davenport-Ia., Moline-Rock Island, ILL, WOOL-TV; Lancaster, Pa., WGAL-TV; Huntington W. Va.-Ashland, Ky., WSAZ-TV; Bloomington, Ind., WTTV; and Ames, Ia., WOIT-TV.

WWJ
NBC AFFILIATE
in DETROIT
Owned and Operated by
THE DETROIT NEWS
National Representative
THE GEORGE F. HOLLINGSBERRY COMPANY

Levey Charges Hines, Raibourn Stalled TV


WASHINGTON, May 17.—Arthur Levey, one-time president of the Scophony Corporation of America, told Federal Communications Commission Examiner Leo Resnick yesterday that Paul Raibourn, vice-president of Paramount Pictures Corporation, and Earl Hines, then president of the General Precision Equipment Company, who held the controlling stock in Scophony, refused to co-operate on TV patents with company after company back in TV development days of the early '40's. Levey is being questioned to determine whether Paramount held back the development of Scophony patents.

Friday's session was adjourned early, when Resnick became too

ill to continue. It appears likely that the lengthy hearings cannot possibly be concluded before July.

Levey said Hines and Raibourn stalled for seven or eight months on a proposal to bring all five major motion picture companies into Scophony — then finally dropped the idea entirely despite a warning which he recorded from Waddill Catchings, a board director of Warner Bros., that the Justice Department certainly would intervene if the development of big film TV were left to GPE alone. Levey said Hines refused to consider letting in the other film companies after quoting a friend as saying they might be giving away something that would be worth a "fantastic" sum later.

SALES CRUSADER



Behold Sir PLUS, in armor plate,
The Mutual knight-errant.
He sallies forth to demonstrate
Two plusses here concurrent:
This network's famed efficiency
Is up, like Sir P.'s visor;
While costs are like his spurs, you see,
Way down — to please a miser
— the difference is MUTUAL!

FOR DETAILS THE MUTUAL BROADCASTING SYSTEM - NEW YORK 12, N.Y.

FCC's Jones Hits Allocations Plan

WASHINGTON, May 17.—Commissioner Robert F. Jones, of the Federal Communications Commission, who vigorously dissented from the Federal Communications method of mapping TV allocations, will deliver his strongest blast against the allocations plan in a talk before the Pittsburgh Radio and Television Club and the Pittsburgh Advertising Club in that city Tuesday (20). Jones, who recently characterized the Commission's version as the "lollipopia from Lilliputia" (The Billboard, May 10), will issue a stern warning in

although that the Commission had better correct the plan immediately "before it is too late." Jones' Pittsburgh blast is expected to be part of a continuing drive by the commissioner to induce his fellow commissioners to correct the plan along the lines suggested by him in his strongly dissenting opinion. Jones has insisted that the plan in its present form would create "a scarcity of VHF channels and would threaten to destroy UHF development a-borning."

It is a coincidence that the scene of Jones' blast next week is destined to be the site for the first major court action against the TV allocations plan.

Paul Segal, DC TV-radio attorney, has declared that he plans to file an action in Pittsburgh courts in behalf of WWSW of that city attacking the Pittsburgh allocation (The Billboard, April 26).

DISQUALIFIED

Bartley Not To Act on NARTB Plea

WASHINGTON, May 24.—Commissioner Robert Bartley, of the Federal Communications Commission, is expected to disqualify himself from acting on a petition to be submitted to the FCC soon by the National Association of Radio and Television Broadcasters asking modification of FCC's rules of identifying film and transcribed shows. The NARTB's forthcoming petition will be along lines of one adopted by the trade association several years ago when Bartley was on the NARTB staff handling public relations and FCC liaison duties.

The petition will be drafted by a three-member committee which meets here Monday (19). The committee was authorized by NARTB board which found that strict compliance with the FCC's present rules requiring identity of filmed and transcribed programs with appropriate announcements is becoming a major annoyance to listeners as well as to stations as the result of growing use of disks and TV film. The transcription committee is headed by Mike Hanna, WBCU, Ithaca, N. Y., and includes William Fay, WHAM, Rochester, N. Y., and Walter Chester, WTTG, Washington.

WHIS Protests FCC's Channel 6 Allocation

WASHINGTON, May 17.—Requests for changes in the Federal Communications Commission's TV allocation plan this week included a protest from WHIS, Bluefield, W. Va., along with more reverberations from the Memphis-Nashville dispute (The Billboard, May 17). WHIS, which wants a TV station, requested the allocation of Channel 6 to Bluefield, claiming the population density warrants an additional VHF channel in the Southern part of West Virginia. It is said Channel 4 could be substituted for Channel 6 at Beckley, W. Va.

Hoyt Wooten, of WREC, Memphis, meanwhile told the Commission he couldn't see why WMCT should move to strike out his petition asking for no changes in the FCC allocations to Memphis just because he had charged its request for a shift to Channel 3, rather than Channel 5, stemmed from "gross selfishness." Wooten insisted that WMCT was "selfish" and he accused it of adopting a "play on words." He produced Howard Head, "a qualified consulting engineer," to counter WMCT's charge that none of his conclusions were supported by a qualified technician.

NEWS CAPSULES—COAST TO COAST

'In Town Today' Is 1st CBS Program For Co-Op Sales in Many a Year

NEW YORK, May 17.—The Columbia Broadcasting System's radio web this week bought its first entertainment program for co-op sales by its affiliates in many years. The show, "In Town Today" is a 15-minute strip which features interviews with celebrities in New York. Bill Leonard, co-packager, and local broadcasting personality will handle the interviews.

Hirsch and Edwards Get D. C. Posts

WASHINGTON — Two D. C. stations have new sales managers. James Hirsch moves from WNBZ, New York, where he was an account exec to become radio sales manager at WRC, the National Broadcasting Company's radio outlet here; Neal J. Edwards has been appointed sales manager of WTTG-TV, here. He was formerly a cameraman at the video station.

Danes to Continue TV Exploitation

COPENHAGEN — The Danish government has decided to continue its TV exploitation for another year despite modest success this year. The plan to push video was launched last October on a trial basis. Only a small part of an allotted 1,500 sets have been manufactured and sold. Program budget for the next year has been set at \$87,000, the same as this year.

American Program Picks Up Drake

NEW YORK — American Program for Triplex this week picked up Galen Drake on the Columbia Broadcasting System's radio network Saturday mornings, 10:15-10:30, beginning today. His five-minute show — 10:25-10:30 — had just been cancelled by Soixax on the same web.

Night Video Show Clears Suspect

DAYTON — A suspect was cleared of a charge of driving while intoxicated when his alibi — listening to the late night video show over WLW-D — held up after being checked by the police department. He was picked up after a serious auto accident during the early hours of January 13. The WLW-D program log and daily highlight sheet helped to win the suspect a verdict of not guilty.

Grant Holcomb Gets CBS News Post

HOLLYWOOD — Grant Holcomb this week was named director of news and special events for CBS-TV, Hollywood, and KNXT. He will supervise local and net-work news and special events operations originating in Hollywood. In New York meanwhile, Perry (Skee) Wolff has joined the CBS-TV public affairs department as a producer. Wolff's credits include two Peabody Awards as producer-writer-director at WBBM, Chicago, of "Report Uncensored," and "Quiet Answer."

MBS Offers Chance For Conv. Skeds

CHICAGO — The Mutual Broadcasting System this week gave local and regional advertisers an opportunity to sponsor broadcasts directly from the International Amphitheater here of the Democratic and Republican National Conventions in July. This is the first time in radio that network co-op programs, dealing with on-the-spot convention coverage, have been offered clients on the local level. Such commentators as Fulton Lewis Jr., Gabriel Heatter, Cecil Brown and Frank Singiser will cover the political convalesces for MBS.

KING Would Cover Conventions

SEATTLE — KING-TV, here, has asked the Pacific Telephone and Telegraph Company to tie the TV station to the transcontinental micro-wave system at San Francisco by convention time. Previous estimates had been that inter-connection with the national network could not be accomplished earlier than 1953. Westinghouse will sponsor the convention on the CBS-TV web.

CBS to Program Steve Allen

NEW YORK — The Columbia Broadcasting System's radio web will program Steve Allen in the 9:30-10 p.m. strip beginning July 1. The show will be completely informal and reminiscent of his Coast show which was so successful. At the same web, Cedric Adams gets under way shortly in a 10-minute strip on CBS radio, 3:50-4 p.m. He replaces Radie Harris who had a five-minute strip. The network also expects to program a Horatio Hornblower series which is to feature Ralph Richardson and to be produced by Towers of London in England. Other program possibilities at CBS-AM are John Carradine, in a series of ghost stories, Cornelia Otis Skinner in a one-woman half-hour show and Michael O'Shea in a series titled "I Cover Hollywood."

Raush Inks Starr For Video Series

NEW YORK — Movie producer Leslie Raush and TV packager Elaine Starr have signed an agreement to produce a series of half-hour TV films titled "Hand and Seal." The dramatic series, to be filmed in Mineola, L. I., will be based on authentic documents of historical interest. An Abraham Lincoln document and a let-

ter from Mrs. Paul Revere to her husband are the bases for the first two films. Raush will direct the films and scripts will be written by Maurice Barrett.

Landsberg to Televisize 'Hellorado'

HOLLYWOOD — KTLA's Klaus Landsberg will score a first tomorrow (18) when he televises Las Vegas' "Hellorado" annual celebration. The annual event, staged by the Elks for charities, will get its first live TV coverage.

Crosby Inks Macready For 'Good Turn'

HOLLYWOOD — George Macready was signed this week by Bing Crosby Productions for a featured part in "The Good Turn, the next of Crosby's "Rebound" series. Rita Johnson was inked for the fem lead opposite Macready.

Hygo Gets Rights To 183 Films

NEW YORK — Hygo Television Films, Inc. has acquired national distribution rights to 62 feature films, 36 Westerns and 85 short subjects. According to Hygo vice-president Louis Goldstein, some of the films have been screened in a few markets previously. The firm's proxy, Jerry Hyams, is now on a sales trip around the TV station circuit.

Philco Sales Smash Previous Record

PHILADELPHIA — The Philco Corporation racked up sales of \$84,239,000 for the first quarter of 1952, with net earnings of \$2,310,000. The sales figure was the highest for any quarter in the firm's history except for the same period in 1951 when the radio-TV industry in general was in a seller's market.

Glen Taylor Huddles With MBS Execs

NEW YORK — Rumors that Tom O'Neil's new administration would bring about a consolidation of departmental operations between WOR and the Mutual Broadcasting System here, received some substance this week. Glen Taylor, formerly with O'Neil's parent company, General Tire, and now with Thomas S. Lee Enterprises, is huddling with Mutual execs this week, and will study departmental operations of both WOR and Mutual for the next month. Trade's understanding is that Taylor will act as some kind of high-level efficiency expert for O'Neil.

Sterling Gets Rights To 'The Titan'

NEW YORK — The Sterling Television Company, a TV film distribution firm here, this week obtained distribution rights to the Academy Award winning motion picture short "The Titan," biography of artist Michaelangelo narrated against camera views of his greatest works.

Silberl Reads TV Low Budget Show

NEW YORK — Decjay Bill Silberl is reading a low-budget

(Continued on page 44)

Senate Okays Wider FCC Budget In Effort to Thaw Video Freeze

SICC Plea Comes in Form of Rare Motion; Hyde Renominated to Past

WASHINGTON, May 17.—In an extraordinary move, the Senate Interstate and Foreign Commerce Committee this week called upon the Senate Appropriations Committee to vote an expanded Federal Communications Commission budget lest the TV freeze stay virtually unthawed for at least another five years. The Senate Interstate and Commerce Committee's plea for hoisted funds came in the form of a rare motion adopted by the committee in executive session immediately after confirming the renomination of FCC Commissioner Rosel K. Hyde, whose current term ends June 30. Sen. Homer Capehart (R., Ind.), who sponsored the motion, said that the current timetable under which the FCC's seven teams of hearing examiners are operating would limit the number of VHF grants in contested cases to "hardly a trickle for the next 10 years." The committee urged that at least \$800,000 in additional funds be granted immediately to the FCC so as to expand the number of teams of examiners to 20.

Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, warned sternly: "This is a case of appropriating a mere pittance to pave the way for quick expansion of an industry in which billions of dollars have already been invested and additional billions are ready to be spent. "Each TV applicant has from \$500,000 to


over a million dollars tied up waiting for FCC to act; this means billions in tied-up funds," he said.

Senator Capehart declared that the increased FCC appropriation would make it possible to "speed the processing of TV applications to such a pace that the bulk of grants and construction would materialize within the next three years. It is vital to the nation's economy that this be done," he said, "and if it isn't done, the nation will have to wait 10 years and maybe even 20 before the TV construction program is fulfilled."

There is a strong chance that the Senate Appropriations Committee will go along with the Johnson Committee's unusual request. President Truman's original FCC budget proposal for the next fiscal year was \$8 millions, but the House pared the outlay to around \$6 millions, a level equal to the current fiscal year's despite the increased work load necessitated by the TV freeze-lift. If the boost gets thru the Senate, the appropriations bill would have to go to a joint Senate-House Conference Committee. Currently, of seven FCC hearing examiners, two are preoccupied with cases which will keep them from handling TV allocations contests for at least a year. Consequently, there are only five examiners available for TV hearing cases in addition to the regular workload of AM and other TV cases. Each hearing ex-

aminer has a team, consisting of a lawyer, engineer and clerical staff. Commissioner Hyde told the Johnson Committee that the current rate of disposing of cases is less than 10 a year, "closer to eight." Senators Johnson and Capehart declared that, on this basis, the TV allocations would be virtually hamstringing.

***** SOLUTION *****




Mister PLUS

- Detective PLUS, the master sleuth,
- Has pockets full of clues.
- He also has a sponsor-booth
- Equipped for you to use!
- More mystery shows, and better ones,
- We broadcast all week through.
- The cost is light, response weighs tons —
- These finger-prints fit you!

— the difference is MUTUAL!

This One



8LSJ-NYL-K9CZ

***** FOR DETAILS, THE MUTUAL BROADCASTING SYSTEM *****

Pulitzer Prize Playhouse New York (Return of Mr. Moto)

TELEVISION—Reviewed Wednesday (7), 10:30-11:30 p.m., EDT. Sponsored by Frigidaire, via American Broadcasting Company-TV, New York. Producer, Lawrence Carra. Director, Charles Dubin. Cast: Eva Gabor, Harold Vermilyea, others.

For sheer audacity, the "Pulitzer Prize Playhouse" performance of "The Return of Mr. Moto" Thursday night (7) deserves some kind of award. Its only claim to an endorsement by the Pulitzer committee is that the Japanese detective character created by Pulitzer Prize winner John P. Marquand. Granted, the shortage of prize-winning material necessitates the presentation of non-award vehicles on the show. However, it's one thing to dramatize a Pulitzer winner's lesser works, and quite another to build an entirely new play (an inferior one at that) around the Japanese character created by that author, especially when that character was never Pulitzer Prize caliber in the first place.

To make matters worse, the TV version failed to capture the sly, inscrutable, and withal, lovable personality of Mr. Moto himself, originally pictured by Marquand. As played by Harold Vermilyea, video's Mr. Moto was as stiff and stereotyped as Fu Manchu.

Trite Plot

The trite plot revolved around his efforts to smuggle an American flyer out of present-day Manchuria. Complications arose when the pilot wanted to take an exotic White Russian fem with him. Mr. Moto talked him out of that idea, tho, with a pep talk about putting your country above personal considerations. The story ended when the pilot's sweetie shot her Russian boy friend to enable the flyer to escape over the border, leaving the gal behind in the clutches of the Red police and Mr. Moto to carry on his espionage.

In deference to sensitive patriots, the script painstakingly pointed out that Mr. Moto's sympathies have always been with America. World War II notwithstanding. The brief plot-line was stretched out to an hour, via a hide-and-seek game between the pilot and the Communist reminiscent of the old revolving door chase of silent movies.

Utilizing a story-within-a-story technique, the opening scene spotted the author (evidently Marquand, altho the resemblance escaped this reviewer) dictating the play to an attractive brunette secretary. In a manner that must have scandalized Mrs. Marquand, the two engaged in a mild flirtation throuth the dictation, employing such sophisticated banter that the viewer's first impression was that they were watching a tongue-in-cheek take-off on the usual melodramatic TV mystery.

Unfortunately, tho, it soon became clear that such was not their intent, and the finish found "Mr. Marquand" moping up-stage, after the corny revelation that the pilot's story was actually his own.

All this action took place on a practically bare stage which represented a back-stage dressing room in a fourth-rate Manchuria night club. The stark set (best

Television—Radio Reviews

Valentino

RADIO—Reviewed Wednesday (14), 2:35-3 p.m., EDT. Monday thru Friday. Sustaining via American Broadcasting Company. Producer, Vincent Lopez. Director, Robert Greiner. Writer, Arlene Wood. Star, Barry Valentino.

Band leader-producer Vincent Lopez must have got his stars crossed when he sat down to chart a career-course for his new vocal protegee Barry Valentino. The singer has an impressive baritone voice and a pleasant delivery, but it's doubtful if his vocal talents will ever be fully appreciated in their present setting. The show represents an abortive attempt to make a super-Continental or male counterpart of the Lonesome Gal out of Valentino. Not that there's anything wrong with a good schmaltzy radio romance program, but it has to be scripted with taste, and delivered with a certain amount of pose and finesse.

Script-wise, the show represents an abortive attempt to make a super-Continental or male counterpart of the Lonesome Gal out of Valentino. Not that there's anything wrong with a good schmaltzy radio romance program, but it has to be scripted with taste, and delivered with a certain amount of pose and finesse.

Saddled with stilted cliché lines (e.g., "Our love as the poets say is a thing of beauty and joy forever"), Valentino quickly demonstrated that any resemblance between his wooing technique and that of the silent screen's big heart throb was purely a matter of surname. As a matinee lover the radio Valentino is apt to run a poorer second to the luncheon dishes.

Nervous Lover

The self-styled "prisoner of romance" also sounded a bit abashed at his own verbal passes, which put even more of a damper on the script's purple prose. Whoever heard of a nervous Don Juan? At one point the script planted him in an amusement park, where he rhapsodized, "My life is exhilarating and alive—it has a vigor all its own like a giant Merry-Go-Round." (Cue for "The Loveliest Night of the Year.") Then, apparently faint with passion, he added, "I must have left the amusement park—I don't remember—but I found myself in my room."

As noted in the first paragraph, the musical numbers were lush and melodic, with the baritone registering particularly well with "I'll See You in My Dreams" and "So in Love" from "Kiss Me Kate." More music and less mush are clearly in order if this show is to succeed. June Bundy.

thing in the show) was dramatized via excellent lighting and a striking multi-entrance effect with a series of flats.

Miniature Mae West

Cast as the "mysterious White Russian" (a part that cried for Marlene Dietrich), blonde Eva Gabor strutted around like a miniature Mae West... putting on her clothes—taking off her clothes—and exuding so much obvious sex appeal that she was downright funny at times. In spite of her beauty, Miss Gabor isn't the sultry fem fatale type, and she isn't enough of an actress to make like one in front of the cameras. However, the gal has an appealing video personality in her own right, and could click big on TV if cast in a role that complemented her own brand of wide-eyed girlish sex appeal.

Commercials paid homage to Frigidaire's air conditioner and new refrigerator model. Copy was so folksy at times that it was patronizing. June Bundy.

CAPSULE COMMENT

Valentino (Radio), ABC, Wednesday (14), 2:35-3 p.m., EDT.

Vincent Lopez must have got his stars crossed when he sat down to chart a career-course for his new vocal protegee Barry Valentino. The singer has an impressive baritone voice and a pleasant delivery, but it's doubtful if his vocal talents will ever be fully appreciated in their present setting. The show represents an abortive attempt to make a super-Continental or male counterpart of the Lonesome Gal out of Valentino. Not that there's anything wrong with a good schmaltzy radio romance program, but it has to be scripted with taste, and delivered with a certain amount of pose and finesse.

Pulitzer Prize Playhouse—Return of Mr. Moto (TV), ABC-TV, Wednesday (7), 10-11 p.m., EST.

For sheer audacity, this show deserves some kind of an award. Its only claim to an endorsement by the Pulitzer committee is that the script was "based" on the Japanese detective character created by Pulitzer Prize Winner John P. Marquand. To make matters worse, the TV version failed to capture the sly, inscrutable, and withal, lovable character of Mr. Moto himself as originally pictured by Marquand. Cast as a "mysterious White Russian," blonde Eva Gabor strutted around like a miniature Mae West—exuding so much obvious sex appeal that she was downright funny at times. (See full review this issue.)

Midwestern Hayride, (TV), NBC-TV, Sunday (4), 3-4 p.m., EDT.

After a five-week hiatus the Cincinnati-originated hillbilly show is again being televised. The program is cut from the same cloth as the standard hillbilly set, including singing, square dancing, cornball skits and the traditional hymn. Big weaknesses are the lack of name talent and overdependence on old and little known tunes. (See full review this issue.)

Broadway TV Theater (TV), WOR-TV, New York, Tuesday (13), 7:30-9 p.m., EDT.

The effects that made "Angel Street" a thriller on the stage and in films did not register effectively in this TV version. And the cast, at the first performance this week, did not have a sufficient hold on their roles to put the play across. (See full review this issue.)

Good Living

TELEVISION—Reviewed Wednesday (7), Telecast Monday thru Friday, 11:30-12 noon, CDT. Sustaining via WNBC. Producer, Jules Pewowar. Director, Paul Robinson. Cast: Ruth Crowley and guests.

This interesting half-hour across-the-board attempts to grab the housewife listeners at a time when they might be free for a few minutes in the lull between household chores. Each day the program is devoted to a different subject. On this seg it was baby care.

The baby session was an outside package, having been built by Herbert S. Laufman Productions. It is not a new idea but educational and entertaining nevertheless.

Using a nine-week-old girl, Barbara Uhlman, and her mother as the focal point of the show, Ruth Crowley, registered nurse who has three children of her own, stressed the clothing of an infant. And to offer professional advice, Dr. Lawrence Bresslow was brought in as a guest. They started with the diapering process, and went on from that point, with the baby being used to demonstrate.

Production and direction were good, with the half-hour moving swiftly.

There is a wealth of material available, but it will be necessary to keep the shows at the high standards established by the original offerings if the series is to hold the listeners. Norman Weiser.

Broadway TV Theater

TELEVISION—Reviewed Tuesday (13), 7:30-9 p.m., EDT. Sponsored by General Tire & Rubber Company thru D'Arcy Advertising and Cavalier Cigarettes thru William Esly via WOR-TV, New York. Producer, Warren Wade. Director, Richard Lukin. Staged by Richard Barr. Operations manager, Lewis Freedman. Settings, Ray Temple. Technical director, Richard Quodomine. Property, "Angel Street" by Patrick Hamilton. Cast: Victor Jory, Lola Montez, Melville Cooper, Elizabeth Eustis, Anita Bolster.

Going into its fifth week with Patrick Hamilton's mystery melo, "Angel Street," WOR-TV's "Broadway TV Theater" has established a clear formula.

It employs properties that passed muster before Broadway audiences between one and 25 years ago. It presents the scripts in essentially uncut and unmodified form. The televising is ultra-simple. At the opening of each act, the viewer sees a curtain go up and then a fade to a long shot. As the action begins, the camera dollies up. The rest of the act is almost entirely in medium shots. Close-ups are virtually non-existent.

Warren Wade and his company undoubtedly are aware that they are thus working with definite limitations.

Lacks Excitement

The plays presented, if not already well known to New York audiences, often contain elements that impress the viewer as quite hackneyed. And effects that are possible on the legit stage are often not feasible on TV. The show lacks the feeling of excitement and audience participation one experiences in a Broadway theater, and at the same time it lacks the impact and close perspective one can get from TV.

There are certainly not many play lovers in New York who are not familiar with "Angel Street." It had a successful run under Shepard Traube's direction 10 years ago. It was made into an award-winning motion picture with its original London title, "Gaslight." The script has been a stock company stalwart for years, and it has been done well on TV previously.

It is by no means a great script, but it has several devices, which, if well staged, can grip audiences. One such trick is the dimming of the drawing room gas light, indicating to the distraught heroine that another light has been turned on elsewhere in the house. But on this week's show, the gamma factor of the TV picture simply did not permit this to register effectively. It appeared as a meaningless flicker.

Another solid trick is Inspector Rough's leaving his hat in full view when he goes to hide in the dressing room with the return of Mr. Manningham from his mysterious nocturnal meanderings. This particular turn caused many a heart failure during the play's long Broadway run. But the TV viewer this week never noticed the hat until Rough came running back for it.

Further, the entire mood of the play is established by the setting of the dim and musty drawing room. But this did not register on TV nearly as effectively as it did on the stage, primarily because TV is deprived of the benefit of stage lighting.

With these limitations, the main

Midwestern Hayride

TELEVISION—Reviewed Sunday (4), 3-4 p.m., EDT. Sustaining via National Broadcasting Company network. Originated from WLW-TV, Cincinnati. Producer-director, Honore Nicols. Emcee, Bill Thall.

The hillbillies are back on the NBC-TV net. After a five-week hiatus, WLW-TV is again originating "Midwestern Hayride" from Cincinnati, this time on Sunday afternoon.

The show itself is typical of this type—square dancing, singing, cornball skits and the traditional hymn. Program caught was a fast mover—almost too fast—with a total of 18 acts within the 60-minute segment. Bill Thall, who emceed the show well and played the straight in several skits, was kept busy fitting it all in.

Standouts were the Kentucky Briarhoppers, a first-rate square dance octet, who put on a good show tap dancing while they promenaded. Also top-notch were the fiddling of Freddy Langdon on the standard country jammer, "Orange Blossom Express," and the skit by Salty Holmes and wife, Mattie, with the former playing the part of a baby and talking thru his harmonica.

As the show stands now, it should have no trouble pulling an audience of country music devotees, and there are many. To go beyond that, certain revamping seems necessary. The show suffered basically in two ways. First is the lack of a big name in the country field. Altho the talent showcased in the program caught might be known in the City environs, only a couple have any stature nationally. A weekly guest shot might be the answer here. The second weakness was the choice of tune material. All were old-timers. Admittedly the life of a good country tune is longer than its popular counterpart. Nevertheless, it would be a good idea to blend the oldies with more of the current crop.

Productionwise, the show is quite simple, one basic set with an additional one used for a skit. Two cameras were employed, with the secondary lens used rarely. The main camera all too frequently played it too close, with the result of picking up only three and a half members of a quartet. Nev Gehman.

burden of selling the show is left to the performers and their director. However, at the first of the four performances this week, most of the cast did not have a sufficient hold on their roles to put them across.

Cooper Falls

Melville Cooper as the detective appeared with a halting and uncertain reading that the viewer felt it was the actor rather than the character that was unsure of himself. Lola Montez as Mrs. Manningham failed to establish the character of the frantic and fragile creature in the opening moments so that her first burst of hysterics at the missing picture struck one at first as quite unbelievable.

Victor Jory in his opening scene appeared quite systematic but not necessarily malevolent or sly. True, the three leads sustained character so that as the play progressed they became more acceptable. But neither Miss Montez nor Jory built character or mood to any extent.

Fare Better

Elizabeth Eustis and Anita Bolster in the less arduous roles of the domestics fared better. Miss Bolster almost stole one of the scenes.

Certainly the performances can be sharpened during succeeding nights. And, since the network

(Continued on page 10)

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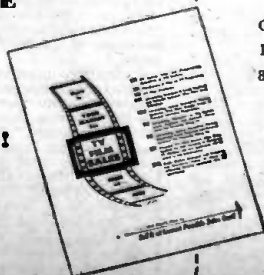
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VOTE CHASERS—15

Lodge Shadow Boxes In Advocating Ike

By GENE PLOTNIK
General Eisenhower's candidacy has been fortunate in having Sen. Henry Cabot Lodge Jr. as campaign manager. The Senator is not only a keen and courageous legislator, but he is the possessor of a great deal of personal charm as well.
His appearance on "Reporters Round-up" this week, however, was a disappointment. On the air, Lodge sounded like a tired and irritated man. Although he spoke glibly, his answers to the two reporters' questions were mostly negative and evasive. He frequently sounded as if he resented the reporters, and many times he hedged their questions with semantic dodges.
One answer he used a great deal was a blunt "I don't know."

himself, at least not until June 3 when he becomes a civilian.
An example of Lodge's semantic quibbling occurred when he was asked about the charge that his position on domestic affairs would be right of Senator Taft's. His answer was that he did not know what the terms "right" and "left" meant. He was equally mystified by the terms "conservative" and "liberal," and denied that there was such a split in the Republican Party. Lodge finally indicated that he preferred the words "antiduluvian" and "modern," and he asserted that Ike was very definitely modern; he was looking ahead, wholly concerned with what to do now, and not worried about what might have been done.
This line of argument was, of course, small solace to those who might have heard that Eisenhower, in a speech made while he was serving as president of Columbia University, expressed his repugnance of Social Security.
Would Have Done
Despite his claim that Ike was entirely forward looking, Lodge in two instances did say what he thought Ike would have done if

he were president already. Declaring that he did not know if Ike would have used the Taft-Hartley law in the present steel-labor dispute, Lodge said that Eisenhower would have averted the crisis in the first place by more rigorously controlling inflation.
And on the subject of the cold war, Lodge claimed that Eisenhower would have had this more in hand also, since he would not have granted the Soviet the concessions it won at Yalta and Potsdam.
To questions on candidate Eisenhower's campaign, Lodge continually answered that everything Ike does will be in character, and that his behavior will not be like that of any of the other candidates. Only at the end he declared that if Ike is nominated, "it's going to be the most vigorous campaign you've ever seen."
Facts Are Few
His positive assertions during the half hour were few. Intermittently he remarked that Ike can get along with people, that he will develop strength in America, and that Ike has won in the primaries every time the people have had a chance to vote.
Without doubt, the Eisenhower candidacy would have been better served on this show if Lodge would have expressed more positive faith in Eisenhower's presidential potentialities, and would have tried not to be as cagey and evasive as he was.

Reporters Round-Up

RADIO - Reviewed Thursday (15), 9:30-10 p.m. EDT. Sustaining via Mutual Broadcasting System. Producer, Hollis Seavey. Moderator, Everett Holles. Reporters: Arthur Sylvester, Newark Evening News; Philip Potter, Baltimore Sun. Guest: Sen. Henry Cabot Lodge Jr. (R., Mass.).

CAPSULE COMMENT

Colgate Comedy Hour (TV). NBC-TV, Sunday (11), 8-9 p.m. EDT.
This was one of the best Colgate hours put together in a long time. O'Connor continues to impress as a top-flight video performer. Hedy Lamarr's video appearance, however, was quite unimpressive. One of the finest TV items seen in a long time was the excellently integrated "silent" film routine. (See full review this issue.)
Stock-Car Racing (TV), WABD, New York, Saturday (3), 8:30-10:30 p.m. EDT.
Those televisioners who like a little blood splattered across their video screens will find this program of stock-car racing much to their liking. Since it features chills, thrills and suspense at someone else's expense, its attraction and commercial possibilities are obvious. The program features eight stock-car races around a quarter-mile asphalt oval. The production, camera work and sportscasting could be improved by using a little ingenuity. Perhaps, after more telecasting experience by the crew, it will. (See full review this issue.)

Chance of a Lifetime (TV), ABC-TV, Thursday (15), 8:30-9 p.m. EDT.
This is nothing more than another "talent audition" opus—and at a low budget. Dennis James is an affable emcee, the talent used on show caught was typical for the type of show and the settings were about the most elaborate item on the program. In all, it doesn't figure to create much stir or hold much audience, tho it may suffice as a summer replacement. (See full review this issue.)

We, the People, (TV), Friday (16), NBC-TV, 8:30-9 p.m. EDT.
The second in the "new" Time-Life produced "We, the People" series turned out to be a fairly tame, tho well-done half-hour of political background and debate. Two Southerners, Kefauver and Russell, were pitted against each other. But Russell appeared on the screen for a very short interlude, while Kefauver walked off with one of the fattest plugs ever delivered to a candidate by a show sponsored by a commercial company. (See full review this issue.)

VOTE CHASERS—14

Blast at MacArthur Boomerangs at Kerr

By GENE PLOTNIK
It often appears that those vote chasers who are not prepared to extol General of the Army Douglas MacArthur in every detail would do themselves a favor, politically, by not discussing the General at all. For, just as it is true that those who admire General MacArthur can win themselves great audience favor by speaking reverently of the man, to the same extent those who are critical of the General can usually turn the tide of audience reaction against themselves by speaking ill of him.
That's what happened to Sen. Robert S. Kerr (D., Okla.) on "The American Forum of the Air" over the National Broadcasting Company, radio and TV, Sunday (11) at 10:30 p.m.
Keen Debater
Arguing the question "Has Our Far-Eastern Policy Been Unwise?" the Senator showed himself a keen debater for the most part. He talked with force and conviction, and was always prepared to back up his points with statistics and quotes. At the same time he was ever friendly and charming, and his Western drawl impressed pleasantly.
Although the studio audience remained quiet, the viewer at home could feel sure that Kerr maintained a strong, if not the upper hand, for most of the half hour. He was clearly one who did not need the Columbia Broadcasting System's schooling for candidates.
But then, in the closing minutes, Kerr lashed into sharp criticism of General MacArthur's conduct of the war in Korea that drew long and loud grumbles from the studio audience.
Riding a Loser
From that point on the home audience could easily get the feeling that by sticking with the Senator they would be riding a loser, whatever the merits of his position.

It was then that the Senator launched his criticism of MacArthur on the ground that he would have won us victory in Korea at the price of an even greater war in China, with a greater toll of lives and incomparably greater expense to U. S. taxpayers.
His comment was interesting in that he had earlier in the program used the MacArthur name to support one of his own points. When Bullitt pointed out that Chiang Kai-shek had offered 35,000 Chinese Nationalist troops to support the U. S. in Korea, Kerr answered that it was MacArthur who had rejected that offer. He went on to quote the general as saying, in the joint Senate committee hearing following his dismissal, that the Chinese forces would have been an albatross around our necks. The Senator added that Chiang had never made any further offer.
Ambassador Bullitt could only answer that the Senator was wrong, that he, Bullitt, knew that Chiang's forces would lead to go into action at all times.
Pegged on Article
The whole discussion was pegged on a Readers' Digest article by the Ambassador advocating U. S. material support of Chiang in an invasion of the Chinese mainland. Bullitt, in his summation, charged that by inept political strategy we were losing all of Asia to the Soviet Union, and have lost out on a 52-year-old "Open Door" policy in China.
Kerr declared that our aim was to avoid embroilment in another agonizing world war, and that, although mistakes had been made, we had managed to limit the conflict so far. He said, further, that the worst mistake we could make would be to immerse ourselves in a greater struggle now because of impatience with the Korean negotiations.
Except for his tirade against MacArthur, vote chaser Kerr showed himself a formidable TV campaigner, much improved from his "American Town Meeting" appearance of a few months back. Only if the CBS school makes it a cardinal rule not to disparage the name of MacArthur would Candidate Kerr have anything to learn from it.
Gene Plotnik.

American Forum of the Air
TELEVISION - Reviewed Sunday (11), 10:30-11 p.m. EDT. Sponsored by Bohn Aluminum & Brass Company via the National Broadcasting Company. Producer, Theodore Granick. Director, Joe Browne. Guest moderator, Willard Espy. Panelists: William C. Bullitt and Sen. Robert S. Kerr.

VOTE CHASERS—13

Case for Democrats Has Air of Authority

By PAUL ACKERMAN
The National Broadcasting Company is making time available on both its AM and TV networks for legally qualified candidates for the Presidential nominations of the major parties. The programs are being done with the co-operation of Edward Ingle and Kenneth Fry, respective radio-TV directors of the Republican and Democratic National Committees. The Republicans started the series last week, presenting a mock courtroom scene with the Democrats on trial. This week, the Democrats eschewed such fabricated attempts at showmanship in favor of a forthright pitch.
The Democrats titled their program "The Case for a Democratic Congress." Without examining the validity of the claims made by the Democrats, this much is

true: Their program was loaded with an air of authority. The Democrats had plenty of charm, plenty of statistics. Their method of presenting their case was utter simplicity. Two Representatives and two Senators, each seated at a table, carried on what appeared to be an informal and unhears conversation. As soon as one Congressman made his point another took over. Their timing was terrific, and their command of information noteworthy. Sen. Blair Moody paced his colleagues, but made no attempt to monopolize the conversation.
Tactical Methods
A few neat tactical methods of the Democrats are worthy of mention. For instance, the impression of candor and honesty was highlighted by their willingness to admit that they were fallible. They claimed that their mistakes, unlike those of the Republicans, were "affirmative" ones. Secondly, the Democrats graciously admitted the existence of high-minded, patriotic and competent Republicans. They then quoted such Republicans as admonishing the Republican Party. Sen. Wayne Morse, for instance, was quoted as saying, "My party had better watch its step."
Thirdly, the Democrats, after devoting most of the half-hour to a persuasive series of arguments for a Democratic Congress, used the last few minutes most effectively by presenting in rapid fire fashion an imposing array of benefits traceable to the Democratic Party.
Politics sometimes seems like show business, but it actually isn't. The Republicans last week probably erred grievously in giving "production" touches to their half-hour. The Democrats, by shying away from hippodrome effects, fared very well. Their men were prime talkers, and the content—the script—was impressive.

Hats in the Ring

TELEVISION - Reviewed Sunday (11), 2-2:30 p.m. EDT. Presented by the National Broadcasting Company TV network. Produced by Ad Schneider. Directed by Ted Ayzers. Cast: Senators Blair Moody and Mike Monroney and Representatives Richard Bolling and Henry Jackson.

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VOTE CHASERS—16

Kefauver Vs. Russell Slugfest Fizzles Out

By JOE MARTIN
For the second week in a row, the revised "We, the People" format produced by Time-Life and the March of Time produced more smoke than fire. What might have been a first-rate debate between Democrats Estes Kefauver and Richard Russell over the Fair Employment Practices Code, was actually nothing more than both candidates reiterating stands on FEPC made public previously. The March of Time did manage, however, to come up with previously unreleased films of a mild debate between the two Southern Senators.
Kefauver came off the winner as a result of the half-hour show. The only time Russell was seen on the screen was during the filmed debate. Kefauver got equal billing and time during this portion and grabbed off a big plug when the entire last quarter or so of the program was devoted to a live interview of the Senator and Mrs. Kefauver by Time-Life correspondents Frank McNaughton and Hank Luce. Once again, the Senator and his attractive wife were sur-

rounded by a decided aura of charm, simplicity and honesty. They make a fine husband and wife team on TV and figure to pick up votes every time they get in front of a camera.
And tho the program didn't create any furor, it was a well-produced half-hour of pertinent background and explanatory information which must have served to school many a prospective voter in the history of the Southern Democrats' revolt from the party. Frank Blair handled the narration and the bridges between the segments of the show. He did quite well in clarifying some muddled issues.
Revolt Background
Blair opened the show by giving some background on the Southerners' revolt during the 1948 Democratic party convention. He explained the FEPC bill and introduced some fine film clips of the actual revolt and the special caucus held by the Southerners. Blair explained that Russell and Kefauver can once again "bust wide open" the entire Democratic Party. This led into the exclusive film of the so-called (Continued on page 4)

Advertisement for comedy material for all branches of theatricals, featuring Billy Glason's Fun-Master and contact info for Paula Smith.

Empire Room,
Palmer House, Chicago
(Thursday, May 15)

Capacity, 500. Price policy, \$1-\$1.50 cover with \$2 minimum. Owners, Conrad Hilton Hotel. Publicity, Fred Townsend. Production and exclusive booking, Merriell Abbott. Choreography, Robert Frelson. Original music, Hestie Smith. Costumes, John Baur. Estimated budget this show, \$4,500. Estimated budget previous show, \$10,000.

This offering is the least pretentious in the "Parade of Stars" shows which Miss Abbott inaugurated early in the year. Major is Dorothy Shay, in for her seventh consecutive year, plus one supporting act and a lone production number.

Miss Shay has built up a strong local following. From her entrance, the ringsiders start calling for the oldies which she has used year after year. Her "Sagebrush Sadie," "A Mountain Gal," and the "Uncle Fud" closer score about as strong as any act can possibly hope—but her special material, "Remember Dad on Mother's Day," "Real Big Spender" and several others just don't make the grade.

Working for 40 minutes, with

Night Club-Vaude Reviews

her accompanist, Russell Black, spelling Eddie O'Neal at the 88 Miss Shay proved more relaxed than in some of her previous appearances. Her chatter was excellent, and some by-play with ringside conventioners brought big responses.

Bobby Winters, a good juggler, has been seen here before in vaude and on TV. His "idiot" routine does not fit the room. Winters is far more at home in a theater than on the smaller hotel floor. Several of his more intricate routines with rubber balls were lost because of the poor visibility. His tamborine number got him off to a heavy hand.

The Merriell Abbott Dancers opened with a new production number built around women's hats, and as usual did an excellent job. Eddie O'Neil handled emcee chores and cut the show.

Outstanding feature of this edition is top production and lighting effects. Norman Weiser.

Chez Paree, Chicago (Tuesday, May 13)

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

Current low-budget show is booked in for two weeks as a filler between the Olsen and Johnson package and the upcoming string of names which will include Jane Froman, Frank Sinatra, Jimmy Durante and Joe E. Lewis, in that order.

Harvey Stone, who hasn't been seen here for several years, has added a few bits to his standard G. I. routine. He won a healthy reception from the capacity house, despite an initially cold room. At the start Stone kept punching away, finally breaking thru with his routine about his wife.

Arthur Lee Simpkins, multi-lingual singer of operatic, clas-

sical, boogie, standard and pop tunes, did nine numbers, ranging from "Marie" to the "Eli Eli" chant delivered in Hebrew, pulling excellent hands from the crowd. However, the stint was much too long, and the act could be strengthened considerably for clubs by a better selection of numbers. Simpkins has a big enough book to be able to switch around so that he can set up two routines—one for theaters, the other for clubs.

De Mattiazzi, in the opening slot, proves a strong act, despite the fact the edge has been taken off the dancing dolls bit by numerous television appearances.

A new Arden-Fletcher line, all long-stemmed lookers, is in for this show after a four-week hiatus during the O. and J. jamboree. Girls have two production numbers, with Johnny Martin on the vocals. Martin also does a commendable emcee job. Brian Farnon's ork, with Phil Levant fronting, cut the show, doing an especially good job on the difficult Simpkins book. Norman Weiser.

Paramount, New York (Wednesday, May 14)

Capacity, 3,654. Price range, 55 cents-\$1.60. Four shows daily; five, week-ends. House and chain booker, Harry Levine. Manager, Bob Shapiro. Show played by Russ Cassork.

It is the accepted tradition that the headliner be given the closing spot in combo houses (the next to closing tradition is a relic of the old vaude days and no longer applies). Following this practice, Nat (King) Cole got the closing spot, tho in actual results Alan King, who preceded him, got the biggest returns. Cole, working with a trio (bass, guitar and bongos), gave a pleasant and highly listenable performance. His routine and style was not calculated to create any excitement, tho on one "Calyppo Blues," Cole was magnificent. The rest of his act consisted of a reprise of some of his Capitol disk hits, "Mona Lisa," "Unforgettable" and a couple of novelties.

Alan King fractured them with his family-type yarns. The fact that he's a combo of Phil Foster, Jan Murray, Myron Cohen with a dash of Sam Levenson was all in his favor. When King wound up with his "Babalu," belting out

(Continued on page 45)

HAZEL SCOTT

Now Recording Exclusively for



VARIETY
Last Frontier, Las Vegas
 Las Vegas, March 21
 Hazel Scott makes a long jump from cafe society to big major western territory already scores a click. Indications already are present that she will have topped up all the way through her two-frame semester.
 Known principally for her "Bach in Boogie" substitute, Miss Scott surprises table-sitters with some peppy vocalizations. Accent is on hard board manipulation, and in the department the opera artists excel from a varied body with a better all times underlined and patners. "Hazel Plays Piano" sliced with "Waltz" exceeds the usual "Waltz" by Chopin in two minutes, but plenty of improvisation is swung into the class. With "Something I Dreamed Last Night" she sings huskily, putting customers into reverie.
 Leaps from this into boogie on "St. Louis Blues," in which she wily "Tea for Two," in which she counterpoints snatches of waltz melody. Original "Chicago Fire" is odies Room which heats up from flaming Room with wild work. Rained by her team work of cheering Miller and in spite of cheering and whistling, Miss Scott stays after putting the crowd in a frenzy.

— BOOKINGS —
PALLADIUM, London
COLONY-ASTOR, London
DRAP D'OR, Paris
LAST FRONTIER, Las Vegas

— COMING UP —
RIVERSIDE HOTEL, Reno
CLUB CRESCENDO, Hollywood

— TELEVISION —
SONGS FOR SALE (CBS-TV)
CAVALCADE OF STARS (Dumont)



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Concerts
COLUMBIA ARTISTS MGT.

Management Counsel
GOLDFARB, MIRENBURG & VALLON
RKO Bldg., Radio City, New York

White Answers Dunn Charges Over Insurance

NEW YORK, May 17.—Murray White, of Wyman & White, and national executive board member of American Guild of Variety Artists, charged Henry Dunn, former AGVA topper, with "double talking to hide his inefficiency as former head of AGVA."

White made his charges in reply to Dunn's statement regarding him (The Billboard, May 17). In a letter addressed to The Billboard, White said, "It is no wonder that Henry Dunn is known to many as 'Blabbermouth.' In his usual publicity-hungry way he says things about me which he knows are completely untrue. The truth is, however, that he, without authorization, secretly signed a 15-year insurance contract. No matter how he double talks, this fact will stand out.

"He has resigned from AGVA and, as is his custom, is trying to create a smoke screen behind which to hide his inefficiency as former head of AGVA. A breath of fresh air is now needed to clear away this mess. I have no secrets from AGVA. I have forthrightly and continuously declared to the Board that I am a licensed insurance broker. I have contributed time and effort in aiding AGVA in the insurance problem, as a Board member and as one who knows about insurance. I have indicated ways and means of saving AGVA money. In one instance alone, I have shown how the insurance premium can be reduced at least 10 per cent without reducing the insurance benefits, and probably increasing them.

"I am opposed and will continue to oppose everything that Henry Dunn has committed with the AGVA accident insurance program.

"AGVA has only two forms of insurance—life and accident. Is it a coincidence that Henry Dunn is deeply involved in both of them in two pending law suits?

"If Henry Dunn sincerely has AGVA's interest above his own, he should come to the convention and tell the truth about everything. I challenge him to 'tell the truth to the actors—they deserve the truth.'"

Pa. Warns Ops Out-of-State Buys Illegal

PHILADELPHIA, May 17.—Acting on complaints of the local bookers, the Pennsylvania State Labor Board again reminded the local nitery owners that it's illegal to buy performers from an agent not licensed in Pennsylvania. The state law also imposes a \$500 penalty on clubs for buying on out-of-state contracts.

About 10 years ago, local agents were successful in getting a law passed that only Pennsylvania licensed agents can book performers within the state. In recent years, nitery ops have been under an impression that they could buy acts anywhere and for the better spots, the buying has been on a direct basis from New York.

Only Warned

So far, the State Labor Board merely warned the club owners about the existence of such a law. One nitery owner, who had never given the matter a thought, was startled to learn that all four of his acts had been booked in New

KEY-POUNDER NOW HITS 'EM

MILWAUKEE, May 17.—The booking of Mona Manning, singer at the Schroeder Hotel's Empire Room, created a sizable stir here since the canary has been pounding a type writer in the Schroeder Hotel office as secretary for four years, with her eyes on a chance for a singing career. Hotel brass finally granted her two weeks vacation to make her debut in the Empire Room. The gal rated encouraging reviews in local papers. The Schroeder organization is now in the market for a new office girl.

Cafe de Paris Runs Aground on Union Rules

NEW YORK, May 17.—The Cafe de Paris, set to open June 5, has run aground against all the showbiz unions, including the scenic designers, stagehands, teamsters, bartenders, cooks, wardrobe mistresses, musicians and including the American Guild of Variety Artists.

The spot to be operated by Nachat Martini, is represented by Robert Schwartz, attorney. Last week the club advertised in local papers for show and chorus girls offering \$95-\$100 weekly. When negotiations began with AGVA, Schwartz wanted an \$85 minimum, said AGVA negotiator Ben White.

Foreigner Rules

Under AGVA rules a foreign package must consist of at least 60 per cent American performers. The club wants it to be only 40 per cent. AGVA is also asking that principals be guaranteed \$150 for a seven-day week. The club is offering \$125.

A fact finding committee, headed by Solly Pernick of the stagehands union, is now dickering with Schwartz. Others on the committee are Mill Weintraub, of the Association of Theatrical Press Agents and Managers; Ed O'Donnell, teamsters union; Max Freed, writers; Dick Martin, bartenders; Ben White, AGVA; Larry Fagan, of American Federation of Musicians, and Maurice Scanlon of the Wardrobe Mistresses Union.

Pee Wee King Det. Low 12G

DETROIT, May 17.—The second week of spot stagshows at the Broadway-Capitol Theater, operated by the Saul Korman Circuit, grossed only \$12,000, with Pee Wee King's Western Variety Show as the attraction. The figure was about \$3,000 under the \$15,000 registered by Tommy Dorsey a month ago. Management had figured the audience would go more for a hillbilly type show.

Spot bookings will be resumed in the fall, manager Weldon Parsons said, but no attempt will be made to set other dates before then.

York. He agreed to declare the local bookers in from here on.

In effect this means that bookings have to be on the contract forms of a Pennsylvania licensed agent regardless of where the buys are made. In earlier years, when the law was being enforced, New York booking offices had arrangements with local offices to clear all their contracts.

14-DAY TURMOIL

Hayes Rides Many Storms; All Ends Well

PITTSBURGH, May 17.—Richard Hayes isn't likely to forget the two weeks he has just spent here. The singer came in with the Les Paul-Mary Ford unit at the Penn on Saturday (3), and his music didn't catch up to him until the week was over. He had to buy some stock arrangements, and Maurice Spitalny's band faked thru most of his music. Nevertheless, he still walked away with most of the critical raves. It was here that he was hit by daily eplum mentions of the rift between him and his wife, Peggy Ann Garner, but this incident also ended happily with a reported reconciliation. Hayes admitted there was a trial separation but said that Miss Garner's reported romance with a Cleveland disk jockey was ridiculous.

When Hayes opened at the Copa on Monday (10) after his Penn date, a network ban on his hit record, "Junco Partner," came thru, and he couldn't get any deejay promotion on any station but the independent WWSW and WPIT. But there was a happy ending here, too, as the papers picked up the story, gave it a nice play, and Hayes wound up with a very nice week at the Copa.

Ben Brink Dies In Auto Crash

CINCINNATI, May 17.—Bernard W. (Ben) Brink, 68, father of James Brink, owner of the Lookout House, Covington, Ky., was killed Sunday (11) in a head-on auto crash on U. S. Route 42, 14 miles west of Covington. The elder Brink, who was general manager of the club, died of neck and skull fractures.

Brink, who was well known in local nitery and sporting circles and had a wide acquaintance among theatrical folks, was reportedly driving to his Estrallita Farms home in Boone County when the accident occurred at 5 a.m. Three people riding in the other car involved in the crash were killed, and two children, also in the car, were injured.

Requiem high mass for Brink was held at 10 a.m., Wednesday (14) in St. Agnes Church, Lookout Heights, Ky. Burial took place in St. Joseph Cemetery, Cincinnati. The Lookout House was closed thru Wednesday.

AGVA Convention Delegates Named For June 9 Meet

George West of LA & Red Buttons Of NY Top List of 149 Candidates

NEW YORK, May 17.—George West of Los Angeles and Red Buttons of New York received the highest votes as delegates to the fifth annual convention of the American Guild of Variety Artists. There were 149 candidates running from all over the country. West got 732 votes, the highest. Buttons, received 693 votes. Next highest on a national and branch basis was Rex Weber, Los Angeles, with 677.

Delegates to the annual AGVA confab are chosen on a per capita basis; one delegate for each 200 members in good standing or major portion thereof. On this basis New York was entitled to 11; Los Angeles, six; and Chicago, six. The convention will start Monday, June 9, in Los Angeles.

New York's reps will be Dewey Barto, Jackie Bright, Red Buttons, Peter Chan, Jack Gilford, Syd Slate, Joe Smith, Russell Swann, Alan Walker and Jerry Wayne.

Chicago delegates will be Baird, Jack Gwynne, Tom Martin, Carl Marx Sr., Joe Wallace, and Dick Ware. Los Angeles will have Al Herman, Harry Mendoza, Larry Rio, Harry Rose, Rex Weber, and George West.

The full tally is:

- (NOTE: Winning candidates are designated by asterisk (*) before names)
- BALTIMORE
 - 441 Jimmy Judge
 - 448 Kim Lynn
 - 236 Linda Scott
 - 214 Yvette
 - BOSTON
 - 256 Charles Brett
 - 102 Danny Creedon
 - 185 Fred Hall
 - 176 Edith Lawrence
 - 114 Fil Morris
 - BUFFALO
 - 261 Mary Jane
 - 587 Lenzy Page
 - 203 Val Williams
 - CHICAGO
 - 540 Bill Baird
 - 421 Randy Brown
 - 418 Bert Davis
 - 374 Red Everett
 - 553 Richard Gale
 - 424 Billy Grant
 - 589 Jack Gwynne
 - 443 Tom Martin
 - 520 Carl Marx, Sr.
 - 146 Gil Raye
 - 436 Jesse Rosella
 - 496 Joe Wallace
 - 677 Dick Ware
 - CINCINNATI
 - 320 Carroll Dressman
 - 475 Lester Lake
 - 481 Ruby Lane
 - 356 Eleanor Lee
 - 333 Marnie Tume
 - CLEVELAND
 - 492 Linda Eganon
 - 657 Joseph K. Scott
 - DALLAS
 - 561 Col. Emmet
 - 479 Chas. Dink Freeman
 - DEVER
 - 277 Floyd Brown
 - 298 *Ting Grant
 - 219 Chas. O'Dell
 - 205 Andrietta White
 - DETROIT
 - 508 *Harry Gordon
 - 126 Billie Bysher
 - 358 Bobbie Coston
 - 270 Marge Hyman
 - 257 Marge Maxwell
 - 330 *Lillian Palmer
 - 295 Kid Williams
 - KANSAS CITY
 - 213 Mike Caldwell
 - 211 Harry Otto
 - 220 Johnny Sanna
 - 220 Chuck Spooner
 - 275 *Dave Workman
 - LOS ANGELES
 - 467 Kay Delis
 - 358 Jimmy Val Gray
 - 552 Al Heenas
 - 427 Harry Kane
 - 403 Sidney Gordon
 - 631 Harry Mendoza
 - 481 George Riley
 - 855 Larry Rio
 - 512 *Harry Rose
 - 365 Nady Stewart
 - 677 Rex Weber
 - 232 *George West
 - MIAMI BEACH
 - 269 Ben Bever
 - 310 Rydal Sabodin
 - 501 Buddy Wasser
 - MONTREAL
 - 309 *Theresa Daly
 - 230 Carl Galt
 - 170 Robert Gordon
 - 136 Roland Legault
 - 146 Leo Rivet
 - NEW ORLEANS
 - 478 Eddie Mairo
 - 523 *George McQueen

(Continued on page 45)



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Night Club-Vaude Reviews appear on preceding pages.

More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appear on page 45. Radio-Television Reviews on pages 9 and 10.

DOT'S HOT PARADE

POPULAR

I'LL SAIL MY SHIP ALONE	Jane Grant
DOODLE DOO DO	15016-45-15014
GOODY, GOODY	Jane Grant
JUST BELIEVE IN ME	15009-45-15009
FRIDAY NIGHT STOMP	Johany Maddox
WHY WORRY	15014-45-15014
TRYING	The Hilltoppers
YOU MADE UP MY MIND	15018-45-15018
MOLLY, DARLING	Johany Maddox
LISTEN TO THE MOCKINGBIRD	15015-45-15015



HILL BILLY

MEAN OLE BOOGIE	Tennessee Drifters
BOOGIE BEAT RAG	1098-45-1098
GEORGIA WALTZ	Mac Wiseman
DREAMING OF A LITTLE CABIN	1092-45-1092
GREAT SPECKLE BIRD	Andy Wilson
STEP BY STEP	1102-45-1102
I'LL STILL WRITE YOUR NAME	Mac Wiseman
FOUR WALLS AROUND ME	1091-45-1091

RHYTHM & BLUES

I'M GONNA JUMP IN THE RIVER	Margie Day & Griffin Bros.
STORMY NIGHT	1108-45-1104
COMIN' HOME	Griffin Brothers' Orch.
STAY AWAY FROM THE HORSES (Calypto)	1105-45-1105
ROCK AROUND THE CLOCK	Wally Mercer
DON'T WAIT TILL TOMORROW	1099-45-1099
HOLD ME IN YOUR ARMS	L. C. Green
WHEN THE SUN IS SHINING	1103-45-1103



SPIRITUAL

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PARTS I AND II

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1100-45-1100

MAYBE IT'S YOU, MAYBE IT'S ME
IF JESUS HAD TO PRAY
Sam McCrary
1101-45-1101

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MUSIC SALES CO.
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PAN AMERICAN DIST. CO.
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NJBM Seeks Major Diskery Commitments

NEW YORK, May 17.—The National Juke Box Music, Inc., a publishing firm headed by Barney Young, has stepped up efforts in recent weeks to snare record commitments from major diskeries. Six ditties from a catalog numbering several hundred items are now going round the a.&r. route, with deals on a few expected to be inked soon.

The NJBM was formed last year when it appeared likely that legislation to remove juke box exemption from royalty payments under the Copyright Act might receive Congressional approval. The function of the publishing firm was to provide a reservoir of song material that would be available for coin phonograph use on a royalty-free basis. The NJBM catalog has not been assigned to any performing rights society.

Shortly after its formation, two Young properties were recorded. (Continued on page 20)

Anderson Is Set for Jap Concert Tour

NEW YORK, May 17.—Contractor Marian Anderson is set for a Japanese concert tour this summer in a deal that brings the singer a \$25,000 guarantee. Plans call for her appearing with the Japanese Symphony Ork in a minimum of five concert performances in principal Nipponese cities.

The Jap ork, which was reactivated after the war with the co-operation of the U. S. occupational forces, is conducted by Kurt Woss and records exclusively for Remington Records.

Crestview Again In Inactive Status

NEW YORK, May 17.—Crestview Music, owned jointly by Nat (King) Cole and his manager, Carlos Gestel, has returned to inactive status, with E. H. Morris named selling agent for the publisher's catalog.

Ivan Mogull, former Crestview general manager, is now concentrating his activities on his own firm, Mogull Music.

CAPAC and CAB Reach Agreement

Test Court Case Will Hear Tariff Issue, Then Both Sides Will Abide by Decision

TORONTO, May 17.—The fight between the Composers, Authors and Publishers Association of Canada and the private radio industry in Canada was settled this week under an arrangement reached by the pair. The question of the percentage tariff, a bone of contention ever since it was approved this year by the Copyright Appeals Board, in which CAPAC is allowed to collect 1 1/2 per cent of the stations' revenue, will be adjudicated by the highest court of the land through a test case.

A decision is expected this year with both parties doing everything in their power to expedite it. In the interim, CAPAC will license the private radio stations for the use of CAPAC music, and the radio stations will pay monthly the same as they did last year. If, however, the courts do decide the percentage tariff is within the law, then radio has agreed to pay CAPAC the additional monies.

Previous to agreement made by Bill Low for CAPAC and Malcolm Neil of the Canadian As-

LIST ACTIVITY IN BAND FIELD

NEW YORK, May 17.—Last week The Billboard carried a Page 1 story detailing the outlook for ballrooms, pointing out that locations were set for a big year. Another story pointed up the fact that the National Broadcasting Company would feature a name band each week on the "Show of Shows" replacement. Prior to this, the promotional activities of General Artists Corporation, Capitol Records and others were outlined. In the adjacent column is the latest manifestation of activity in the band field.

Outlets Slash LP Prices in Patronage Bid

NEW YORK, May 17.—The local LP price battle grew more acute this week as three important outlets here slashed lists to new lows as they bid for patronage. In two cases, sale benefits were limited to in-store traffic. In the third, mail order business was solicited.

The Record Hunter bid for local and out-of-town trade by stating a new price policy of 35 per cent off on all LP's regardless of label or quantity. Sam Goody's, in an unadvertised sale, cut all 12-inch LP's to a straight \$3.50 each in a week-long sale. The Record Collectors Exchange, in a three-day bid slashed LP disks to \$3.29 each.

Bumper Crop of Disk Names Slated To Hit Arena-Auditorium Trail

By BOB ROLONTZ

NEW YORK, May 17.—A bumper crop of disk names is being skedded for concert packages this fall in what will probably be the largest outpouring of packages to hit the arena-auditorium trail since promoters discovered the loot out in the hinterlands for musical attractions after the war. As it now stands, if all of the plans pan out, 10 packages may be playing the arena-auditorium circuit starting sometime after Labor Day.

A Johnnie Ray package, under the aegis of General Artists Corporation, the still in the talking stage, is a strong possibility if booking commitments for the singer can be straightened out. It is definite that Ray will play two performances at the Olympia Stadium in Detroit, Sept. 20. The warbler will be supported by an ork and four or five acts. The Music Corporation of America will have three different arena-auditorium units, which will go out at different times during the coming fall and winter. Each will have name band, name disk artists, radio-TV acts, and may carry a movie name.

Full Editions GAC is now setting its fall editions of "The Biggest Show of '52," which will consist of two separate shows. Nat King Cole will be featured in one unit, and names are now being set to support him. The other package is also being arranged at this time. These shows will start out simultaneously, one in the East, the other in the West. They will each run for a 10-week period, and will

association of Broadcasters, some 10 actions, brought by Ontario radio stations, faced CAPAC, as well as pending action by Quebec station. In addition, CAPAC was preparing actions against various radio stations for infringements. These, however, have been dropped by agreement.

Single Test Case Now just one station will bring a test action on the question before the Exchequer Court of Canada where no evidence will be given, just an agreed statement of fact, and legal argument. This should be heard by June of this year. No matter what the outcome of this trial, the matter will then be appealed to the Supreme Court of Canada, where it will be given final settlement. This second argument will be heard in the fall, and with final decision before them, the two parties will then be able to reach an agreement before the sitting next December of the Copyright Appeal Board which decided upon the tariff to be charged by CAPAC.

Western Niteries Combat TV Inroads With Name Orks

West Coast Band Business Perks After Languishing for Five Years

By JOHNNY SIPPET

HOLLYWOOD, May 17.—The night club field is becoming an increasingly important outlet for name bands, according to a survey of Western locations. The trend is heightened by the fact that the niteries require headliners as a continuous policy and are now trying bands in view of the toll television has taken of comedy and vocal headliners.

The Thunderbird, Las Vegas, Nev., has taken the lead in name band bookings with Jimmy Dorsey set for a fortnight, opening June 19; Billy May, August 28 for three weeks, and Ray Anthony, October 3 for two weeks. MCA has set Harry James for two weeks at the Flamingo, Las Vegas, June 13 for two weeks. In one of their rare band bookings, the Wil-

liam Morris office set Ina Ray Hutton for two weeks at El Rancho Vegas, opening June 23 for two weeks.

In addition, Xavier Cugat is set for the State-Line Club, Lake Tahoe, Calif., opening July 21 for three weeks. All agencies report that buyers for the four spots at Tahoe are considering other bands for the important four-month tourist span.

Opening of these operations, which subsist primarily on gambling, is a strategic move for band business, for the Coast has been languishing moneywise for the past five years. It was difficult for tempt orksters to take Coast tours because of the decreasing market on one-nighters and lack of any real dough in established Coast locations. Since the John-

son Bill kayoned slot machines in Army service clubs, one-night skedders here have been having an extremely tough time of keeping what was once a flourishing series of non-com and officer clubs taking a regular sked of (Continued on page 22)

Wiemann, Exec Of MPHC, Dies

NEW YORK, May 17.—William Wiemann, who devoted half of his life to the music publishing business, died on Thursday (15) at the age of 50 after a prolonged illness.

Since 1939 Mr. Wiemann was operating head of the Standard and Educational Departments of Music Publishers Holding Corporation. In this capacity he built up these departments to the position of importance they have in school and trade music today.

An expert in trade practices, he innovated the publication of many types of music in the semi-popular field for educational use. Prior to his association with MPHC, Mr. Wiemann spent 12 years with E. B. Marks Music, rising from a salesman to general manager.

Funeral services for Mr. Wiemann, who is survived by his wife, Tina, will be held on Sunday (18).

Columbia Sales Are Up 30%

NEW YORK, May 17.—Columbia Records' sales for April are up 30 per cent over sales for April of 1951. This compares favorably with the great increase in sales for the Columbia first quarter of 1952, when sales jumped more than 30 per cent over sales for the first quarter of the previous year.

The many pops released by the diskery that have become best selling singles are in large measure responsible for the healthy upward swing in sales figures. During April, for instance, Columbia had "Cry," "A Guy is a Guy," "Ay-Round the Corner," "Please Mr. Sun," "Pittsburgh, Pennsylvania," "Delicado," "What's the Use," "Gandy Dancer's Ball" and some others on The Billboard's best selling pop charts.

Matsuo Concerts a Click; Set Five More Months

HOLLYWOOD, May 17.—Freddy Matsuo, op of Laui Yee Chai, Honolulu's major niterie, this week set five months of concerts ahead on what originally started out as a trial concert period thru the Hawaiian Islands. Matsuo said that the reception accorded his first three attractions—the Andrews Sisters, Pat Page and Frank Sinatra—was such that he intends to utilize a concert attraction monthly from now on. Matsuo reported that the reception accorded Sinatra was especially gratifying. He said that Sinatra was accorded ovations, such as those tendered The Voice when he was in his swoon peak in the States.

Matsuo figures that his concert packages, in their nine days across the islands, have played to an average of 35,000 people. He (Continued on page 22)

work on a guarantee against percentage. The Gale Agency will book the units, as they have the last two "Biggest Shows." The Shaw Agency is now packaging a unit starring Billy Eckstine, Sarah Vaughan, the George Shearing combo, and the All-American All Stars. This package will be out for approximately 10 weeks, starting Sept. 12. Norman Granz will again send his "Jazz at the Philharmonic" unit on tour thruout the country, for an eight-week stretch as he has for the past three years. In addition, there is a possibility that the Dinah Washington - Woody Herman unit, which plays a week of one-nighters this month, will (Continued on page 42)

B'way Music Publisher Dies

NEW YORK, May 17.—Will von Tilzer, owner of Broadway Music, died of a heart attack last Wednesday (14) while riding in an automobile. He was 68.

Mr. von Tilzer, a brother of the late Harry von Tilzer, was publisher of many hit tunes, a few of which were "Put Your Arms Around Me Honey," "You Made Me Love You, I Didn't Want to Do It," "I'll Be With You in Apple Blossom Time" and "Take Me Out to the Ball Game." An active publisher since 1914, he was one of the founders of the American Society of Composers, Authors and Publishers.

In addition to his wife, Mr. von Tilzer is survived by one son, a daughter and three brothers.

Waring's Shawnee Buys Paul-Pioneer

250G Deal Effective June 1; Firm Holds 800 ASCAP Rating With 2,000 Copyrights

NEW YORK, May 17.—The Shawnee Press, whose president is Fred Waring, has entered into an agreement with the Paul-Pioneer Music Corporation whereby the latter firm will be purchased by Shawnee, effective June 1. The purchase price is reported to be approximately \$250,000. Plans call for the reactivation of the Paul-Pioneer firm.

Paul-Pioneer, owned by Max Mayer, includes some 2,000 copyrights. Some of the noted tunes are "My Gal Sal," "Let Me Call You Sweetheart," "Banks of the Wabash," "Red Wing," "If I Had My Way," "Keep on Smiling" and others of similar vintage and quality. Most of the tunes in the catalog, it is understood, are in the second copyright period.

A few noted tunes, such as "Sidewalks of New York," are in public domain in the United

States, but the firm still holds world copyrights on them.

Rating 800

When consummated, the transfer of Paul-Pioneer to Shawnee will automatically make Fred Waring one of the more important figures in the music publishing field. The catalog, even the inactive now, has an availability rating of 800 points in the American Society of Composers, Authors and Publishers. Only 28 publishing firms have a higher rating.

Waring, it is known, has long had a sentimental interest in the Pioneer catalog, owing to the fact that many of its more noted tunes were hits in Waring's early days in the music business.

Attorneys handling the deal are A. Walter Socolow for the Shawnee-Waring interests and Miller & Miller for Paul-Pioneer.

AFM to Seek Supreme Court Rule on 'Feather-Bed' Issue

Union Will Ask Review of Akron Case Reversal Affecting Stand-Bys

Continued from page 1

business, and beyond that, the entire labor field. Kaiser pointed out the following salient points: 1) The AFM was not the primary party in the case, altho AFM did, however, intervene in the case of

Victor Opens Summer Drive On 3 Disks

NEW YORK, May 17.—Headed by the first disk combining the voices of Perry Como and Eddie Fisher, RCA Victor's summer pop drive gets off next week with the release of three records. In addition to the Como-Fisher disk of "Watermelon Weather," backed with "Maybe," the release includes a new country waxing by Hank Snow and an r.&b. item by Melvin Smith.

Reasoning behind the firm's decision to limit the initial release to three records, according to Victor execs, is to enable the diskery and its distributors to bring to bear concentrated promotion behind a single record in each of the three fields, in an effort to stem the traditional summer slump. Last year's summer drive netted the diskery its biggest summer business in history.

Promotion plans call for heavy deejay coverage, trade advertising and special radio co-op budgets. In addition, samples of the disks will go to Victor's complete coin operator lists and to selected dealers. Title strips will be available for operators, and counter displays in which a dealer can insert a streamer of the disk most applicable for his market have been prepared for retail use.

Jane Froman Invades Pops

NEW YORK, May 17.—Legit singer Jane Froman is proving that she can be a lot of competition to vocalists in the pop field. The thrush, now riding high with her Capitol album "With a Song in My Heart," which is No. 1 on the Billboard album charts, has also moved into the pop hit list with her fast-moving waxing of "I'll Walk Alone."

Miss Froman's entry into the land of echo-chambers and chattering deejays, after being known as a concert artist for most of her career, was sparked by the cinema version of her life, "With a Song in My Heart," in which she sang the score. Capitol Records, pleased with the success of her platters, is keeping her on the single record kick and will soon release another disk by the thrush.

"I'm Yours" Is Mine: Famous

NEW YORK, May 17.—Following what is considered "an unsatisfactory reply" to their letter asking Algonquin Music to cease and desist from further use of the song title "I'm Yours," attorneys for Famous Music are continuing their investigations before making a further move.

The action was initiated by the Paramount publishing subsidiary to protect its copyright of an earlier song with a similar title which Johnny Green and Eddie Heyman penned. It is claimed that the Algonquin "I'm Yours," which owner Bobby Melina wrote and is currently riding high via the Eddie Fisher and Don Cornell waxings, constitutes unfair competition and weakens the Famous copyright. Melina was not available for comment.

Gamble vs. NLRB and was given only eight minutes to present its case in court; 2) The AFM will apply for a review within 90 days, as specified by law; 3) AFM hopes that the NLRB will also apply for a review, particularly in view of the fact that the decision of the Sixth Circuit Court of Appeals is contrary to the decision of the Chicago and New York courts.

When the Akron Theater case first broke several years ago, AFM locals throughout the country seized upon it as a means of fighting restrictive measures imposed by Taft-Hartley. Local 802, at the Asbury Park convention, issued a statement to the effect that what had been done by the Akron local could be done by locals throughout the country. Kaiser, at that convention, made a speech and urged a cautious attitude. There was no doubt, however, that AFM execs

placed high hopes in the Akron case.

On other fronts, however, the reversal of the Akron case by the Sixth Circuit Court of Appeals in Cincinnati was greeted with enthusiasm. The theater involved in the Akron case was a presentation house. Managers throughout the country and band agencies perked up, feeling that the reversal had come at a particularly opportune time. Currently there is a considerable revival of interest in bands, as manifested by an increase in traveling engagements, new bands a-building, increased instrumental releases on records.

It was hopefully predicted that the Supreme Court would sustain the reversal by Judge Simon, thus permitting theaters to use bands freely without being obliged to pay for stand-by musicians.

HITS CAN FLOP IN FIORD

Puzzle: Which From US Will Norse Like!

Continued from page 1

nations, is the dollar shortage. Reuter stated. In other words, it is necessary to place Scandinavian items here in order to compensate for the royalties paid out for American tunes that are published there. This is, of course, the problem faced by all European businessmen, export more to the U. S. to earn needed dollars with which to import U. S. products. Reuter said that in the music field, American publishers understand this situation and are using a lot of foreign material.

Wax Makus Hit

In Scandinavia, a tune is made by a record, just as it is here. Live performances, whether on radio or in music halls, etc., mean little unless there is a good waxing on the tune. Disks are started via the radio, but not by deejays, a type of post that is unknown in Sweden. In the Scandinavian countries, however, many listen to the jocks on the U. S. Armed Forces Radio Network or on Radio Luxembourg, to hear the latest York items.

Record sales in Sweden, Norway and Finland have never been better than they are at the present time. Many records hit sales of 100,000, a figure that is comparable to 1,000,000 in the States, according to comparative population figures. A new Swedish item called "Little Near Things" sold

90,000 records in four weeks, a respectable figure by any standard, and the Delta Rhythm Boys, who are among the hottest American artists on the Scandinavian market, have topped this figure with a few of their recent items.

U. S. in Demand

American artists and American tunes are in great demand throughout the three countries, as a look at the Scandinavian hit parade lists will testify. And the recent trip of the Norman Granz "Jazz at the Philharmonic" package had a mighty successful junket thru the lands of the fiords. Native versions of American tunes are made with their own pop artists, even the kids buy American disks. The biggest pop thrush in Sweden is Alice Babs, who waxes for the Metronome label, and the top male star is Povel Ramel, a comic singer. (Continued on page 22)

Heebner Adds To Cap Duties

HOLLYWOOD, May 17.—Walt Heebner, recording vet who has been with Capitol the past year in the album a.-&-r. department, this week added the duties of director of studio recording services to his agenda.

As director of Cap's recording facilities, which are available for free-lance indie cutting dates, Heebner will shuttle between the Melrose Boulevard studios and the firm's central headquarters at Sunset and Vine. Heebner replaces Jack Richardson, who is leaving Capitol, but would not divulge his plans.

Esther Van Sciver, of ASCAP, Dies

NEW YORK, May 17.—Esther Van Sciver, wife of the folk music publisher, Bob Miller, died Wednesday after a long illness. The funeral was held Friday (16) in Nyack, N. Y. Miss Van Sciver, who was born June 11, 1907, was a writer member of the American Society of Composers, Authors and Publishers since 1943. She was also a writer of juvenile fiction and had been a newspaperwoman.

BIRTHDAY GIFT TROJAN HORSE

NEW YORK, May 17.—Thursday (15) was Mike Conner's birthday and the girls in his office decided to surprise the Decca publicity and artists relations chief. Ann Reisman and June Wittrich wrote and recorded a ditty, called "To the Boss," and played it for the beaming Conner. But his smile vanished when the duo said they intended to use the gift as an audition disk with Capitol.

Seeks to Bar Flicker Firms From ASCAP

NEW YORK, May 17.—Perry Alexander, publisher of "Cry" has filed a petition in United States District Court for the Southern District of New York asking for modification of the Consent Decree in order to bar from membership in the American Society of Composers, Authors and Publishers, all music firms owned and controlled by motion picture companies. The petition was filed Thursday (15) and is expected to be heard May 20.

Summary of Alexander's brief, as issued by his legal counsel is as follows: "An application has been filed by Perry Alexander, whose name has been associated with the song 'Cry' as the publisher thereof, in the United States District Court for the Southern District of New York for leave to intervene in the anti-trust suit filed against the American Society of Composers, Authors and Publishers by the United States of America.

"Mr. Alexander seeks to have the final judgment entered in the suit on March 14, 1950, modified so to exclude from ASCAP all publishing houses owned and controlled by motion picture concerns and to terminate ultra vires payments now being paid by ASCAP to certain of its members and further, to have receivers appointed for ASCAP and commissioners designated for the taking of evidence with respect to the claims made.

"Mr. Alexander claims 80 per cent of the revenue paid to the (Continued on page 20)

Change in ASCAP Pub Distrib Computing Near

NEW YORK, May 17.—It was bruited this week by publishers and admitted by a top spokesman of the American Society of Composers, Authors and Publishers—that a more mathematical method of computing the publisher distribution appeared close to realization. One ASCAP spokesman cautioned, however, that much time could still elapse before the method would be approved; that research was still going on, and that the publisher membership would ultimately have to approve whatever plan the board came up with.

This much, however, appeared to be true:

The Society brass was very seriously considering a method which would place the publisher pay-off upon a performance basis. The concept of availability, however, would not be completely discarded. Rather, the performance credits would be weighted, so that a performance of a standard would have more value than the performance of a pop. The weighting would be based upon two factors: age or seniority of the song, and quality of the song, as attested to by past performances.

Southern Impetus

A pay-off based upon performance, but keyed to seniority, has been mulled by top ASCAP publishers even prior to the Southern availability case. Even those publishers who felt that the traditional publisher distribution method—55-30-15—was an equitable one, finally came to the conclusion that a more mechanical method was necessary in order to

avoid complaints. The impact of the Southern case hastened the move toward a more mechanical method.

It is to be noted that the Society, in its deliberations, hopes to come up with a method that would maintain the status quo generally. It is also to be noted that such hints of the method as are now current, indicate that the concept of availability will be in a sense maintained by the new method. Some publishers have described the proposed method as a merger of availability with performance—with the more intangible factors of availability dropped.

LP's Make Hit in Australia; Move to 3 Speeds Under Way

SYDNEY, Australia, May 17.—Longplay records have made a hit in Australia and, according to the British Decca Company, 250,000 were sold here in the first three months since they were first imported. Electrical and Musical Industries has announced that it is considering the manufacture of these records in Australia, owing to the present severe restrictions on imports imposed by the government to correct the falling balance in London. EMI claims it handles 80 per cent of the record sales in Australia.

Major Changes Long range forecasts indicate that changes in the industry will include provision in the manufac-

LET US PRAY

Free-for-All Develops Over Holy Ditty

NEW YORK, May 17.—The kind of hassle that occasionally arises over prior rights to song material is no respecter of things religious. Mogull Music recently published "A Family That Prays Together," which in short order was recorded by Eddy Howard for Mercury. Already, two other publishers have come up with claims that the ditty too closely parallels earlier properties.

J. Russel Robinson, who wrote the music for "The Family That Prays Together (Stays Together)," published by Mark Warnow in 1948, has wired Mercury that his tune is the original. He claims the rights to the title, used as a slogan on a religious radio show. But Edwin H. Morris & Company, owner of a 1948 copyright "Pray Together and We'll Stay Together," has made a similar claim to diskeries. All three songs, incidentally, are assigned to the American Society of Composers, Authors and Publishers. At last word it wasn't known if the parties to the dispute would sit down and settle their differences in a spirit of charity or resort to the courts for a determination.

Disk Pioneer Keeps Hand In

BRIDGEPORT, Conn., May 17.—Edward Wallerstein, pioneer diskery exec who was instrumental in the development and merchandising of the Longplay record during his tenure as president of Columbia Records, still keeps his hand in the music business. Wallerstein recently signed up most of the artists who will appear at the Connecticut Symphony Pops concert, scheduled to open at Fairfield University field on June 20, with Lily Pons and Andre Kostelanetz. Wallerstein is retired from Columbia, but he is still retained as a consultant.

The six concert series will also offer pianist Oscar Levant with conductor Massimo Precchia; a Gershwin night featuring soloists Lawrence Winter, Adele Addison, Ruth Steinkraus and conductor Emanuel Blason, and a "Night at the Opera" with Met conductor Wilfred Pelletier and soloists Vivian Della Chiesa and David Pomeroy. Benny Goodman is also scheduled for an appearance.

Onorati Plans New York Return

NEW YORK, May 17.—Henry Onorati, until recently advertising and sales promotion manager for the electronics division of AVCO-Crosley subsidiary who is returning to New York and will settle in the East.

Onorati, who previously to his position with Crosley was sales promotion manager for RCA Victor pop records, will take a brief vacation before revealing his plans. While at Victor he was associated with the promotion of such hits as Mario Lanza's "Be My Love," Perry Como's "You're Just in Love" and Phil Harris' "The Thing."

LP's Make Hit in Australia; Move to 3 Speeds Under Way

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Major Changes Long range forecasts indicate that changes in the industry will include provision in the manufac-

"MASK IS OFF"

Ford Says
Ballad Will
Be Smash

NEW YORK, May 17.—Deejay Art Ford announced on his program Thursday night (15) that the next smash waxing would be a big ballad called "The Mask Is Off," soon to be released on the Pyramid label. He did not spin the disk but said it would be played on his Saturday night show (17).

The next day it was claimed that there were 10 major publishers in Ford's office, all anxious to hear the tune. The song is now up for grabs with offers ranging to \$3,000 being reported. The recording, a big-voiced lush dishing, features singer Buddy Costa, a former Brooklyn dockworker on his first wax date, and a 43-piece orchestra directed by Joe Reisman.

It is probable that this is the first time that a tune inspired heavy bidding via an announcement over a station without the tune ever being played on the air. Incidentally, the ditty was written by Art Ford and Elmo Russ.

Seek Metals
For Pianos

WASHINGTON, May 17.—Higher copper and steel allocations for piano manufacture because of educational needs were requested by a piano industry advisory committee this week. Calling on the National Production Authority to remove present controls, the committee said that 85 to 95 per cent of pianos being sold are for musical education and an increasing number of schools are adding instruction in piano. NPA also was asked to lengthen the 45-day inventory period since "many materials used can be purchased only in large quantities that cannot be used in a 45-day period."

Industry representatives of the committee include E. R. McEuff, Grinnell Brothers; Webster E. Janssen, Janssens Piano Company, Inc.; James V. Sill, W. W. Kimball Company; Henry Steinway, Steinway & Sons; L. F. Bull, Story & Clark Piano Company.

4-Star Testing
Disk Bonus Plan

HOLLYWOOD, May 17.—Don Pierce and Bill McCall, of 4 Star Records, the Pasadena h.b. and Western diskery, are experimenting with a new bonus plan thru Luenhagen's Record Bar, a local one-stop disk shop, with a new bonus plan. Designed only for juke box and who buy at Luenhagen's, ops are buying their 4 Star releases with a new small star on each label. When this 4 Star release is no longer usable by the op, either because it's worn or because its popularity has waned, the release can be returned to Luenhagen's where the op receives 14 cents credit on purchase of more 4 Star merchandise. Idea will go nation-wide if the test at Luenhagen's pays off, according to Pierce.

The 4 Star execs also have set up a distributing and promotion agreement with Tommy Conn, of Palace Records, whereby they will press, distribute and promote the new Hollywood-based label. Palace's first release is by John Laurenz, ex-Mercury warbler.

McConkey Agency
Inks Ragen, Muir

CHICAGO, May 17.—Continuing its drive to build its band department, McConkey Artists Corporation this week inked 5-year pacts with Don Ragen, currently at the Congress Hotel here, and Wayne Muir, now playing the Dayton-Biltmore, Dayton, O. Both bands were released by Music Corporation of America in order to sign with MAC.

Ragen is set in the Congress thru June 29, while Muir continues at the Dayton hostelry thru mid-June.

MAC last week strengthened its position in the band field by signing Russ Morgan (The Billboard, May 17).

ADVANCE DATA AND TRADE
ACTION ON "SONGS FOR SALE"

SONGS TO BE AIRED MAY 24 OVER CBS-TV

DON'T SLAM THE DOOR—By Jimmy Givensman. Played by Louis Jordan and His Tympany Five
CHOP SUEY LOUIE—By Prof. Edward Kaveit and Rick Ferrell. Played by Louis Jordan and His Tympany Five
STOP DREAMING FOOLISH HEART—By Dr. A. M. Grace and Ken Margas. Song by Toni Arden
HOLIDAY FOR LOVE—By Fred Macarthy and Bill Rosehill. Song by Toni Arden
POSSIBLY—By John Harold. Song by Toni Arden
WHAT-GO-GONNA-DO—By Bob Byron. Song by Toni Arden
Adapt panel for the May 24 telecast will be Barry Gray, Earl Wilson, Irving Casper, Buddy Rogers and one other panelist to be selected.
LATEST TRADE ACTION ON SONGS
DARE I—Published by Melvin Music

Al Martino
Starts GAC
Glory Trek

PITTSBURGH, May 17.—Al Martino, the first boy singer to cause any flurry in the trade since the rise of Jolinnie Ray, is all set on the familiar General Artist Corporation glory road that includes the top nteries and theaters playing record names. Buddy Howe, cafe topper at the office, has been getting calls from all over the country for the singer who six weeks ago was just another unknown act on their list, called Hal Martino. But when he dropped the "H," and his manager, Bill Borrell, put a reported \$5,000 into the record session that produced "Here in My Heart," the jackpot was hit. In the familiar pattern of a hit record, a new star was again in evidence. He is already set for the Town Casino, Buffalo, Chubby's, Camden, N. J.; Copps, Pittsburgh; Yankee Inn, Akron, and in either Moe's Main Street or the Skyway in Cleveland. There is still a hassle over the Cleveland date, with both rooms claiming the first commitment. He is tentatively set for a late summer booking at the Paramount and at the Oriental in Chicago.

4 Wis. Spots
Set Policies

CHICAGO, May 17.—The Lake Delavan-Lake Geneva vacation area in Wisconsin will have four major locations going this summer, with all four spots now open for week-ends and due to go into full-week schedules late in June thru Labor Day. Riviera Ballroom has signed Warnie Ruhl and his orchestra for the season, while Lakelawn, which played name bands on a one-week stand basis last year, has set Bud Wilber, a territory ork, as the regular ork this summer, but will spell him with names brought in for one-nighters.

Mill Ballroom has not yet named a band for the season, but will play groups on a one-week basis. Units ranging from seven to 12 pieces will be featured. Delavan Gardens will follow its past policy of booking semi names for two-week stands.

Imperial to Invade
South American Mart

HOLLYWOOD, May 17.—Lou Chudd, of Imperial Records, leaves next week for Havana and South America to set up his first real penetration of that territory for the Spanish portion of his Imperial catalog.

In co-operation with Juan Hurdadoh, former Victor artist, Chudd is setting up a Cuban pressing plant and South American distribution point.

Moran, De Sort Set
Up New Disk Label

CHICAGO, May 17.—Rick Moran and Jack W. De Sort have set up a new record label here, which will be known as Topper Records. Initial sides have been cut for the firm by Johnny Holiday, radio, night club and vaude singer with Denny Farnon backing. Set for future releases are two sides by Chet Robie, currently on "Studs Place" and "Challenge," both seen over the American Broadcasting Company TV stations and who is working at the Hotel Sherman.

Holiday, who is also a cleefer, appeared with the late Glenn Miller's band during the war as a singer, and has worked as a singing act thru the Midwest and West.

'DO-DO' SONG IS
RHYTHM RELEASE

NEW YORK, May 17.—Rhythm Records a new pop diskery based in Hollywood, recently issued a disk called "The Do-Do Song," with Paul Nero and his ork. Personnel, according to the label, features Don Duwamoor and the Art House Choir, with Kate Skwierszczyński, Sehnoek Allgall and Kurt von Goldstein.

767's Move to
Merge With 47
Seems Doomed

HOLLYWOOD, May 17.—The move on the part of Local 767, Negro branch of the American Federation of Musicians here, to amalgamate with the white branch of the musicians' org, Local 47, appeared doomed this week, following a third meeting between reps of both groups. It was learned that at a meeting this week, reps of Local 47 strongly indicated that certain legal problems surrounding the wedding of the groups could not be surmounted. Reps of the Negro branch will meet Monday (19) to discuss a statement which will be given out next week, but insiders in the group feel that there's little hope for a reconciliation.

There's talk that the problem of consolidation of the groups could reach the AFM convention floor at Santa Barbara, Calif., June 9-14, but the three delegates who will rep Local 767 at the convention are lukewarm to bringing the issue to the national meeting.

The proposed consolidation of the locals was watched nationally, for it was hoped that the merger could set a precedent which would make similar amalgamations possible.

MGM to Hypo
R&B Releases

NEW YORK, May 17.—In an effort to gain a stronger foothold in the rhythm and blues market, MGM will start issuing at least one r.&b. disk in every release. This policy will begin with a new Johnny King disk in the June 6 release.

This change in the MGM policy is particularly significant in view of the fact that the label has released only three r.&b. records thus far this year.

Berg in Return
To Jazz Field

HOLLYWOOD, May 17.—Billy Berg, who once was top jazz op on the Coast with Billy Berg's, the Vine Street bistro here, has returned to the jazz boite field. With partner Jim Nelson, Berg is starting a jazz name policy at the Waldorf-Cedars, downtown Los Angeles spot, starting May 10, when the partners bring in Wardell Gray and his quintet and vocalists Ernie Andrews and Mabel Scott. The spot, which is booked exclusively by Cliff Aronson, of the Milp, Deutsch office here, has also inked Flip Phillips May 24 and Johnny Hodges and Al Hibbler June 12, with other toppers to follow.

Entry of the Berg-Nelson bistro further complicates bidding for jazz names, with the Tiffany, the Oasis, the Club Alabam and the Encore, plus the new Harry Steinman Crescendo on the Strip, all trying to lure the same type talent.

"Demand for Orks in Japan,
But Get It on the Line"

CHICAGO, May 17.—There is a big demand for American bands and acts in Japan, but it is important that all financial arrangements be completed before a band or act embarks on such a tour, Don Palmer, manager of the Gene Krupa-Charlie Ventura-Teddy Napoleon Jazz Trio, said after the group completed a whirlwind two-week tour of the island.

Japanese are not only aware of major U. S. bands, but have imitated the Shearing, Kenton and other highly-styled American groups, Palmer said. Even the singers imitate the U. S. chirps, voicing the English words, although they do not understand them.

The trio tour was set up by Joe Glaser's Associated Booking Corporation, and the guarantee for the tour, in American dollars was put in escrow with Glaser by the Japanese promoters before the group left the U. S. A total of 60 concerts were played in the two-week period in Japan, 50 for commercial promoters and 10 for the Armed Forces. In addition, the group performed in Honolulu, Scofield Barracks, Hickam Field and Pearl Harbor en route to Japan.

Group closed a date at the Club Silhouette here April 2, flew to the West Coast then on to the Pacific. They returned to the U. S. May 4, played a date in San Francisco, flew to Denver for three days, then opened a three-day stand at the Silhouette May 9, just one month later. In all, the

group covered more than 20,000 miles (90 hours) in the air. U. S. records, according to Palmer, are tremendously popular in Japan, but are actually about a year behind the hits here. Jazz is high on the list of favorites, but all types of U. S. pop music is in demand. Eri Chiemi, a 14-year-old girl is known as the "Pat" Page of Japan, while Watanabi, an orchestra leader, bills his band as "The Stardusters," and closely follows the George Shearing kick. The Jazz Trio, plus Palmer and Eddie Sartain, who handled the promotion, composed the five-man team which made the trip.

Webs Okay
Playing of
Hayes 'Junco'

CHICAGO, May 17.—Mercury Records toppers here this week were advised that the webs had okayed the playing of the Rich and Hayes recording of "Junco Partner" and that Broadcast Music, Inc., had sent out a note to its stations okaying the tune (The Billboard, May 17).

William Allen, New Orleans distrib for the waxery, did research on the "Junco" title, coming up with the Cajon translation meaning "Worthless Man." Additional research was done by Archie Levington, who publishes the song.

Banning of the tune last week was brought about when it was believed the lyrics referred to the use of narcotics. Art Talmadge, Mercury vice-president, said the U. S. Narcotics Agency had given a clearance to the Hayes version of the tune, as well as to several other disks, and that to date there had been no complaints.

Hoosier Duo's
Concert Sked

INDIANAPOLIS, May 17.—Russ W. Christena, of the agency here bearing his name, in association with Lorin Kiely, has Louis Armstrong set for a concert-date at Tomlinson Hall here May 25; Duke Ellington for a jazz concert at the Mural Theater, June 8, and Les Brown for a one-nighter at the National Guard Armory July 6.

Christena and Kiely also are servicing Westlake Terrace, summer dance spot here, and have Woody Herman coming in June 22 and Tiny Hill August 24. It marks the first time the spot has used names. Beginning July 5 Christena and Kiely will operate on their own, the Roof Garden of the Severin Hotel, featuring Charlie Bowers' ork.

Johnson and Wells
Sian Kina Pacts

NEW YORK, May 17.—Rome Johnson and Chuck Wells have been inked to folk contracts by King Records. Johnson, who was formerly with MGM, currently is a featured artist on WNOP, Newport, Ky.

His first sides have already been cut. This is the first disk pact for Wells who has a daily show on WYOK, Birmingham.

Peggy King Signs
Disk-Pic Contract

NEW YORK, May 17.—Peggy King has been signed by MGM to a term contract that calls for both disk and movie work. It's the first record contract for the thrush, who formerly sang with the Charlie Spivak and Ralph Flanagan orks. Her first sides have been cut on the West Coast with Skip Martin's new MGM house band, and are scheduled for an early release.

Mrs. Hilda Iversen
Dies in Hollywood

NEW YORK, May 17.—Mrs. Hilda Iversen died in Hollywood Wednesday (11). She was the mother of Mrs. Ralph Peer, wife of the publisher, and Robert P. Iversen, assistant general manager of Peer, International.

March Music
Sales Off 7%

WASHINGTON, May 17.—March record, sheet music and instrument sales in 122 stores fell 7 per cent under sales reported for the same month last year, according to Federal Reserve Board figures. Sales during the first three months of this year dropped 9 per cent below those of the corresponding period of 1951. Stocks were 10 per cent below last year's total at the end of March.

WNEW Plans
To Use 45's

NEW YORK, May 17.—Further pointing up the growing inroads that the 45 rpm. disk system is making on the conventional 78 speed, station WNEW will kick off the addition of turntable and music library facilities for the new speed June 4. This move by the local indie follows the lead already taken by a number of radio stations thruout the country, including such important outlets as WFIL, Philadelphia and Chicago's WMAQ.

Beginning with the June 4 kick-off date, the indie will be joined by RCA Victor and Bruno-New York, the diskery's New York distributor, in a two-week promotional campaign announcing the addition of the new facilities. The push will include full-page newspaper ads, billboards, and record store window displays in the New York area, together with a heavy schedule of spots by the station.

A special program by the nation's biggest indie, featuring a number of RCA Victor artists and overseen by deejay Martin Block will open the promotion.

Chi Congress Opens
Glass Hat June 30

CHICAGO, May 17.—Congress Hotel here, in anticipation of the heavy summer biz expected from the politicos, has set plans to reopen the Florentine Room, under the name of the New Glass Hat, with a dance band policy. Opening has been set for June 30, with Wayne Muir tentatively skedded for the spot.

The regular Glass Hat will be renamed and will feature a smaller entertaining unit. Roy Ward and the Modulators will work in both rooms, in addition to the regular groups, making a total of three orks working in the two rooms.

Music as Written

East Lansing Firm

Joins RCA Victor . . .
The addition of Morley Brothers in East Lansing, Mich., brings the total number of RCA Victor record distributors to 51. The new distributor will cover all of the State with the exception of four counties which the RCA-owned Detroit outlet will continue to service. Richard R. Kalla, former assistant manager for the Detroit firm, will supervise disk sales for the new distributor.

Data to Supervise

Data Recording . . .
Walter Dana, head of Dana Records, left for Chicago to supervise the first recording dates of Polish language thrush, Mariasha Dana, recently pacted by the diskery. He'll record other artists while in the Windy City.

Liza Morrow Sings

With King . . .
Liza Morrow, signed recently by King Records, has been linked to a personal management pact by RGM Associates. The deal includes publicity and promotion. RGM promotion exec Paul Brown is prepping a 10-day junket to introduce the singer's first King release.

WNVC to Present

Wohl Symphony . . .
American premiere of Kehuda Wohl's Symphony No. 1 Sunday (18) over WNVC is being presented with the co-operation of SFSAC, Inc. It will be the first performance here of a major symphonic work written by an Israeli composer.

New York

Leonard Rusterkold, Swedish Music Publisher is in town to set deals for tunes. . . The Sammy Kaye ork will play Hazeltown, Pa., May 20, and at the Sunnybrook Ballroom, Pottstown, Pa., on May 21. The ork has been booked to play for The Philadelphia Inquirer's promotional dance on June 13 in that city. On Tuesday (13) Kaye, sub for Ted Lewis at the Cleveland Auditorium, and will lead the ork. Lewis will undergo minor surgery that night.

Joe Whalen, vet music man, has opened his own publishing firm in Chicago and reactivated his American Society of Composers, Authors and Publishers catalog which includes a number of religious items. . . Billy Eckstine received a gold-plated putter in recognition of the sale of his 10,000,000 MGM disks. Presentation was made by Ray Robinson during Eckstine's recent stay at the Paramount.

Music Publisher Dave Dreyer, is recuperating at Flushing Hospital from his recent operation. . . Ork leader Miguelito Valdes was signed by the Corporation of America last week. . . General Artists Corporation pacted the Cy Coleman Trio, the Dolph Trayman Trio and RCA Victor artist Johnny Hartman. . . Joe Mellis

and his Ork were signed by Associated Program Service for transcriptions. . . The Modernaires' recent nationwide deejay contest to define a Dispy Doodle, to hypo their Coral waxing of the tune, was won by Mrs. David Rosenthal thru deejay Al Ross, of WBAL, Baltimore. Mrs. Rosenthal won \$50 for a clever anagram about the song.

John F. Reeves has been promoted to manager of Macy's Records and Musical Instruments department. He replaces Fred Williamson who has been elevated to assistant manager of the department store's Parkchester branch. . . Guy Mitchell appears on Milton Berle's TV show Tuesday (20). . . Fran Warren opens at the Fox Theater, Detroit, on May 30. Following that she goes to the Flame in Akron for three days, beginning June 6, and then moves on to Chubby's in Camden June 9. . . Len Smith, MGM Albany distributor was in town with his wife. . . Kay Musal, secretary to Victor's Bob McCluskey, leaves the diskery next week for June 14 wedding bells.

Publisher Harry Goodman, of Regent and Harmon Music, left California today for the East. He will visit deejays thruout the country on his trip East, and is expected to arrive here in about three weeks. . . The Modernaires open at the Brown Palace Hotel in St. Louis on May 22 for 10 days. . . Phil Brown, formerly with the William Morris Agency and the Willard Alexander office, has taken over the vacancy at the General Artists Corporation Dallas office. . . Flack Nat Shapiro became the father of a girl, Amy Lewis, last Friday (9). . . Derby Records pacted singer Freddie Marshall this week. The warbler has sung in Center Theater productions and was on the Eddie Cantor TV show. . . Larry Newton, Derby Records topper, and Eddie Heller, chief of Rainbow Records, are off Monday for a week of deejay exploitation in the New England area. . . Harry Samley is now on the road for Perro Como. Santley was formerly with Bourne Music.

Trumpeter Ronny Andrews and his ork play the FBI Spring Frolic today at the Lu Lu Temple Country Club. . . Paul Nero and his ork open at the Harlem Club, Philadelphia, May 26, for a week. . . Paul Siegal has formed a new American Society of Composers, Authors and Publishers firm, Symphony House Music. First tune being set by the firm is "This Night" with lyrics by Sunny Skylar. The tune is a Latin item originally known as "Madalena." . . New political ditty, "Hike With Ike," published by Ablene Music, was written by ASCAP'er Jack Gould. . . Mitch Miller, A. & T. chief, and Percy Faith,

of the Columbia pop label, are off to the Coast next week to supervise some new waxings.

Judy Lynn, in the current Broadway show, "Top Banana" was in Philadelphia this week visiting deejays to help promote her first Coral release, "Riverboat Rag." . . A son, Albert Barry, was born to the Sidney Mills, of Mills music Thursday (15). . . Thrush Eileen Barton begins a personal appearance tour May 29 with a week-long engagement at the Loew's Capitol, Washington. . . The Ray Anthony ork will play the annual graduation dance at West Point, June 2. . . Georgia Gibbs has signed a booking contract with G.A.C.

Mary Griffin enters the Army next Thursday. . . Pee Wee King was in town for the Kale Smith TV show and for transcription recordings. . . Hugo Winzler, of the Victor A.&R. staff, is visiting deejays, dealers and distributors in Pittsburgh, Cleveland and Detroit hyping his latest disk. . . Dennis Day leaves soon for London and the Palladium. . . Maddy Cason opens at the Strand Theater for two weeks on May 23. It's her first local appearance in more than a year.

Chicago

Henry Busse set for the Swingaroo Golf Tourney at Southern Hills Country Club, Tulsa, Okla., June 28. Busse is expected for a week at the Lakeland & Poree Base, San Antonio, starting June 14. . . Dick Sario, McConkey band, signed by Rain Records, new Windy City label Sario cuts his first sides for Rain in three weeks when he reopens the Normandy here. . . Bob Bros, general manager of J&K Records, has signed Buddy Laine and ork and cut four sides with the band last week.

George Shearing into the Flame, St. Paul, June 6 for one week. . . The Dominos, after closing the Oriental here Thursday (15) worked one-nighters into Cleveland where they open at the Alhambra May 19 for a week. . . Jan Garber opens a two-week stand at the Claridge Hotel, Memphis June 20.

Edgewater Beach Hotel will feature Xavier Cugat, Tommy Dorsey and Ralph Flanagan in its three summer shows. Jari Southern set for "This is Show Business" on CBS May 25. . . Golden Gate Quartet set for two weeks at the Commodore, Windsor, Ontario, starting May 19.

Jimmy Palmer into Peony Park, Omaha, May 30-June 8, and then plays a week, starting June 13, at Forest Park, Big Spring, Texas. . . Fred Shaffer opens May where he remains for two weeks. . . Four Dukes Supper Club, Detroit, bring in the Minsky Revue for three weeks starting May 30.

Mills Brothers took out \$2,700 on a one-nighter at the Fort Williams Gardens, Fort Williams, Ont. this week. . . Hal McIntyre set for a week at Coney Island, Cincinnati, starting June 20. . . Ralph Flanagan plays a week at Lakeside Park, Denver, starting June 20.

Nat Tannen passed thru the Windy City last week, then went to Nashville. . . Beaver Valley Girls also in Nashville for an RCA recording session with Steve Scholik. Girls also doing a four-week stint on the Don McNeill "Breakfast Club" street. . . Topper Records will have its first release on Chet Noble, jazz pianist, out by June 1. . . Lewis Simpkins, head of United Records, has started a new label.

Detroit

Jim Wilson, district supervisor for King Records, has named Gene Frawley, who has returned to the company after an absence in other fields, as manager of the Cleveland branch. . . Betty Crocker has returned here to play the Commodore in Windsor, Canada, following a recent appearance at the club Gay Haven. . . Jack Nelson, organist, is taking over the cocktail hour at the Adams Brass Rail. . . Earl Songer is playing a string of one-nighters in Ohio, to be followed by a route in Northern Michigan. . . Jerry Harris is revamping his band, cut to 11 men, and is look-

ing for a fem vocalist. . . Al Green, one-time manager for Johnnie Ray, has taken over personal management of The Castells, who are slated to record for Decca. Green is also handling T. J. Fowler ork (on Savoy label) now current at Lee's Sensation.

Philadelphia

Jay Jerome is set to start July 1 for a seasonal engagement in the Submarine Room of the Hotel Traymore, beachfront Atlantic City hostelry. . . George Sommer resigned a personal management deal giving Bill Honney Agency five more years to handle the band, which is set for a September week-end to make it the first time on the Steel Pier's Marine Ballroom in Atlantic City. . . Nick Garzi, WHAT disk jockey, does the vocals on the new King disk by maestro Teddy Phillips. . . Fred Waring is set to stage a "Festival of Song" January 5, 1953, as a feature of the Philadelphia Forum concert series in the Academy of Music. Also on the agenda is an evening of Gershwin music on January 26 by the Gershwin Concert Orchestra directed by Lorin Maazel. . . Paul Lavalla conducting the "Band of America," is an added starter for the Philadelphia Music Festival on June 13 at the Municipal Stadium. . . Jack Lewis has booked sax-tooting maestro Dave Rollins for the summer season at Poconoc Lodge, upstate in the Poconoc Mountains at Bushkill Pa. . . The Gene Krupa trio, with Charlie Ventura, is back at Ventura's own Open House roadhouse at nearby Lindenwald, N.J., on May 16.

Toronto

Eddie Kosack and his marimba unit followed the Jose Mella Trio into Club One Two. . . Buddy Greco still pulling them in at Bassell's. . . Ralph Fraser is handling the piano at the Winchester's Laurentian Room. . . Dan Datri and his Neapolitans has returned to the St. Regis. . . Jackie Lynn, formerly with Ray Anthony's ork vocalizing at Le Coq D'Or with Larry Ensign at the piano. . . Jack Evans and his ork to supply the music for the Sea Breeze, open-air dance floor in Sunnyside, which opens soon. . . The Marvelers are now occupying the spot at the Town Tavern. . . Louis Armstrong is booked into the Colonial. . . Larry Storch opens with the Four Lads at the Casino.

Hollywood

Paul Nero has set up his own ASCAP pubbery, Canary Music. The fiddling batoneer just completed a fast cross-country d.j. tour for his new Rhythms record sides setting Jimmy Martin, Chicago, and Tempo Distributors. New York Nero has set a deal to conduct a weekly jam session at the Hag Tuesday nights, starting May 20. . . Morry Brodsky and George Liberace, brother of Liberace, the new Columbia diskery, did 3,300 admishes at Long Beach Civic Auditorium May 9 with George Auld's Quintet and Big Jay McNeely's combo at \$1.25 (including tax). Big turnout has the duo hunting for more attractions for battle of bands promotions. . . Jack Howard, Philadelphia pubber, has inked Bill Haley, WPWA, Chester, Pa., warbler, to a management pact. Haley is now with Essex Records. . . Xavier Cugat is reportedly set to open the new Statler Hotel dining room, Los Angeles, in August. . . Doris Day set for four sessions for Standard E.I.'s.

Billy Holiday has been set for a diskery session for Mercury's jazz catalog by Norman Granz. She was with Aladdin Records. . . Vogue Records here has inked Artie Wayne, orkster Bob Keane and batoneer Claude Gordon, who cuts for Capitol e.d. library, and the Threesomes, a vocal group. . . Cliff Aaronson, of Milt Deutch's office, has inked Arthur Walsh, musical comedian, who works with drums and piano. He is currently in San Diego and opens at Lau Lee Chai, Honolulu, June 8. . . Leighton Noble has reorganized his band and is doing a Coast one-nighter tour. . . GAC has inked Victor Marschke, the tenor, now with the

MGM label. In addition, they've inked Penny Singleton, who did "Blondie" in the movie, and Gloria Jean, the ex-child singing film star, both of whom will play niteries and vaude dates this summer. . . Danny Thomas and Doris Day will co-star in a remake of "Jazz Singer" by Warner Bros.

Stan Kenton goes into the Blue Note, Chicago, August 29 for a two-week return date at \$6,250 per week, which is \$750 more than he got the first time in recently. . . Johnny Richards, new Stan Kenton musical director, flew back from the Coast, due to the injury of his brother in an auto accident at Roswell, N. M. . . Les Gotcher, the square-dance caller and record store op, has started his own diskery, Black Mountain Records.

The William Morris office booked one of its rare band dates here, with Ina Ray Hutton set for the El Rancho Vegas July 23 for two weeks. . . McGregor Records is trying to get Carlos Gasteo's okay to release a series of Nat Cole and Stan Kenton masters they have acquired. . . Modern Records may put out a series of masters acquired from Ted Yerxa, who had the Lampighter label several years ago. . . Hank Sanicola, Frank Sinatra's manager, is shopping for a booking agency affiliation now that Sinatra and MCA have parted. Hefty guarantees he wants for Sinatra have disrupted several deals. . . Bob Weems, the ex-GAC Chicago exec, has moved his Filmettes Inc., a TV film packaging firm, to Atlanta. . . The Bell Sisters have set their first personal appearance date, doing San Diego County Fair, July 3-5. They have not as yet made a signing office deal. . . Capitol Records denying a tie-up with Official Films, the TV film outfit. . . Pat Barron has joined Billy May as his gal vocalist.

Electric, Waterloo, Sparks Ork Bookings

CHICAGO, May 17. — Electric Park Ballroom, Waterloo, Ia., has set up a strong list of one-nighters to augment its regular program. Included are the following bookings: Ray Anthony, May 21; Tiny Hill, May 31; Ralph Flanagan, June 4; Les Brown, June 17; Frankie Carle, June 21, and Henry Busse, Tex Bencke, Jimmy Dorsey, Woody Herman and Billy May for late June and July one-night stops.

Gordon to Resign YPR Sales Post

NEW YORK, May 17.—Jerome Gordon will resign his post of national sales manager for Young People's Records on May 31. He will open his own sales agency specializing in kiddie educational toys, books and records. . . John Stevenson, who with his partner, Milo Sutfitt, purchased the kiddie line a few months ago, will supervise the sales activities of YPR salesmen and distributors.

RKO to Bring Back "Arm in Arm" Ditty

NEW YORK, May 17.—The tune "When I'm Walking Arm in Arm with Jim" which RKO Pictures first used in its 1944 film "Girl Rush" is being re-used by the movie firm in the coming pic of "The Half Breed." The film is scheduled for a June release. Southern Music is publisher of the tune.

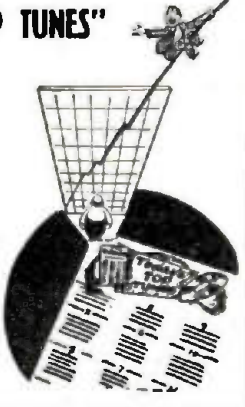
Seeks to Bar

Continued from page 18
publisher members of ASCAP are paid to the publishing houses owned and controlled by motion picture organizations, and that the power and acts exercised by these publishing houses who are on the board of directors of ASCAP are so controlled that they are in violation of the anti-trust laws and that the actions of independent music concerns. It is further claimed that by reason of such monopoly, it is impossible for an independent music publishing house to exist. The application will come on to be heard at a motion term on May 20. Representatives of the law firm handling the case, Frederick E. Ballou, expect this case to be postponed about two weeks.

Use "TODAY'S TOP TUNES" for New HIGHS in Record SALES!

Here's The Billboard's weekly "Honor Roll of Hits" carried out to 30 discs. Includes labels, record numbers and artists, according to popularity—complete on an attractive, easy-reading 8 1/2 x 11 sheet printed both sides.

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DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

NEW RELEASES—SINGLES

More in My Heart Andrews Sisters and Dick Haymes 28213*
I'm Sorry
Bang Your Head in Shame Andrews Sisters and Red Foley 28163*
Where Is Your Wandering Mother Tonight Louis Jordan 28211*
Junco Partner Louis Jordan 28211*
Azure-Te (Paris Blues)

My Aching Heart Buddy Johnson 28165*
I Don't Know What's Troublin' Your Mind 28165*
True, Mon, True (Dot Is The Actual Fact) Morry Amsterdam 28212*
My Wife Does The Cutest Things 28212*
I'm Looking For Another You Hardrock Gunter 28191*
Henky Tonk Baby

I May Hate Myself in The Morning (For Falling in Love Tonight) Betty Brewer with Sy Oliver 28202*
You've Got Me Crying Again Betty Brewer 28202*
I Can't Spell Schenardary Georgie's Taverna Band (Take Me To) Clancy's Cafe 28167*
Blue Monday Blues Billy Talmadge 28166*
Blue Yodel #3

NOW AVAILABLE IN 45 RPM
Saturday Night Fish Fry—Part 1 Louis Jordan 28225*
Saturday Night Fish Fry—Concluded
My Yiddish Mamma Sophie Tucker 23982*
My Yiddish Mamma

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

TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST	COUNTRY	ARTIST	DECCA NO.
3	SOMEBODY'S STOLEN MY HONEY MY MOTHER MUST HAVE BEEN A GIRL LIKE YOU	Ernest Tubb	28067*
2	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	Webb Pierce	28091*
25	WONDERING New Silver Bells	Webb Pierce	46354*
4	WILD SIDE OF LIFE IT'S SO LONG AND GOOD-BYE TO YOU	Burt Ives and Grady Martin	28055*
48	PEACE IN THE VALLEY Where Could I Go But To The Lord	Red Foley	14573*
55	JUST A CLOSER WALK WITH THEE STEAL AWAY	Red Foley	14505*
10	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE	Ernest Tubb	46389*
9	MILK BUCKET BOOGIE SALTY DOG BAG	Red Foley	27981*
3	LET'S TAKE THE LONG WAY HOME I HOPE TOMORROW NEVER COMES	Autry Inniss	46407*
3	ONE HOUR AHEAD OF THE POSSE THIS TIME TOMORROW	Burt Ives with The Anita Kerr Singers	28079*

RHYTHM AND BLUES

1	** SLOW DOWN NEVER TRUST A WOMAN	Louis Jordan	28088*
12	PEACE IN THE VALLEY NEAR THE CROSS	Sister Rosetta Tharpe with Anita Kerr Singers	48279*
1	** NIGHT TRAIN SAG PIPE BOOGIE	The Madcaps	28130*
3	OLD FOLKS I'LL WALK ALONE	Gene Ammons	28094*
14	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT	Arthur Prysock	27871*

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

BEST BETS

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

POSITION THIS WEEK

1.	I'M BOUND FOR THE KINGDOM I'D RATHER HAVE JESUS	Red Foley with The Jordanaires	28147*
2.	WARASH BLUES LINGER AWHILE	Andrews Sisters and Russ Morgan	28143*
3.	PLINK, PLANK, PLUNKI SERENATA	Leroy Anderson	28168*
4.	ALMOST LET'S TAKE A TRIP TO THE MOON	Morvin Shiner and Grady Martin	28121*
5.	HEAVENLY FATHER LOMESOME AND BLUE	Evelyn Knight with Sy Oliver	28151*
6.	IT'S A SIM TO TELL A LIE That's When Your Heartaches Begin	Ink Spots	25505*
7.	TATTERED AND TORN THE WORLD HAS A PROMISE	Dolores Gray	28178*
8.	I'M LOSING AGAIN I LOVE YOU TWENTY-FOUR HOURS A DAY	Curley Lipham	28114*
9.	VIENNESE WALTZ MELEY (a) Vienna Life; (b) Tales From The Vienna Woods; (c) Southern Roses; (d) Artist's Life; (e) You And You CAROLINA IN THE MORNING	Lenny Dee	28109*
10.	"TWO" MINUTE WALTZ STARS AND STRIPES FOREVER	Carmen Cavallaro	28150*
11.	DIESEL SMOKE, DANGEROUS CURVES THE LITTLE GREEN VALLEY	Burt Ives and Grady Martin	28161*
12.	I WAITED A LITTLE TOO LONG I MAY HATE MYSELF IN THE MORNING (For Falling in Love Tonight)	Trudy Richards and Artie Shaw	28190*
13.	LONELY WINE MY MELANCHOLY BABY	Bill Snyder	28192*

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

ALBUM TOP SELLERS

LERROY ANDERSON COND., Vol. 2
 DA 885-\$4.75 • 9-274-\$4.15 • DL 7519-\$3.85

LERROY ANDERSON COND., Vol. 1
 A-918-\$4.25 • 9-151-\$4.15 • DL 7509-\$3.85

SATCHMO SERENADES—LOUIS ARMSTRONG
 A-911-\$4.15 • 9-251-\$3.75 • DL 5401-\$3.50

HAWAIIAN FAVORITES, ALFRED APAKA
 A-842-\$4.15 • 9-222-\$3.75 • DL 5371-\$3.50

OKLAHOMA!—Orig. Cast
 DA 359-\$5.85 • 9-4-\$5.45 • DL 8000-\$4.85

CAROUSEL—Orig. Cast
 DAU-732-\$5.75 • 9-7-\$5.10 • DL 8003-\$4.85

THE KING AND I—Orig. Cast
 DA 679-\$6.75 • 9-260-\$6.05 • DL 9008-\$5.85

JUST JAZZ CONCERT
 LIONEL HAMPTON ALL STARS
 A-815-\$4.75 • 9-154-\$4.15 • DL 7013-\$3.85

VALENTINO
 Tango Played by THE CASTILIANS
 A-903-\$4.15 • 9-253-\$3.75 • DL 5747-\$3.50

GUYS AND DOLLS—Orig. Cast
 DA-835-\$6.70 • 9-203-\$6.10 • DL 8034-\$5.85

78 RPM (E) Decalogs (Wherever available under normal use)
 Records—\$1.00 plus tax
 45 RPM (E) Records (No Decorative Envelope)—95¢

CHILDREN'S TOP SELLERS

CRADLE SONG (Brahms' Lullaby) and THAT SLY OLD GENTLEMAN
 BING CROSBY
 E-52 • 1-127

THE LITTLE ENGINE THAT COULD and LET'S HAVE A PARTY
 GUY LOMBARDO
 E-57 • 1-183

NUTCRACKER SUITE
 FRED WARING
 CU-117-\$2.00 • 1-131-95¢

TUBBY THE TUBA
 DANNY KAYE and VICTOR YOUNG
 CU-108-\$2.00 • 1-107-95¢

NURSERY RHYMES
 FRANK LUTHER
 CU-101-\$2.00 • 1-107-95¢

GENIE, THE MAGIC RECORD
 PETER LIND HAYES
 CU-102-\$2.00 • 1-106-95¢

The Adventures of the Lone Ranger: HE BECOMES THE LONE RANGER
 E-59 • 1-132

THE LITTLE TUNE THAT RAN AWAY
 PETER LIND HAYES and JAMES CARROLL
 CU-108-\$2.00 • 1-131-95¢

WEIGH IN and WHISTLE WHILE YOU WORK
 FRANK LUTHER, ZORA LAYMAN and THE CLUBMEN
 E-59 • 1-183

LITTLE ORLEY'S ADVENTURES with THE LITTLE ENGINE
 THE HAPPY BIRD
 UNCLE LUMPY with FRED WARING
 CU-51-95¢ • 1-112-95¢

TOP SELLERS

...based on this week's actual sales

WEEKS ON LIST	POPULAR	ARTIST	DECCA NO.
17	BLUE TANGO Bella Of The Ball	Leroy Anderson	27875*
2	I'M YOURS I UNDERSTAND	Fear Acres	28162*
1	** UNDER THE HONEYBUCKLE VINE YOU MAY BE THE SWEETHEART OF SOMEBODY ELSE	Bill Kenny of The Ink Spots Ink Spots featuring Bill Kenny	28164*
10	BLUE TANGO AT LAST, AT LAST	Guy Lombardo	28031*
1	** KISS OF FIRE I'LL WALK ALONE	Louis Armstrong	28177*
1	** KISS OF FIRE DELICADO (Delicate)	Guy Lombardo	28179*
12	PERFIDIA YOU BROUGHT ME LOVE	Yow Aces	27987*
15	WIMOWEH Old Paint	The Weavers and Gordon Jenkins	27928*
2	BE ANYTHING (But Be Mine) FORGIVE ME	Peggy Lee and Gordon Jenkins	28142*
1	** GOODY GOODY AIR MAIL SPECIAL	Elle Fitzgerald	28126*
2	DELICADO (Delicate) See If You Like It (Va Se Gustas)	Walter Azevedo	28044*
4	JEANNINE (I Dream Of Blue Time) INDIAN LOVE CALL	Louis Armstrong and Gordon Jenkins	28076*
18	BE MY LIFE'S COMPANION Love Lies	Mills Brothers with Sy Oliver	27889*
1	** SPELLBOUND A PLACE IN THE SUN	Victor Young	28115*
5	I DON'T MIND I NEVER LOVED ANYONE BUT YOU	Trudy Richards	28084*

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

The ANDREWS SISTERS
and
DICK HAYMES
Sing
HERE IN MY HEART
and
I'M SORRY
Decca 28213 (78 RPM) and 9-28213 (45 RPM)

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

AMERICAN MUSIC, INC. 1576 Broadway, N.Y. • 9120 Sunset Blvd. Hollywood, CA 9-7420 CR 7-3259

that singing rage Miss Patti Page

"LOVE, WHERE ARE YOU NOW?"

MERCURY 5816 ABC MUSIC CORP., N.Y. 19, N.Y.

Another BMI Pin-Up Hit!

HERE IN MY HEART Published by Melvin recorded by (BMG) Al Martino (Columbia) Alan Dale (Columbia) Tony Bennett (MGM) Bill Farrell (Decca) Dick Haymes (Decca) Vic Damone (Mercury) Licensed exclusively by BMI BROADCAST MUSIC, INC.

Watch for "SMOKEY THE BEAR" HILL and RANGE SONGS, INC. BEVERLY HILLS, CALIF.

MOUNTAIN LAUREL Recorded by: VAUGHN MONROE... RCA Victor 20-4479 JANE TURZY... DECCA 27949 GRANDPA JONES... RCA Victor 20-4505 Picadilly Music Corp. 1619 Broadway, New York, N.Y.

THE NEW SOCK NOVELTY! Saturday Rag ROBBINS MUSIC CORPORATION

MINDY CARSON'S RCA Victor Recording "HO-HO" (Deedle-ee-di-di) SANTLY-JOY, INC. 1619 Broadway, New York 19, N.Y.

PROMOTERS Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas we can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 3, Ill.

Sides in Current Release

Week ending May 17

Because of the lack of consistency with which each of the six record companies under consideration issue new releases, individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available, reliable sources. Sides listed may actually be issued a few days prior to or following publication of this section.

Table with columns: PUBLISHER, TUNE, ARTIST AND LABEL. Lists various songs and artists like ACUFF-ROSE, JIM BECK, BISHOP, BERGMAN-VOCCO-CONN, BERGMAN-VOCCO, CONN, TRIANGLE, BRENNER, CANDIAN MUSIC, CARAVAN, CENTRAL, CHAPPEL GROUP, DE SILVA-BROWN, HENDERSON, COMMODORE, PAUL CUNNINGHAM, WALT DISNEY, DORSEY BROS., FAIRWAY, FANWAT, FORSTER GROUP, ADAMS-VEE & ABBOTT, SCAM FOX, GALE & GAYLES, GATE MUSIC, MICHAEL H. GOLDBEN, HARBLEN, HUBERT, HILL & RANGE GROUP, ABERBACH, INC., HILL & RANGE, KELLY-STOOL, KENTUCKY FOLK MUSIC, VALANDO, LEEDS GROUP, DUCHESS, PICKWICK, MELLIN GROUP, ALGONQUIN, ARGYLE, MELLIN, MILLS, MONTCLARE, DE MORRIS GROUP, M. MORRIS, MUSIC PUB. HOLDING CORP. GROUP, ADVANCED, REMICK, OETTE, PARAMOUNT GROUP, FAMOUS, PEER INTERNATIONAL, ROBBIN GROUP, FEIST, LEO, SANTLY-JOY GROUP, HAWTHORNE, SANTLY-JOY, SCHWABER, SHAPIRO-BERNSTEIN, SHELDON, SIMON, SOUTHERN, STAMPS BAXTER, TAXMEN GROUP, SPIN, TENNESSEE REC GROUP, BAB, TIT, PAN VALLEY, WAKLEY, WEISS-BARRY, WESTERN GROUP (Gene Autry), GOLDEN WEST, WORLD GROUP, WORLD.

Total Sides for Week Released by Each Label

Week ending May 17

(These totals do not include P. D. Lunce)

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Lists totals for labels like CAPITOL, COLUMBIA, DECCA, MERCURY, MGM, RCA.

Total Number of Sides Released by Each Label

January 1, 1952, to Date

(These totals do not include P. D. Lunce)

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Lists cumulative totals for labels like CAPITOL, COLUMBIA, DECCA, MERCURY, MGM, RCA.

Name Bands Prosper In West

Continued from page 17

bands. With the exit of the gambling devices on posts, G.I. recreation officers were forced to hike the cost of drinks and foods in service clubs. In addition, they inaugurated a regular weekly or monthly membership fee for entrance into these clubs. Because troops were being shifted so rapidly from base to base in this country and from U. S. bases to the Orient, service officers have been having a rough time getting the membership dues, because troops know that they may be out of the camp in a short time before the dough which they put into the fund can be utilized by them. A typical semi-name ork, which started a one-night tour of the Coast May 6 and ends that junket June 1, is playing only for two regular promoters. The remainder of the dates are in service installations or in fraternal club-rooms. This lack of real promoters, such as are found in the Midwest and parts of the East, is not typical of the Coast.

With the lush gambling bistros opening their doors to bands, as they did previous to and during the war, orksters can expect at least two weeks of top-notch dough when they head for the Coast. Russ Morgan, it was learned, is trying to set up a special band package with the help of Clyde Baldschun, of the McConkey office, which is aimed at these gambling bistros and other leading locations. Morgan would like to package a show, which would fit into the miniature musical idiom, featuring his band

and a line of girls. Morgan is mulling the inking of a choreographer and perhaps will write some original songs for that would be "The Russ Morgan Revue." Associated Booking is close to a deal to play Jerry Gray's ork at the Commercial Hotel, Elko, Nev., for 10 days, opening June 20. It would be Gray's first date for ABC (The Billboard, May 10). In addition Billy McDonald, of ABC, has set a week-end location deal for orks at the Delmar and Deauville Beach clubs on the Coast. The chi-chi resorts have stayed away from pro talent for several seasons, but will use such ABC attractions as Carlos Molinas, Les Brown, Ina Ray Hutton, Charlita and others.

In addition, Bob Phillips, of the office, has inked Jerry Fielding, the Groundswell TV show conductor, who will go out with 13 men and is organizing a new band for Randy Brooks, the Decca recording trumpet player.

Matsuo Concerts

Continued from page 17

scales the four auditoriums from \$1.50 to \$3, but would not divulge what he charges for Army, Navy and Air Corps service base there, although it's less than civilians pay. Matsuo is trying to get commitments at least six months in advance so that he can grid for the artists coming on. He has established a press and d.j. contract office to build the attractions' appearances.

Matsuo has made commitments for the Weavers, Les Paul and Mary Ford, Frankie Laine in July, and Louis Jordan's Tympany Five in June. Johnnie Ray will probably work the islands in December. Matsuo plans to play Sinatra again next year, and has a verbal commitment from Bob Hope to play two huge outdoor shows sometime next year, with Les Brown's band in support.

Matsuo's brother, Tats, once a co-promoter in entertainment in Hawaii with him, is now in Japan, where he has theater interests. His brother has not signified if he will play concert attractions in Japan. Tom Foley, American promoter, is promoting some names in the Japanese island.

Hits Can Flop

Continued from page 18

Swedish Danny Kaye, who writes, sings, conducts and plays his own works for His Master's Voice.

Reuter is taking back a number of Yank tunes, including "A Guy Is a Guy" from the Howard S. Richmond firm's catalog and "Blacksmith Blues" from Hill & Range. He will also publish the tunes from the flick "Singin' in the Rain," via his arrangements with the Big Three. He has placed "Swedish Rhapsody," a tune that was on the Swedish hit parade for a long stay about three years ago, and other Scandinavian tunes with publishers here.

On the Stand

Jimmy Palmer

Reviewed May 3 at Melody Hill Ballroom, Willow Springs, Ill. Managed by General Artists Corporation.

SAXES: Joe Ferris, Gene Schutte, Tommy Wigfall and Jack Baddeley.

TRUMPETS: Buddy Bergman and Tiny McDaniels.

TROMBONES: Kenny Walters and Clark Smith.

RHYTHM: Cauterucci, drums; Duke Byasse, bass, and Frank Pontino, piano.

ARRANGER: Clark Smith. VOCALS: Jeannine Lynn, Gene Long, Tiny McDaniels and Jimmy Palmer.

Jimmy Palmer, after experimenting for some time, has come up with a salable format for his band, one which places the stress on dancing. This is a Sammy Kaye-type group, with a well-diversified book and good arrangements. Excellent sidemen combine to offer sets which get practically all the customers on the floor and keep them there.

Muted Trumpet Lead

Many of the arrangements feature a muted trumpet lead, with either a sax or trombone backing. Effectiveness is displayed on such tunes as "Charmaine" and "Toot-Toot Tootsie." A French horn, featured in "All the Things You Are," offered excellent tone contrast.

Vocals are handled by Jeannine Lynn, attractive fem who handles a lyric well and knows how to work in front of an audience. Gene Long, new addition, has an excellent voice but needs a bit more polish which should come with experience. Palmer handles the singing title intros, and robust Tiny McDaniels is a show-stopper with his special material tunes, best of which is the "A Good Man Is Hard to Find" bit. Norman Weiser.

from the M-G-M film "THE BELLE OF NEW YORK" oops! LEO FEIST, INC.



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POPULAR

		QUANTITY	QUANTITY
		78	45
"KISS OF FIRE," "A LASTING THING" Georgia Gibbs	5823		
"BE ANYTHING (BUT BE MINE)," "SWE TOOK" Eddy Howard	5815		
"WHISPERING WINDS," "LOVE, WHERE ARE YOU NOW?" Patti Page	5816		
"JUNCO PARTNER," "SUMMERTIME" Richard Hayes	5833		
"JUST BECAUSE," "HOW COULD YOU" Rusty Draper	5820		
"DIESEL SMOKE, DANCEROUS CURVES," "BUSTBOOY" Tiny Hill	5840		
"LIMEHOUSE BLUES," "PLINK, PLANK, PLUNK" Bobby Maxwell	5844		
"I DON'T MIND," "HINDUSTAN" Patsy Taylor & Jimmy Palmer & His Orch.	5836		
"BOULEVARD OF BROKEN DREAMS," "STOMPIN' AT THE SAVOY" Ralph Marterie & His Orch.	5823		
"STOLEN LOVE," "WISHIN'" Eddy Howard	5784		
"WO'N'T YOU SURRENDER," "FESTIVAL" Ray Cura and Xavier Cugat & His Orch.	5829		
"MY THRILL IS LOVING YOU," "THAT'S HOW IT GOES" Billy Daniels	5822		
"A GUY IS A GUY," "IT'S SO LONG AND GOODBYE TO YOU" Peggy Taylor	5841		
"NO STRINGS ATTACHED," "LOST LOVE" Richard Hayman & His Orch.	5834		
"MAX FROM THE INCOME TAX," "SOPHIE TUCKER FOR PRESIDENT" Sophie Tucker	5839		
"I'M YOURS," "THE MUSIC GOES ROUND AND ROUND" Ralph Marterie & His Orch. & Ray Shaw	5853		
"DEVIL OF A WOMAN," "BOUNCING ON THE BAYOU" Rusty Draper	5851		
"I'LL WALK ALORE," "TATTLETALE" Richard Hayes	5821		
"BLUE TANGO," "JUNGLE FLUTE" Xavier Cugat & His Orch.	5817		
"SILENCE AND TEARS," "FOOLISH LOVER" Sonny Howard	5846		
"GYPSY MAMBO (Mambo Cutano)," "NEERA LIGOR" Xavier Cugat & His Orch.	5849		
"FRENESI," "WHAT IS THIS THING CALLED LOVE" Harmonicals, Ralph Marterie & His Orch.	5824		
"SINGIN' IN THE RAIN," "ALL I DO IS DREAM OF YOU" Eddy Howard	5852		
"DIANE," "SEPTEMBER SONG" Billy Daniels	5806		
"BABALU," "MORE THAN LOVE" Richard Hayes & Xavier Cugat & His Orch.	5780		
"THE WILD SIDE OF LIFE," "JUST LODKIN'" Tiny Hill	5830		
"MOVING PIGEON," "AND SO I WAITED AROUND" Ray Brown	5819		
"WHY DID YOU LEAVE ME?," "CHLOE" The Ravens	5853		
"I DIDN'T GO TO YOUR WEDDING," "5-10-15" Stash Carter	5845		
"I'M CONNA MATE MYSELF IN THE MORNING," "AIN'T CONNA WORRY NO MORE" The Dreamers	5843		
"COPYCAT," "WALK RIGHT IN" Lola Amecha	5812		
"ROMAN GUITAR," "BELLA SORRENTINE (Choon Gam)" Emil Dewan Quintones	5850		
"THAT'S A FINE, FINE, FINE HOWDY YA DO," "THE ICE MAN" Rose Marie	5848		
"WALKIN' TO THE MAILBOX," "TO BE LOVED BY YOU" Helen Grayco	5838		

NEW RELEASES

		QUANTITY	QUANTITY
		78	45
"HERE IN MY HEART," "TOMORROW NEVER COMES" Vic Damone	5858		
"RUTZA, RUTZA," "I'M SORRY" Billie Wayne & Jan August	5857		
"BLUE BOY," "DESIRE" Ray Cura	5856		
"STREET SCENE," "IN A PERSIAN MARKET" Ralph Marterie & His Orch.	5840		
"DELICADO," "JUST ONE OF THOSE THINGS" Jan August	5859		
"VALSE DI MUSSETTA," "HUN BEL DI VIOREMO" Alfred Newman	5861		
"DIANE," "TENDERLY" Vic Damone	5855		
"BABY JANE," "I WONDER WHAT'S BECOME OF SALLY" Johnny Long & His Orch.	5862		
"ROSES ALL THE WAY," "WOW" Kay Brown	5863		
"WONDER," "DON'T BELIEVE A WORD THEY SAY" Dick Thomas	5864		
"WHILE YOU'RE OUT CHEATING," "I'M ALWAYS LONGING FOR YOU, BABY" Ernie Lee	6395		
"OLD SALTY DOG BLUES," "PIKE COUNTY BREAKDOWN" Lester Flatt, Earl Scruggs & the Foggy Mountain Boys	6396		
"SILLY," "I'LL ALWAYS BE THINKING OF YOU" Drew Miller	6397		
"YOU ASKED ME FOR SOME LOVING," "IT'S SWEET OF YOU" Boots Woodall & the TV Wranglers	6398		
"I'M GETTIN' READY," "HAPPY BIRTHDAY IN HEAVEN" The Smith Brothers	6399		
"I'M NO COMMUNIST," "TIEO DOWN" Lulu Belle & Scotty	6400		
"THE QUESTION," "NEVER LET ME LOVE" Memphis Slim	6281		
"I LOST YOU," "I AIN'T GOT NOBODY" Debbie Andrews	6282		
"GOT THE BEGGING," "DUKE AND THE BRUTE" Jay McShann & His Orch.	6283		

RHYTHM and BLUES

		QUANTITY	QUANTITY
		78	45
"TROUBLE IN MIND," "NEW BLOW-UP BLUES" Dinah Washington	6269		
"TELL ME WHY," "WHEEL OF FORTUNE" Dinah Washington	6267		
"YOU BETTER GO NOW," "HANDFUL OF STARS" Beryl Booker	6274		
"MARGIE," "WICCLE WAGGLE" James Moody & His Orch.	6278		
"AIN'T NOTHIN' BUT A CHILD," "BROWN SKINNED WOMAN" Sunnyland Slim	6277		
"BE ANYTHING (BUT BE MINE)," "HEAVEN KNOWS WHY" Wins Brown	6270		
"NO MAIL BLUES," "CONNA NEED MY HELP SOME DAY" Memphis Slim	6266		
"SEQUEL," "I'LL ALWAYS BE IN LOVE WITH YOU" Paul Quinichetta	6272		

COUNTRY and WESTERN

		QUANTITY	QUANTITY
		78	45
"FADPOLE," "JUNIOR'S A BIG BOY NOW" Bob Thompson	6390		
"LIMEHOUSE BLUES," "KOHALO MARCH" Jerry Byrd	6393		
"AY-ROUND THE CORNER," "WISHIN'" Lulu Belle & Scotty	6389		
"TENNESSEE MEMORIES," "TRUE LOVE" Carlisle Bros.	6388		
"MOUNTAIN JAM," "BABY MY HEART" Eddie Hill	6392		
"WHEN THE PEARLY GATES SWING OPEN," "MIGHTY CLOSE TO HEAVEN" Carl Story & His Rhythm Mountaineers	6386		
"YOU'VE BEEN CHEATING ON ME, DARLING," "SPRING OF LOVE" Paul & Roy	6374		

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MERCURY 6392-6392X45



THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

(Time Mark Hits)

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on records received May 14, 15, 16.

Last
Week

This
Week

1. 1. Blue Tango

By Leroy Anderson—Published by Mills Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 27875; L. Baxter, Cap 1964; F. Carle, V 20-454; X. Cabal, Mercury 5817; D. Hayman, Mercury 5790; G. Lombardo, Dec 28031; J. Thomas, Mercury 8268; H. Winterhalter, V 20-4518.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Costa, Long-Worth; Sam Terry, Associated.

2. 2. Wheel of Fortune

By Erny Benjamin and George Weiss—Published by Lunel (ASCAP)

RECORDS AVAILABLE: Bell Sisters-M. Ross, V 20-4520; Cardinale, Atlantic 950; F. Carle, V 20-4540; A. Costello-W. Scott, Decca 6-104; Four Flames, Specialty 423; J. Harlan, V 20-4199; H. Hamer, Dec 48280; S. Kane, Cap 39667; E. Light, Decca, From 1010; M. Mule, Brunswick B-25024; S. McDonald, Cap 1993; A. Pryor, Dec 27467; J. Scott, Coral 40650; H. Starr, Cap 1964; T. Thomas, King 1051; D. Washington, Mercury 8267; W. Warner, Mercury 5779; E. Wilcox, S. Gale, Decca 767; B. Williams, MGM 11172.

ELECTRICAL TRANSCRIPTION LIBRARIES: Sam Terry, Associated.

3. 3. Kiss of Fire

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

RECORDS AVAILABLE: T. Archer, Cal 39737; L. Armstrong, Dec 28173; L. Baxter, Cap 2102; L. Brown, Coral 60740; B. Eckstein, MGM 11225; R. Flanagan, V 20-4705; G. Gibb, Mercury 5823; G. Lombardo, Dec 28177; T. Martin, V 20-4621; A. Shelton, London 1214.

4. 4. Guy Is a Guy

By Oscar Brand—Published by Eudon (BMI)

RECORDS AVAILABLE: Davis Day, Cal 39673; E. Fitzgerald, Dec 28049; D. Lee-J. Hanson, Decca, Brunswick B-24028.

5. 5. I'm Yours

By Robert Metlin—Published by Algonquin (BMI)

RECORDS AVAILABLE: T. Arsen, Cal 39737; L. Baxter, Cap 2102; D. Cornell, Coral 60590; E. Fisher-H. Winterhalter, Decca, V 20-4680; F. Flanagan, V 20-4705; Four Aces, Dec 28162; B. Williams, MGM 11172; R. Walters, Mercury 5821.

6. 6. Blacksmith Blues

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

RECORDS AVAILABLE: E. B. Roy, V 20-4532; B. Dornell, Dec 27948; R. Flanagan, V 20-4706; T. Harpner-M. James, Decca, Cal 39471; L. McWhirter, Cal 20987; E. M. Morse, Cap 1922; A. Mooney, MGM 11171; S. Oliver, Decca, Dec 27972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Costa, Long-Worth.

7. 7. I'll Walk Alone

By Julie Stone and Sammy Cahn—Published by Maxtone (ASCAP)

RECORDS AVAILABLE: G. Ammons, Decca 28046; P. Andrews, Decca 20836; L. Armstrong, Dec 28127; D. Cornell, Coral 60597; J. Frankel, Capitol 2044; R. Hayes, Mercury 5821; L. Harlow, MGM 11148; H. King, King, Victor 20-864; G. Lombardo, Decca 27468; M. Mule, Decca 23340; L. Perna, Mercury 5818; B. Taylor-P. Faith, Columbia 39634; M. Williams, Capitol 2009.

8. 8. Pittsburgh, Pennsylvania

By Bob Merrill—Published by Oxford Music (ASCAP)

RECORDS AVAILABLE: G. Mitchell-M. Miller, Cal 39683.

9. 9. Any Time

By Herbert Hager Libson—Published by Hill & Range (BMI)

RECORDS AVAILABLE: E. Arnold, V 20-2700; F. Carle, V 20-4530; E. Fisher & H. Winterhalter, V 20-4959; A. Haley, Mercury 6099; D. Hayman, Dec 24506; Lee & Trio, Decca 8008; H. O'Connell, Cap 1895; S. Oliver, 22972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Sam Terry, Associated; Spade Conroy, Standard; Leny Herman, Long-Worth; Aida Holmes, Associated.

10. Be Anything (But Be Mine)

By Irving Gordon—Published by Shamir Berstein (ASCAP)

RECORDS AVAILABLE: S. Brown, Atlantic 962; W. Brown, Mercury 8270; D. Dawn, Jubilee 6007; A. Dean, MGM 11187; D. Ester, V 20-4374; Five Keys, Aladdin 3127; R. Flanagan, V 20-4704; J. Harlan, Cal 3046; E. Harlow, Mercury 5815; P. Lee and G. Andrews, Decca, V. Lynn, London, H. O'Connell, Cap 2011; B. Smith, Apollo 812; B. Starr, Dec 28039.

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	QUANTITY		
	45	78	33 1/3
"WITH A SONG IN MY HEART" Jane Froman	309		
"BIG BAND BASH" Billy May	329		
"HOUSEPARTY HOP" Ray Anthony	292		
"LEGEND OF THE SUN VIRGIN" Yma Sumac	299		
"CIRCUS PARADE" Ringling Bros. and Barnum & Bailey Band	313		
"KITTEN ON THE KEYS" Ray Turner	306		
"ACCORDION POWERHOUSE" Ernie Felice	307		
"THREE WISNES FOR JAMIE" The Original Broadway Cast	317		
"TODAY'S TOP HITS" 8 Top Artists	9185	X	X
"EASY DOES IT!" Benny Goodman	295		
"KEYBOARD COCKTAILS" Chay Reyes	305		X
"VOICE OF THE XYBAY" Yma Sumac	244		
"THE NEW SOUND" VOLUME II Les Paul and Mary Ford	244		

TOP SELLERS--POPULAR

	QUANTITY			QUANTITY	
	78	45		78	45
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" Kay Starr	1964		"WIMOWEN," "SABALU" Yma Sumac	2079	
"I'M CONFESSIN' (That I Love You)," "CARIOCA" Les Paul and Mary Ford	2040		"BET-I-CHA," "I PASSEO YOUR HOUSE TONIGHT" Dean Martin	2071	
"I WAITED A LITTLE TOO LONG," "HO HO HA HA ME TOO" Kay Starr	2062		"TWO LITTLE KISSES," "WHO'S EXCITED?" Jan Garber	2093	
"OAKIE BOOGIE," "LOVE YA' LIKE MAD!" Ella Mae Morse	2072		"YES!" "MAMBO RHAPSODY!" Stan Kenton	2020	
"SOMEWHERE ALONG THE WAY," "WHAT DOES IT TAKE?" Nat "King" Cole	2069		"ROJALIE," "MEXICALI ROSE" Ben Light	2074	
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse	1922		"I COULD WRITE A BOOK," "I'LL WALK ALONE" Margaret Whiting	2000	
"I'LL WALK ALONE," "WITH A SONG IN MY HEART" Jane Froman	2044		"THE FAR LANDS," "LAST NIGHT" The Voices of Walter Schumann	2030	
"YOU'RE DRIVING ME CRAZY," "TRUMPET BOOGIE" Ray Anthony	2058		"MISTAKES," "PERFOIA" Ben Light	2023	
"AT LAST," "I'LL SEE YOU IN MY DREAMS" Ray Anthony	1912		"WASHINGTON AND LEE SWING," "YES SIR, THAT'S MY BABY" Jerry Shard	2021	
"BLUE FANGO," "PLEASE, MR. SUN" Les Baxter	1966		"I LOVE TO HEAR A CHOD CHOD TRAIN," "TO BE LOVED BY YOU" Clyde McCoy	2045	
"HONEST AND TRULY," "WHEN THE SWALLOWS COME BACK TO CAPISTRANO" Billy May	2054		"TATTLE TALE," "ANYTHING THAT'S PART OF YOU" Bob Eberly	2034	
"PERME POLKA," "MY LITTLE GIRL" Johnny Pacion	2061		"I'M A SCHLEMIEL OF FORTUNE," "THE LITTLE WHITE KNISH THAT CRIED" Mickey Katz	2046	
"DELICADO," "BACS AND BAGGAGE" Stan Kenton	2040		"FESTIVAL," "INVITATION" Les Baxter	2005	
"BE ANYTHING," "BRIGHT OR WRONG" Helen O'Connell	2011		"MONKEY TONK BLUES," "ZITNER BLUES" Jan Garber	2068	
"THE BOOM SONG," "I WAS JUST WALKIN' OUT THE DOOR" Jeanne Gayle	2088		"THE HORN WITH TWO MOUTHPIECES," "I MAY HATE MYSELF IN THE MORNING" The Lancers	2070	

TOP COUNTRY and HILLBILLY

	78			45	
	78	45		78	45
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson	1942		"WEEPING WILLOW," "POKE SALAO GREEN" Leon Payne	2055	
"TATTLE TALE TEARS," "HAVE I WAITED TOO LONG?" Faron Young	2039		"HILLBILLY HAVIN'," "DEVIL'S HEART" Wesley Tuttle	2091	
"WAITING IN THE LOBBY OF YOUR HEART," "DON'T MAKE ME CRY AGAIN" Hank Thompson	2041		"STRETCHIN' A POINT OR TWO," "PUT SOME SUGAR IN YOUR SHOES" Roy Acberg	2083	
"SNOWSHOE THOMPSON," "FATBUCK LOUISIANA, U.S.A." Tennessee Ernie	2066		"SATISFIED," "HIDE ME, ROCK OF AGES" Martha Carson	1900	
"EVERYBODY'S GOT A GIRL BUT ME," "PUT YOUR ARMS AROUND ME" Tennessee Ernie	2042		"I WANNA REST," "OLD BLIND BARNABUSS" Martha Carson	2077	
"DIESEL SMOKE, DANGEROUS CURVES," "ALMANAC SONG" Billy Strange	2032		"LONESOME DOLLAR BILL," "CABILLAC BLUES" Jess Willard	2043	
			"CURTAIN OF TEARS," "PLEASE COME BACK" Skeets McDonald	2073	

TOMORROW'S HITS—TODAY

	78			45	
	78	45		78	45
"IT'S A SIN TO TELL A LIE," "I'M THE WORLD'S BIGGEST FOOL" The Four Knights	2087		"ISN'T THIS A NIGHT FOR LOVE?" "HILLS OF PRIDE" Bob Eberly	2103	
"FAREWELL (For Just Awake)," "STAR EYES" Helen O'Connell	2090		"SCATTERBRAIN," "AS TIME GOES BY" Ray Anthony	2104	
"HILLBILLY HEAVEN," "DEVIL'S HEART" Wesley Tuttle	2091		"COUNTING MY HEARTACHES," "I LOVE YOU" Terry Preston	2105	
"I'M YOURS," "KISS OF FIRE" Les Baxter and Dick Beavers	2102		"LONELY WINE," "LOST IN MEDITATION" Les Baxter	2106	
"FORGIVE ME," "JUST BECAUSE" Jimmy Wakely	2078		"BUSYBODY," "HINOUSTAN" Jan Garber and Lee Bennett	2107	
"MOBILIN' BABY OF MINE," "I'LL NEVER BE THE SAME" Gene O'Quin	2075		"TELL THEM," "DREAMING MY WEARY LIFE AWAY" Jimmie Skinner	2108	
"I'M SO EASY TO SATISFY," "WHAT'LL I DO?" Gretel Mackenzie	2059				
"NO OTHER GIRL FOR ME," "IF SOMEONE HAD TOLD ME" Gordon MacRae	2047				
"GIRL WITH A PAST," "YOU'RE IN LOVE WITH YOU" Jimmy Heap	2035				
"THAT'S HOW IT GOES," "KEEPIN' OUT OF MISCHIEF NOW" Nellie Lutcher	2036				

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THE BILLBOARD Music Popularity Charts

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

• Records Most Played by Disk Jockeys

Based on reports received May 14, 15 and 16

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys through the country. Lines shown in this chart, other available records or items listed here will be found in the Record, Roll of Hits, Music Popularity Chart, Part 1. (P) indicates tune is from a hit; (M) indicates tune is from a legit musical.

POSITION	Weeks Last 13	Title	Artist	Label
5	1	1. KISS OF FIRE	G. Gibbs	Mercury 7815823; 4851623145-BMI
10	3	2. GUY IS A GUY	Doris Day-P. Weston	Col 78139675; 48514-39675-BMI
14	2	3. WHEEL OF FORTUNE	K. Starr	Cap 7811964; 4851F-1964-ASCAP
16	4	4. BLUE TANGO	L. Anderson	Decca 78127875; 48519-27875-ASCAP
15	5	5. BLACKSMITH BLUES	E. M. Morse	Cap 7811922; 4851F-1922-BMI
9	6	5. I'LL WALK ALONE	D. Cornell	Corall 78160659; 48519-60659-ASCAP
4	9	5. I'M YOURS	D. Cornell	Corall 78160690; 48519-60690-BMI
4	12	8. DELICADO	P. Faith	Col 78139708; 48514-39708-ASCAP
3	18	9. I'M YOURS	E. Fisher-H. Winterhalter	V78120-4680; 485147-4680-BMI
1	10	10. BLUE TANGO	H. Winterhalter	V78120-4518; 485147-4518-ASCAP
8	13	10. FORGIVE ME	E. Fisher-H. Winterhalter	V78120-4574; 485147-4574-ASCAP
10	8	12. PITTSBURGH, PENNSYLVANIA	G. Mitchell M. Miller	Col 78139663; 48514-39663-ASCAP
8	7	13. BE ANYTHING (But Be Mine)	E. Howard	Mercury 7815815; 4851623145-ASCAP
3	16	14. HALF AS MUCH	R. Clooney	Col 78139710; 48514-39710-BMI
1	—	15. WALKIN' MY BABY BACK HOME	J. Ray	Col 78160135; 48514-10135-ASCAP
11	15	16. BLUE TANGO	L. Baxter	Cap 7811964; 4851F-1964-ASCAP
2	21	16. I'M CONFESSIV	L. Paul M. Ford	Cap 78112080; 4851F-2080-ASCAP
2	29	18. KISS OF FIRE	B. Eckstine	MGM 7811225; 4851K-1225-BMI
1	—	19. KISS OF FIRE	I. Arden	Col 78139737; 48514-39737-BMI
4	17	20. JUNCO PARTNER	R. Hayes	Mercury 7815833; 4851623145-BMI
1	—	21. HERE IN MY HEART	A. Martino	B.B.S. 101-BMI
1	—	22. CARIOCA	L. Paul	Cap 7812080; 4851F-2080-ASCAP
8	11	23. THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	V78120-4574; 485147-4574-ASCAP
4	25	23. KISS OF FIRE	T. Martin	V78120-4671; 485147-4671-BMI
4	23	25. BLUE TANGO	G. Lombardo	Decca 78128931; 48519-28931-ASCAP
1	—	26. BE ANYTHING (But Be Mine)	P. Lee G. Jenkins	Cap 78128142; 4851F-28142-ASCAP
1	—	27. BIGGER THE FIGURE	L. Prima	Col 78139735; 48514-39735-ASCAP
24	14	27. ANY TIME	E. Fisher-H. Winterhalter	V78120-4359; 485147-4359-BMI
3	25	29. I'LL WALK ALONE	J. Froman	Cap 7812044; 4851F-2044-ASCAP
6	—	29. TENDERLY	R. Clooney	Col 78139648; 48514-39648-ASCAP
4	—	29. WHAT'S THE USE	J. Ray	Col 78139698; 48514-39698-ASCAP

VOX JOX

By JOE MARTIN

Chatter

Lou Barile, WKAL, Rome, N. Y., is looking for info on staging weekly teen-age dances. Would like to hear from other jocks who've staged them successfully. . . . With all the election talk around, Bob Woodrow, WWSO, Springfield, O., has dug up the "Three Sums" dishing of "I'm Elected" and is getting good reactions. . . . Recent guests on the Dick Gilbert show, KTYL, Phoenix, Ariz., were Rex Allen and Vincent Price. . . . When Fred Wolf, WXYZ, Detroit, got back from his vacation, he found that pals on the station had erected an eight-foot wooden statue of himself in Indian dress on the lawn of his special street-side studio. . . . Dan Burgess, WMSA, Massena, N. Y., reports that Columbia and RCA Victor deejay service has slowed up. . . . Don Greene, formerly with WSVS, Crewe, Va., has joined WJMA, Orange, Va., as assistant manager and sports director. . . . Art Laboe, KGFJ, Hollywood, has switched his phone gimmick to mail requests until he can get a special phone line set up. . . . Buddy Graco recently guested with Ed Lincoln, WGCB, Red Lion, Pa. . . . Fred Lewis, WJNO, West Palm Beach, Fla., reports that three nice guys who wintered in that area are charter Norman Kaye, singer-writer Bill Harrington and tunesmith Steve Nelson. . . . Garry G. r a i n a s, KOSA, Odessa, Tex., says that the old Garry Moore Decca album has been getting fine listener response on the morning show. . . . Don Peterson, KRGV, Westlaco, Tex., would like to wangle a copy of "Three Bells" from Columbia and give it plenty of spins. . . . Gene Williams, KMOD, Modesto, Calif., can't figure out why Decca and Coral are so lax in getting deejay disks into that territory. . . . Norb Moore, KXLW, St. Louis, has inserted a show baseball round-up in his morning deejay stint. . . . Ken Scott, WCNT, Centralia, Ill., thinks that Louis Armstrong and Gordon Jenkins could turn out a hit disk on "You Are My Lucky Star." . . . Lucky Len Ross, KRUX, Phoenix, Ariz., thinks that The Billboard charts are a big programming help. . . . Jim Nicholson, WMGW, Meadville, Pa., sticks to playing the top hits along with standards. Says it's the best audience puller. . . . Ray Schreiner, WRNL, Richmond, Va., received a letter on which the only form address was a tiny photo of himself. At least the post-office guys know what he looks like. . . . Bob Brown, WETB, Johnson City, Tenn., would like to see Bonnie Baker's "Oh, Johnnie" re-issued. . . . Harry Case, WORC, Worcester, Mass., deejay, has been appointed program director. Dick Smith, station, recently hosted Cindy Lord on his "Record Shop." . . . Ed Farron, WKLO, Louisville, reports that music business has been pretty good in the area. . . . Henry Lehnhoff, KWED, Seguin, Tex., thinks that a bow is due to E. A. Matthews of Columbia Records' West Coast office. . . . Even if the tunes are now public domain, the original composers of the melodies used in "Kiss of Fire" and "Won't You Surrender" should have got label credit. So says Charlie Harris, JWHP, Jacksonville, Fla. . . . Jackson Lowe, WWIN, Baltimore, is back at work after visiting New York with Jimmy McPhail, RCA Victor. Dick artist managed by Lowe. . . . Sid Dickler resumes his four evening shows on WHOD, Pittsburgh. . . . Bob Watson, WSB, Atlanta, has aired over 65 jockies on his "D.J.U.S.A." gimmick. . . . By this time, Bill Wells, KWAK, Stuttgart, Ark., is probably a proud papa. . . . Hal Murray, WKAT, Miami, Fla., has re-

(Continued on page 30)

• Best Selling Sheet Music

Based on reports received May 14, 15 and 16

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

POSITION	Weeks Last 13	Title	Artist
10	2	1. BLUE TANGO (R)	Mills
13	1	2. WHEEL OF FORTUNE (R)	Laurel
19	4	3. ANY TIME (R)	Hill & Range
9	5	4. GUY IS A GUY (R)	Ludlow
4	7	4. KISS OF FIRE (R)	Duchess
10	3	6. BLACKSMITH BLUES (R)	Hill & Range
5	9	7. BE ANYTHING (But Be Mine) (R)	Shapiro-Bernstein
5	6	8. I'LL WALK ALONE (R) (P)	Mayfair
9	8	9. PITTSBURGH, PENNSYLVANIA (R)	Oxford
15	10	10. PLEASE, MR. SUN (R)	Weiss-Barry
2	13	11. I'M YOURS (R)	Aiqonquin
15	11	12. BE MY LIFE'S COMPANION (R)	E. H. Morris
6	12	13. FORGIVE ME (R)	Advanced
1	—	14. SINGIN' IN THE RAIN (R) (P)	Robbins
1	—	15. WITH A SONG IN MY HEART (R) (P)	Harms

• Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peterson's Audience Coverage Index. The index is projected upon radio logs made available to Peterson's ACI by the Accurate Recording Service in New York, Radio Checking Service in Chicago, Record Checking Service in Los Angeles. Listed are the top 20 tunes in the case of best tunes alphabetically. This music checked in approximately fewer 60 per cent of time.

(P) indicates tune from a five (PM) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the listening agency controlling performance rights on the tune is indicated.

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1. A Guy Is a Guy (R)	Ludlow-BMI
2. Anytime (R)	Famous-ASCAP
3. Anything (R)	Hill & Range-BMI
4. A-Round the Corner (R)	Famous-ASCAP
5. At Last (R)	Fair-ASCAP
6. Be Anything (But Be Mine) (R)	Shapiro-Bernstein-ASCAP
7. Blacksmith Blues (R)	Hill & Range-BMI
8. Blue Tango (R)	Mills-ASCAP
9. California Rose (R)	Famous-ASCAP
10. Delicado (R)	Parade-ASCAP
11. For the Very First Time (R)	Sealed-ASCAP
12. Forgive Me (R)	Advanced-ASCAP
13. Goody, Goody (R)	Crawford-ASCAP
14. How Close (R)	Lin-BMI
15. I Could Write a Book (R)	T. B. Harms-ASCAP
16. I Hear a Rhapsody (R)	Brookers-BMI
17. If Someone Had Told Me (R)	Witmark-ASCAP
18. I'll Walk Alone (R)	Conroy-ASCAP
19. It's a Sin To Tell a Lie (R)	Beyman, Vacco & Moore-ASCAP
20. Kiss of Fire (R)	Duchess-BMI
21. Lady Love (R)	Crowell-ASCAP
22. My Walker's Pearls (R)	Mills-ASCAP
23. Paradise (R)	Peer-BMI
24. Pittsburgh, Pennsylvania (R)	Oxford-ASCAP
25. Singin' in the Rain (R) (P)	Hornstein-ASCAP
26. That's the Chance You Take (R)	George Putnam-ASCAP
27. To Be Loved by You (R)	Parade-ASCAP
28. Up and Down Mexico (R)	Cherry-BMI
29. What Good Is a Gal (R)	Hillyer-ASCAP
30. Wishin' (R)	Midway-ASCAP
31. You'll Never Walk Alone (R)	Williams-ASCAP

Top Ten in Television

Anytime (R)	Ludlow-BMI
A-Round the Corner (R)	Famous-ASCAP
Anything (But Be Mine) (R)	Shapiro-Bernstein-ASCAP
Be My Life's Companion (R)	E. H. Morris-ASCAP
Blacksmith Blues (R)	Hill & Range-BMI
Hambone (R)	Rusk-BMI
I Could Write a Book (R)	T. B. Harms-ASCAP
Kiss of Fire (R)	Duchess-BMI
Paradise (R)	Peer-BMI
Wheel of Fortune (R)	Laurel-ASCAP

• England's Top Twenty

POSITION	Weeks Last 13	Title	English	American
12	1	1. UNFORGETTABLE	Berne Music, Ltd.	Bourne
10	2	2. CRY	Francis Day	Melion
6	4	3. TELL ME WHY	"P"	Sinet
4	6	4. AROUND THE CORNER	"P"	Frome
9	7	5. WE WON'T LIVE IN A CASTLE	Campbell-Connelly	Oxford Music
7	5	6. BE MY LIFE'S COMPANION	Morris	E. H. Morris
13	2	7. SLOWCOACH	Sterling	Ridgway
3	8	8. WHEEL OF FORTUNE	Laurel	"P"
10	11	9. SATURDAY RAG	John Fields	"P"
4	14	10. NEVER	"P"	Robbins
17	9	11. THERE'S ALWAYS ROOM AT OUR HOUSE	Campbell-Connelly	Oxford Music
11	15	12. WYMANNA SAV HELL	Sterling	Jackson-Waite
6	13	13. AT LAST, AT LAST	Pickwick	Duchess
14	10	14. LITTLE WHITE CLOUD	Larry Day	Sinet
20	12	15. MISTAKES	Lorraine Wright	Mills
2	20	16. PITTSBURGH, PENNSYLVANIA	Lorraine Wright	Oxford
6	16	17. PLEASE, MR. SUN	Chappell	Weiss & Barry
21	19	18. AT THE END OF THE DAY	Chappell	Chappell
3	18	19. ANY TIME	Victoria	Hill & Range
9	17	20. ONLY FOOLS	Sam	"P"

* Publisher not available at The Billboard goes to press.

LET'S HEAR THE MELODY

Goodbye • George on My Mind • If I Had You • I Got a Right to Sing the Blues • I Didn't Know What Time It Was • Embraceable You • Love, Come Back to Me • Moon Glow

BENNY GOODMAN with Strings
"Lp" CL 102 • 45 Set C 4-13



this week on COLUMBIA

COLUMBIA'S No. 1

PERCY FAITH
DELICADO FESTIVAL

39708, 4-39708



two great new tunes by Josef Marais!

FRANKIE LAINÉ *and* **DORIS DAY**

together for the first time in



"How Lovely Cooks the Meat"

"Sugarbush"

78 rpm 39693
45 rpm 4-39693

OTHER NEW RELEASES

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

GUY MITCHELL
THE DAY OF JUBILO
YOU'LL NEVER BE MINE
39753, 4-39753

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

THE CALLAHAN BROTHERS
I'VE HAD MY SHARE OF SORROW
ALL OVER YOU
20946, 4-20946

ANDRE KOSTELANETZ
KERN: SHOW BOAT Scenario
RODGERS: SOUTH PACIFIC Scenario
RODGERS: SLAUGHTER ON TENTH AVENUE
"Lp" ML 4514 • 45 Set A-1026 • 78 Set MM-1026

your check list-COLUMBIA'S TOP TWELVE

based on actual sales reports for week ending May 17th

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

ROSEMARY CLOONEY
Half as Much
Poor Whip-Poor-Will
39710, 4-39710

JOHNNIE RAY
Cry
The Little White Cloud That Cried
Okeh 6840, 4-6840

ROSEMARY CLOONEY
Tenderly
Did Anyone Call!
39648, 4-39648

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

SAMMY KAYE
You
Oh, How I Miss You Tonight
39724, 4-39724

LOUIS PRIMA
The Bigger the Figure
Boney Bones
39735, 4-39735

FRANKIE LAINÉ
The Gandy Dancers' Ball
When You're in Love
39665, 4-39665

CARL SMITH
It's a Lovely, Lovely World
Are You Teasing Me
20922, 4-20922

JO STAFFORD
Raminay!
Within Your Arms
39725, 4-39725

TONI ARDEN
Kiss of Fire
I'm Yours
39737, 4-39737

JOHNNIE RAY
What's the Use!
Mountains in the Moonlight
39698, 4-39698

COLUMBIA RECORDS

for music that sends them . . . to you!

Again!
Again that Winterhalter
Magic

"VANESSA"

"Somewhere Along the Way"

Vocal by JOHNNY PARKER
 RCA VICTOR 20-4691—47-4691



HUGO WINTERHALTER

This week's

New Releases

... on RCA Victor

Release 35-21
 Ships Coast to Coast, Week of May 25

POPULAR

- CITIES SERVICE BAND OF AMERICA**, conducted by Paul Lavalle
Peter-Pan Parade 20-4618—(47-4618)*
The Trumpet Polka 20-4619—(47-4619)*
- EBDIE "PIANO" MILLER**
Saturday Mat 20-4620—(47-4620)*
Lonny Wine 20-4621—(47-4621)*
- RALPH FLAMAGAN and his Orchestra**
I'll Walk Alone 20-4700
Just a Little Lovin' 20-4701
Be Anything 20-4702
Forgive Me 20-4703
Kind of Fire 20-4704
I'm Yours 20-4705
The Blacksmith Blues 20-4706
Delicado 20-4707
- DIMAS SHORE with Henri Rene's Orchestra**
Delicado 20-4710—(47-4710)*
The World Has a Promise 20-4711—(47-4711)*
- RALPH FLAMAGAN and his Orchestra**
I Understand 20-4721—(47-4721)*
- LUIS ARCABAZ and his Orchestra**
Campanas Mambó 20-4687—(47-4687)*
Mambo En Espana 20-4688—(47-4688)*

COUNTRY — WESTERN

- LOVE PINE and his Mountaineers**
On the Trail of the Lonesome Pine 20-4726—(47-4726)*
Little Jeanie 20-4727—(47-4727)*
- JOHNNIE LEE WILLS and his Boys**
There Are Just Two I'm in Love 20-4728—(47-4728)*
Hot Chick Baby 20-4729—(47-4729)*

RHYTHM-BLUES

- TAMPA RED**
But I Forgive You 20-4730—(47-4730)*
I'm Gonna Put You Down 20-4731—(47-4731)*
- ERROLL GARNER**
Stairway to the Stars 20-4732—(47-4732)*
I Can't Escape From You 20-4733—(47-4733)*

RED SEAL SPECIAL

- DAVID POLER!**
One Night of Love 20-4692—(47-4692)*
Some Day My Heart Will Ache 20-4693—(47-4693)*

RED SEAL COLLECTORS

- JOHN CHARLES THOMAS**
The Lord's Prayer 49-0801
Just for Today 49-0802

NEW ALBUMS

- FRANKIE CARLE**
Some Hits From the Broadway Shows WP-3038—LPM-3043**
Fal Jaz and Of There I Ring! WP-3039—LPM-3044**
- RALPH FLAMAGAN and his Orchestra**
Trance to the Top Floor WP-3040—LPM-3045**
- *45 rpm dot. box.
 **33 1/3 rpm rat. box.

Going Strong...

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

- 5 I'm Yours/Just a Little Lovin' Eddie Fisher 20-4680—(47-4680)*
- 5 That's the Chance You Take/Forgive Me Eddie Fisher 20-4574—(47-4574)*
- 5 Busybody/I Don't Mind Pee Wee King 20-4655—(47-4655)*
- 5 Why Did You Leave Me?/Lonesome-That's All Perry Como 20-4687—(47-4687)*
- 5 Blue Tango Hugo Winterhalter 20-4518—(47-4518)*
- 5 Kiss of Fire Tony Martin 20-4671—(47-4671)*
- 5 I Remember When Eddie Fisher 20-4618—(47-4618)*
- 5 Anytime Eddie Fisher 20-4359—(47-4359)*
- 5 Don't Ever Take the Ribbons From Your Hair/Someone Calls Me Daddy Eddy Arnold 20-4646—(47-4646)*
- 5 Rutza, Rutza/Boo-Hoo Bell Sisters and Henri Rene 20-4665—(47-4665)*
- 5 Lady Love/Idaho State Fair Vaughn Monroe 20-4611—(47-4611)*
- 5 One Little Candle/Childhood Is a Meadow Perry Como 20-4707—(47-4707)*
- 5 Got You on My Mind John Green 20-4348—(47-4348)*
- 5 I Just Telephone Upstairs Hank Snow 20-4632—(47-4632)*
- 5 Delicado/Plunk, Plunk, Plunk The Three Suns 20-4677—(47-4677)*

Coming Up...

★ indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- ★ ONE LITTLE CANDLE Perry Como 20-4631—(47-4631)*
 Most Played Juke Box Records, Billboard, May 17th issue.
- ★ WHY DID YOU LEAVE ME? Perry Como 20-4687—(47-4687)*
 Billboard Picks; Disk Jockeys Pick, Billboard May 17th issue.
- ★ JUST A LITTLE LOVIN' Eddie Fisher-Hugo Winterhalter Ork. 20-4680—(47-4680)*

TIPS DELICADO/THE WORLD HAS A PROMISE
 Dimas Shore—20-4719—(47-4719)*

DEE-JAY DOIN'S



SANDY DAVIS
 WHHH, Warren, Ohio

Every deejay likes to think he has an audience. And he likes it even better, if after he gets over the fan noise he can hear here at WHHH we came up with a "gimmick" that's really paid off.

It started about six weeks ago when we decided that the stations in this market had been neglecting the teenage audience altogether. Someone had to do something about it and it might as well be us.

So, we came up with an hour-and-a-half-long Saturday afternoon playlist called "SPINNER SCHEDULE" for the kids, by the kids and of the kids. And, probably because I was the roughest character on the staff, I got the nod as emcee.

We made a regular mix with all the Student Councils of our two biggest high schools. It was a regular mix presentation, except that we weren't looking for any money; this was a public service venture.

However, we wanted the Student Councils as regular sponsors. They would supply the talent, the commercials about school dances and have the final say over all music and copy on the program. I would be responsible, as emcee, to them.

And, as an added gimmick, we asked them to help us select the "High School Hit Parade," the top 10 tunes of the teenage crowd.

Well, they took us up—and we hit the jackpot! From the first broadcast, the kids lined up every one of the seven trunk lines coming into WHHH with requests. The kids themselves answered the phones and served the calls.

We have to lock the doors before each show sale on the air. Kids jam every inch of space in every studio we've got, singing and hitting to the records.

And this is the payoff. There are 100 students in our two high schools. For the past month we have averaged 1,700 "Hit Parade" blanks per week manufactured by the respective councils.

The show has paid off all around, too. From the point of public relations, the station has received several commendations from the Board of Education and even from state education officials.

And our regular sponsors tell us we do a sales job, too. Ask the local record stores how the Three Suns version of "You're Not Worth My Tears" moved after it was plugged in the Sactem. We think it'd be a good idea for a lot more stations and jocks to concentrate on the teenage audience. If nothing else, it'll sure help you stay young! Thanks a million; be seen 'ya at the 1440 spot!

Please address all entries with photographs to:
Dee Jay Doin's
 RCA Victor Records
 630 Fifth Avenue
 New York, N. Y.

Materiale protetto da copyright

Centers of Attraction!



RALPH
FLANAGAN

and his

RCA
VICTOR
Recording
of

“**UNDERSTAND**”

and
“**SOUTH**”

RCA 20-4727
47-4727

RCA VICTOR RECORDS

THE BILLBOARD Music Popularity Charts

For Replies and Ratings of Radio
and TV Shows See The Billboard
For Replies and Ratings of Radio
Section).

• Best Selling Pops by Territories

Based on reports from key dealers in each of these cities,
secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

Due to the Western Union
strike, these charts are com-
piled from studies made by
telephone or mail from the
same dealers who regularly
are serviced by Western
Union.

NEW YORK

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. I'M YOURS—D. Cornell—Coral
5. GUY IS A GUY—Doris Day—Columbia
6. HERE IN MY HEART—A. Martino—B.B.S.
7. I'M YOURS—E. Fisher—H. Winterhalter—Victor
8. I'LL WALK ALONE—D. Cornell—Coral
9. DELICADO—P. Faith—Columbia
10. KISS OF FIRE—G. Gibbs—Mercury

CHICAGO

1. HERE IN MY HEART—A. Martino—B.B.S.
2. KISS OF FIRE—G. Gibbs—Mercury
3. DELICADO—P. Faith—Columbia
4. BLUE TANGO—L. Anderson—Decca
5. I'M YOURS—D. Cornell—Coral
6. BLACKSMITH BLUES—E. M. Morse—Capitol
7. WHEEL OF FORTUNE—K. Starr—Capitol
8. GUY IS A GUY—Doris Day—Columbia

LOS ANGELES

1. BLUE TANGO—L. Anderson—Decca
2. DELICADO—P. Faith—Columbia
3. KISS OF FIRE—G. Gibbs—Mercury
4. GUY IS A GUY—Doris Day—Columbia
5. GUY IS A GUY—Doris Day—Columbia
6. BLACKSMITH BLUES—E. M. Morse—Capitol
7. WHEEL OF FORTUNE—K. Starr—Capitol
8. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
9. BLUE TANGO—H. Winterhalter—Victor
10. BLUE TANGO—L. Anderson—Decca

PHILADELPHIA

1. BLUE TANGO—L. Anderson—Decca
2. HERE IN MY HEART—A. Martino—B.B.S.
3. I'M YOURS—E. Fisher—H. Winterhalter—Victor
4. KISS OF FIRE—G. Gibbs—Mercury
5. WHEEL OF FORTUNE—K. Starr—Capitol
6. BLACKSMITH BLUES—E. M. Morse—Capitol
7. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
8. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
9. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
10. GONNA GET ALONG WITHOUT VA NOM—T. Brewer—London

DETROIT

1. I'M YOURS—D. Cornell—Coral
2. DELICADO—P. Faith—Columbia
3. KISS OF FIRE—G. Gibbs—Mercury
4. I'M YOURS—E. Fisher—H. Winterhalter—Victor
5. GUY IS A GUY—Doris Day—Columbia
6. BLUE TANGO—L. Anderson—Decca
7. BLUE TANGO—L. Anderson—Decca
8. KISS OF FIRE—T. Martin—Victor
9. I'M CONFESSIN'—L. Paul & M. Ford—Capitol
10. KISS OF FIRE—B. Eckling—MGM

BOSTON

1. KISS OF FIRE—G. Gibbs—Mercury
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. I'M YOURS—D. Cornell—Coral
4. BLUE TANGO—L. Anderson—Decca
5. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
6. HERE IN MY HEART—A. Martino—B.B.S.
7. I'M YOURS—E. Fisher—H. Winterhalter—Victor
8. BLACKSMITH BLUES—E. M. Morse—Capitol
9. I'LL WALK ALONE—D. Cornell—Coral
10. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia

PITTSBURGH

1. DELICADO—P. Faith—Columbia
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. BLUE TANGO—L. Anderson—Decca
4. GUY IS A GUY—Doris Day—Columbia
5. I'M YOURS—D. Cornell—Coral
6. HERE IN MY HEART—A. Martino—B.B.S.
7. HALF AS MUCH—B. Cline—Columbia
8. CARIOCA—L. Paul—Capitol

ST. LOUIS

1. BLUE TANGO—L. Anderson—Decca
2. I MAY HATE MYSELF IN THE MORNING—B. McNeil—Decca
3. CARIOCA—L. Paul—Capitol
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. BRAVE BULLS—H. James—Columbia
6. WHEEL OF FORTUNE—K. Starr—Capitol
7. I'M YOURS—D. Cornell—Coral
8. I WAITED A LITTLE TOO LONG—K. Starr—Capitol
9. I'M YOURS—E. Fisher—H. Winterhalter—Victor
10. KISS OF FIRE—G. Gibbs—Mercury

WASHINGTON

1. BLUE TANGO—L. Anderson—Decca
2. BLACKSMITH BLUES—E. M. Morse—Capitol
3. I'M YOURS—E. Fisher—H. Winterhalter—Victor
4. WHEEL OF FORTUNE—K. Starr—Capitol
5. GUY IS A GUY—Doris Day—Columbia
6. KISS OF FIRE—T. Martin—Victor
7. KISS OF FIRE—G. Gibbs—Mercury
8. HERE IN MY HEART—A. Martino—B.B.S.

SEATTLE

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. DELICADO—P. Faith—Columbia
4. I'LL WALK ALONE—D. Cornell—Coral
5. BLACKSMITH BLUES—E. M. Morse—Capitol
6. PERIODIA—Four Aces—A. Harris—Decca
7. RAMINAY—J. Starbird—P. Weston—Columbia
8. GUY IS A GUY—Doris Day—Columbia
9. ANY TIME—L. Fisher—H. Winterhalter—Victor

CINCINNATI

1. KISS OF FIRE—G. Gibbs—Mercury
2. I'M YOURS—E. Fisher—H. Winterhalter—Victor
3. GUY IS A GUY—Doris Day—Columbia
4. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
5. HERE IN MY HEART—A. Martino—B.B.S.
6. BLUE TANGO—L. Anderson—Decca
7. BE ANYTHING (But Be Mine)—E. Howard—Mercury
8. WHEEL OF FORTUNE—K. Starr—Capitol
9. I'LL WALK ALONE—D. Cornell—Coral
10. DELICADO—P. Faith—Columbia

DENVER

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. I'LL WALK ALONE—D. Cornell—Coral
4. KISS OF FIRE—T. Martin—Victor
5. PERIODIA—Four Aces—A. Harris—Decca

DALLAS-FORT WORTH

1. BLUE TANGO—L. Anderson—Decca
2. DELICADO—P. Faith—Columbia
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. GUY IS A GUY—Doris Day—Columbia
5. HERE IN MY HEART—A. Martino—B. B. S.

VOX JOX

Continued from page 26

sumed his remote pick-up three nights from the Rockland Palace, local r.&b. spot. . . . Jack Mills, KSIB, Creston Ia., had orkster Jimmy Palmer as a guest and then guested on drums with Palmer's ork.

Preems

Fred Lewis, WJNO, West Palm Beach, Fla., is doing a Western-type show with Eddy Arnold disks. . . . Joe Belair, WANN, Annapolis, Md., has taken over the rhythm and blues show, while Hoppy Adams recently joined the station. . . . When WCMZ, Le Moyne, Pa., went on a 24-hour schedule, Ed Gonzales took on the 1 to 3 a.m. show featuring phone calls and request disks. . . . Don Le Fevre, WINA, Charlottesville, Va., has a new cocktail hour show and formed a small combo for live shows during the summer, replacing transcribed music. . . . Ron Thompson and Bob Woodrow, WWSO, Springfield, O., are teamed for a new show using The Billboard "Honor Roll of Hits." . . . Western chanter Al Rogers has joined WOAI and WOAT-TV, San Antonio. He switched from WAVE-TV, Louisville. . . . KTSA, San Antonio, added Troy Maliero to handle a 90-minute across-the-board show. . . . Wes Harzix is new deejay and promotion man for WSBA, York, Pa., after leaving WGAN, Washington. . . . Len East has taken over the disk shows on KMMI, Grand Island, Neb. . . . Deke Miles, formerly WOHL, East Liverpool, O., has joined WRFD, Worthington, O. . . . Van Lane, WEIR, Weirton, W. Va., is now running his "Sleepy Serenade" across the board and has added a "Down Memory Lane" segment to the show.

ON TOP OF THE WORLD...

Perry Como



Singing ...

"LONESOME,
THAT'S
ALL"

and
"WHY DID
YOU LEAVE
ME?"

RCA VICTOR
20-4687
47-4687

(Billboard Picks, May 17 issue)

RCA VICTOR Records



Pour on the Coal Boys...
It's headin' for a HIT!

the

FONTANE SISTERS

with the **MITCHELL AYRES Orchestra**



**"I GRABBED
 for the ENGINE"
 (and I Caught the Caboose)**

backed with **WHEN I DREAM (I Always Dream of You)**

RCA VICTOR
 20-4667
 47-4667

RCA VICTOR RECORDS

THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

... Based on reports received May 14, 15 and 16

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Names shown in this chart other available records of tunes listed here will be found in the *Howler Roll of Big Music Popularity Chart, Part 1.*

POSITION	Weeks	Last	This	Title	Artist	Label
14	1	1.	1.	GUY IS A GUY	Doris Day	Capitol 39673; (45)4-39673-BMI
9	2	2.	2.	WHEEL OF FORTUNE	K. Starr	Capitol 19464; (45)4-1960-ASCAP
14	3	3.	3.	BLUE TANGO	L. Anderson	Decca 178127875; (45)4-27875-ASCAP
10	5	4.	4.	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol 39663; (45)4-39663-ASCAP
15	4	5.	5.	BLACKSMITH BLUES	E. M. Morse	Capitol 19222; (45)4-1922-BMI
5	6	6.	6.	KISS OF FIRE	G. Gibbs	Mercury 7815823; (45)5823345-BMI
25	7	7.	7.	ANY TIME	E. Fisher-H. Winterhalter	Victor 20-4359; (45)47-4359-BMI
3	11	8.	8.	I'M YOURS	E. Fisher-H. Winterhalter	Victor 20-4680; (45)47-4680-BMI
9	9	9.	9.	BLUE TANGO	G. Lombardo	Decca 178129931; (45)4-29931-ASCAP
8	8	10.	10.	I'LL WALK ALONE	D. Cornell	Coral 78160690; (45)4-60690-ASCAP
10	10	11.	11.	FORGIVE ME	E. Fisher-H. Winterhalter	Victor 20-4574; (45)47-4574-ASCAP <small>(R. Walcott, Capitol 2078; P. Lee-G. Jenkins, Decca 28142; G. Auld, Coral 60738; G. James, Victor 20-4692; T. Edwards-L. Holmes, Decca 11170)</small>
2	16	12.	12.	I'M YOURS	D. Cornell	Coral 78160690; (45)4-60690-BMI
7	20	13.	13.	BE ANYTHING (But Be Mine)	E. Howard	Mercury 7815813; (45)5813245-ASCAP
3	14	14.	14.	KISS OF FIRE	T. Martin	Victor 20-4671; (45)47-4671-BMI
8	12	15.	15.	BLUE TANGO	H. Winterhalter	Victor 20-4518; (45)47-4518-ASCAP
4	15	16.	16.	JUNCO PARTNER	R. Hayes	Mercury 7815833; (45)5833345-BMI
1	—	16.	16.	HERE IN MY HEART	A. Martino	B.B.S. 101-BMI <small>(F. Bennett, Columbia 34745; A. Dale, Coral 60746)</small>
2	27	18.	18.	DELICADO	P. Faith	Capitol 39788; (45)4-39788-ASCAP <small>(G. Lombardo, Decca 28179; L. Almeida, Coral 60729; D. Shore, Victor 20-4714; S. Kenton, Decca 11134; Three Suns, Victor 20-4677)</small>
18	16	19.	19.	PLEASE, MR. SUN	J. Ray	Capitol 39636; (45)4-39636-BMI <small>(R. Moore, Decca 11138; J. Raymond, Remington 8-25025; E. Light, Decca 37946; T. Edwards, MGM 11134; P. Comp, Victor 20-4653)</small>
26	13	20.	20.	CRY	J. Ray	Capitol 39640; (45)4-39640-BMI <small>(R. Casey, Capitol 101; S. Franklin, Decca International 101; C. Singleton, Decca 11133; B. Williams, Victor 20-4486; A. Holmes, Decca 11133; B. McLaurin, Decca 785; J. Valiani, Winterhalter, Victor 20-4508; B. Farrell, MGM 11133; Four Kings, Capitol 1893; P. Charman, Decca 27452; S. Burman, M. Holt, Decca 10192; G. Taylor, Mercury 8862; Little Donor, Highmore, Decca 48254; G. Gibbs, Mercury 5749)</small>
9	16	20.	20.	WHISPERING WINDS	P. Page	Mercury 7815816; (45)5816345-ASCAP <small>(F. O'Brien-Kamas, Philips Quartet, Mile 1466)</small>
4	20	22.	22.	ONE LITTLE CANDLE	P. Como	Victor 20-4631; (45)47-4631 <small>(F. Waring, Decca 27884)</small>
4	23	22.	22.	IDAHO STATE FAIR	V. Monroe	Victor 20-4631; (45)47-4631-ASCAP <small>(R. Kretzer, Coral 40479)</small>
10	23	22.	22.	WISHIN'	E. Howard	Mercury 7815794; (45)5794345-ASCAP <small>(D. Hawkins, Decca 28056; E. Barton, Coral 60651; R. Morgan, Decca 27975; G. MacKerron, Capitol 1984; C. Lord, MGM 11173; T. Phillips, Decca 25156; Lulu Belle & Scotts, Mercury 8390)</small>
6	29	22.	22.	THAT'S THE CHANCE YOU TAKE, E.	Fisher-H. Winterhalter	Victor 20-4574; (45)47-4574-ASCAP <small>(D. Cornell, Coral 60459; T. Straeter, Decca 11122; P. Andrews, Decca 28038)</small>
9	—	26.	26.	WHEEL OF FORTUNE	Bell Sisters	Victor 20-4520; (45)47-4520-ASCAP
6	25	27.	27.	WHAT'S THE USE	J. Ray	Capitol 39498; (45)4-39498-ASCAP <small>(B. Doherty, Capitol 1049)</small>
2	29	27.	27.	I'M CONFESSIN'	L. Paul-M. Ford	Capitol 2080; (45)4-2080-ASCAP
1	—	27.	27.	CARIBEA	I. Paul	Capitol 2080; (45)4-2080-ASCAP
1	—	27.	27.	I'M YOURS	Four Aces	Decca 28162; (45)4-28162-BMI

BROADWAY

Another Top Star - Now on **CORAL RECORDS**



JUDY LYNN

singing her first exciting release

"RIVERBOAT RAG"

and

"BLOW OUT THE CANDLE"

with NORMAN LEYDEN and RAY CHARLES QUARTET

CORAL 60737 (78 rpm) and 9-60737 (45 rpm)



New Release!

VINNI DE CAMPO

"RAINDROPS"

and

"I Understand"

with RICHARD MALTBY

CORAL 60740 (78 rpm) and 9-60740 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS INC.)

IN CANADA: Rogers Majestic Radio Corporation, Ltd., Toronto - Montreal - Winnipeg

THE BILLBOARD Music Popularity Charts

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

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received May 14, 15 and 16

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on reports from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

Weeks To Date	Last Week	This Week	Title	Artist
13	2	1	DON'T JUST STAND THERE	Carl Smith
11	1	2	WILD SIDE OF LIFE	H. Thompson
6	3	3	ALMOST	G. Morgan
5	6	4	DON'T STAY AWAY	Lefty Frizzell
21	4	5	WONDERING	W. Pierce
8	7	6	EASY ON THE EYES	E. Arnold
2	10	6	TALK TO YOUR HEART	B. Price
4	5	8	GOLD RUSH IS OVER	Hank Snow
6	8	9	HALF AS MUCH	Hank Williams
2	9	10	BUSYBODY	Pee Wee King

Best Selling Retail Folk (Country & Western) Records

Based on reports received May 14, 15 and 16

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

Weeks To Date	Last Week	This Week	Title	Artist
7	1	1	WILD SIDE OF LIFE	Hank Thompson
8	3	2	EASY ON THE EYES	E. Arnold
11	1	3	DON'T JUST STAND THERE	Carl Smith
7	7	4	DON'T STAY AWAY	Lefty Frizzell
4	8	5	HALF AS MUCH	Hank Williams
8	4	6	GOLD RUSH IS OVER	Hank Snow
15	5	7	WONDERING	W. Pierce
4	9	8	ALMOST	G. Morgan
27	5	9	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
1	—	10	ARE YOU TEASING ME?	Carl Smith

FOLK TALENT AND TUNES

Communications in care The Billboard, 6900 Sunset Blvd., Hollywood 28, Calif.
By JOHNNY SIPPET

Artists' Activities

Tennessee Ernie is the first h. b. to be booked on the Hawaiian auditorium and military base circuit by Freddy Mahuo, Honolulu promoter. He does a week there, starting June 13. Ford was made honorary mayor of Taft, Calif., April 28, when he headed a benefit for the Taft Junior College scholarship fund. . . . **Tex Ritter**, who will probably play England sometime this summer as part of an MCA-packaged rodeo show, has not been informed as to exactly when the troupe will leave. Ritter is set for the Tulsa Horse Show, May 23-24, and will emcee the annual alumni get-together of the Carthage (Tex.) High School, where he'll introduce a cousin who is the principal speaker. Ritter attended the high school. . . . **Merle Travis** and his frau are parents of a daughter, Cindy Lee, named after songwriter Cindy Walker, born May 5. Travis is playing week-end dates on the Coast. . . . **Bob Walker** and Noble Martin have started Cavalier Music, a BMI affiliate in Amarillo, which will concentrate on country songs. . . . **Happy Ison**, who doubles as a talent director and d. j. at WVOW, Logan, W. Va., reports that the Stanley Brothers are joining the station. They cut for Columbia. . . . **Tom Perryman**, KSJ, Gladewater, Tex., reports he goes to Dallas regularly to pick up his releases. He has to pay for Victor disks, but gets all other label's releases free. . . . **Potato Pete Hunter**, KLEE, Houston, wants a Victor dishing of

Blim Whitman's "Casting My Lasso to the Sky." . . . **Dick Stuart**, KWEM, West Memphis, Ark., reports that Shelby Follin has joined the station's live talent roster. . . . **Pat Cook**, KSTL, St. Louis, reports he will play **Jimmy Davis**, **Hank Williams** and **Carl Smith** at his new folk music park near St. Louis.

Sheriff Tom Owens is giving out "Junior Sheriff" badges to listeners to his WLOW, Norfolk,

C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western records received this week.

I LOVE YOU 24 HOURS A DAY . . . Capitol 2112
MARRIED BY THE BIBLE, DIVORCED BY THE LAW . . . RCA Victor 24-4734
LADY'S MAN . . . RCA Victor 24-4734

show. . . . **Carl Story** (Mercury) now doubling as d. j. and live singer at WAYS, Charlotte, N. C., will work with the Carter Sisters and Carl Smith after he finishes his tour with **Bill Moore**, and **Red Jones**, KVET, Austin, Tex., writes that **Charilla Walker**, KMAC, San Antonio, is co-owner of **Leon Payne's** novelty on Capitol, "Poke Salad Greens."

Betty Gribben, who lost her d. j. show when WMTW, Portland, Me., shuttered, is now working her third year at the Columbia Hotel, Portland. Miss Gribben will be working at Indian Ranch

(Continued on page 8)

Most Played Juke Box Folk (Country & Western) Records

Based on reports received May 14, 15 and 16

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

Weeks To Date	Last Week	This Week	Title	Artist
6	6	1	WILD SIDE OF LIFE	Hank Thompson
13	1	2	DON'T JUST STAND THERE	Carl Smith
7	2	3	GOLD RUSH IS OVER	Hank Snow
17	4	4	WONDERING	W. Pierce
5	3	5	DON'T STAY AWAY	Lefty Frizzell
29	5	5	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
6	8	7	EASY ON THE EYES	E. Arnold
3	7	8	THREE WAYS OF KNOWING	Johannie & Jack
1	—	8	ARE YOU TEASING ME	Carl Smith
13	—	8	SILVER AND GOLD	Pee Wee King

Folk Record Releases

Are You Lonely Too—Shirley Ashbore (Tribler) Bullet 249

Baby Take Me Home With You—Bob Newman (Hawley) King 1066

Black Diamond—Stuart Hamblen (Trio) Col 20936

Black Eye Angel—Chuck Bridges (Country) Bullet 748

Blue Monday Blues—Bill Talmadge (Blue) Dec 28156

Blue Yodel No. 3—Bill Talmadge (Blue) Dec 28156

Bummering—Carole Copas (It's) King 1064

Brown Bottle Blues—Jimmy Thompson (You) King 1065

California Rose—Ray Barney (Happy) RCA 20-4709

Country Lull—Chuck Bridges (Blues) Bullet 748

Emery—Jack Rhodes (Two) Col 20932

For Sale—Don Brokes Heart—Lee Bonch (Two) Tennessee 826

Hang Your Head in Shame—Andrew Sisters (Red Foley (Where)) Dec 28163

Happy Trails—Ray Rogers (California) RCA 20-4709

Maui's Freight—Bob Newman (Baby) King 1064

Meets—Reba and Rabe (You) Tennessee 831

I'm Sending Back Everything But Myself—Billy Brown (Fidel) Col 20936

It's Enough to Make Anyone Cry—Conroy Copas (Boomer) King 1064

I've Lived a Lot in My Time—Jack Rhodes (Eternal) Col 20932

Look What I've Stopped In—Cecil Lane (You're) Coral 64131

No Money—Carl Runner (You'll) Tennessee 828

Salesman's Plea—Bill Moore (You'll) Dec 28183

Tennessee Sunshine—Leroy Johnson (You're) Col 20933

There's Another Baby Waiting for Me—Down the Line—Don Brokes Heart (Where) King 1063

This Ship of Mine—Stuart Hamblen (Black) Col 20936

Right Wad—Billy Brown (Two) Col 20936

Time, Time, Time, Time—Gladys Jones (Dove) King 1061

Too Many Chiefs and Not Enough Indians—Carley Goldera (Mickey) Sullivan 513

Triffin's Heart—Shirley Ashbore (Lone) Bullet 748

Triffin's Woman—Shirley Ashbore (Lone) King 1060

Where the Cactus Is in Bloom—Bill Moore (Sailor's) Dec 28183

Where Is Your Wandering Mother Tonight—Andrew Sisters (Red Foley) (Happy) Dec 28163

Wild Cat—Wanda—Lee Bonch (For) Tennessee 826

You Can't Pick All the Roses—Leroy Follin (Stardust) King 15377

You Didn't Say Goodbye—Riv and Rabe (Helen) Tennessee 831

You'll Never Think of Me—Carl Runner (No) Tennessee 828

You're Talking to a Broken Heart—Leroy Follin (Tennessee) Col 20931

You're Gonna Make Me Cry—Cecil Lane (Lone) Coral 64131

You Were Just a Kid—Jimmy Thompson (Brown) King 1065

In Fond Memory of a Great Showman and a Great Friend—**J. L. FRANKS**

Tom Diskin and the Dickens Players



Pee Wee KING

Does it again!

with
'Busybody'
and
'I Don't Mind'
Vocals by Redd Stewart

20-4655
47-4655



RCA VICTOR RECORDS

Profits Soar

WHEN YOU SELL

Fidelity

CONVENTIONAL and SPECIAL TYPE NEEDLES

FAST SELLING HIGH PROFIT

the right needle every time!



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THE BILLBOARD

Music Popularity Charts

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

Country & Western (Folk) Record Reviews

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

- FOLK Record Reviews
TINY HILL JUST LOOKIN' 77-78-75-78
MERCURY 5930—Here is a clever rhythm novelty. Hill talks and sings the lyrics and does a mighty fine job. The arrangement is a bouncy rhythm with a staccato arrangement. A fine side.

- FOLK Record Reviews
PRESTON WARD ORANGE BLOSSOM SPECIAL 69-71-66-70
KENTUCKY 522—This is a standard country number and a standard vehicle for a good singer. Billy Thomas makes the strings sing on this. Harry Adams keeps the pace burning with his guitar. Close harmony group is good.

RHYTHM AND BLUES NOTES

Slim Gaillard starts at the Downtown Club, New York, on Tuesday (20). The rest of show includes the Oscar Pettiford Trio, with Lee Konitz and Max Roach, and the Billy Taylor Trio. Errol Garner is at Storyville, Boston, till May 23, then to Storyville, New Haven, on May 26 for a week. The pianist will be on the Piano Playhouse radio show on May 25.

Atlantic Records is packing the "Symphony Sid Show" for recordings. The group on the first sides will consist of J. J. Johnson, Miles Davis, Zoot Sims, Mill Jackson, Teddy Clark and Percy Heath. Lester Young goes into the Showboat, Philadelphia, on May 19 for one week. Gene Ammons, Ork. Sonny Stitt and Galemond Brown play a week at the Sportsman's Club in Newport, Ky., starting May 23 and then play a string of one-nighters thru the South.

Austin Powell Quintette plays a week in Cleveland beginning May 19. Okeh Records has inked blues singer Elroyse Hin. Thrush has not recorded before. Gramercy Records diskery, issued its first wax last week, featuring the Sonny Terry Trio. Mercer Records has released an LP waxing with Al Hibbler as vocalist, and the Ellingtonians backing the warbler. New book on r.&b. artists issued this week by Artist Publications of Cincinnati. The booklet is called "Rhythm and Blues Scrapbook" and it contains pictures and biographies of many disk stars. Fats Waller National Memorial Week is being celebrated from May 16 to 23, and a lot of jocks thruout the country will be spinning the late pianist's waxings the next few days. Earl Bostic plays the

Rhythm & Blues Record Reviews

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

- RHYTHM & BLUES Record Reviews
LIONEL HAMPTON DON'T FLEE THE SCENE 75-75-74-75
SALTY MGM 12227—Hamp and his Hamp-Tenn posse give a smooth backing for Sonnie Parker's sweet vocal.

- RHYTHM & BLUES Record Reviews
GLENN'S PIPERS PICKIN' PETALS 72-73-70-73
APOLLO 1193—Pretty, swingy new item, with a pop flavor. It's performed sweetly by unadorned thrush and quartet, with nice backing by the combo.

(Continued on page 36)

The NEW HIT on ATLANTIC "CAN'T STOP MY CRYIN'" #965
Doing Great "DRAGGIN' HOURS"
Climbing Fast! "THIS IS HAPPINESS"
Still Topping the Charts "5-10-15 HOURS"
"ONE MINT JULEP" "MIDDLE OF THE NIGHT" "SWEET SIXTEEN"
Laurie Tate with Joe Morris
ATLANTIC RECORDING CORP. 234 WEST 56th St. NEW YORK 19, N. Y. Blues Cavalcade

THE BILLBOARD Music Popularity Charts

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

• Rhythm & Blues Record Releases

After "While You'll Be Sorry—Joe Turner (Galt) Fantasy 3007
 Cryin' for Me Baby—Pete McKinley (Mean) Fantasy 3006
 Deep Parade—Charlie Singleton & Ork (Decca) Atlas 1016
 Easy Easy Baby—Varetha Dillard (Lester) Savoy 847
 Goin' Back to Mama—Clarence London (Owe) Fantasy 3009
 Harmonica Boogie—Pete (Guller) Lewis (Harmon) Fed 12076
 I Don't Know What's Troublin' Your Mind—Buddy Johnson & Ork (M) Dec 20185
 I'm Always on Your Mind—Joe Medlin (PH Line) Dec 20185

I'll Like True to You—Joe Medlin (PH Line) Dec 20185
 I Only Have Eyes for You—The Swallows (Vocal) King 4533
 Is It True—Darryl Sutton (Johanna) Federal 14003
 Johnny—Darryl Sutton (B) Federal 14003
 Just a Traveller Man—Joe Turner (Galt) Fantasy 3007
 Letter in Blues—Varetha Dillard (Easy) Savoy 847
 Mean Black Snake—Pete McKinley (Cryin') Fantasy 3009
 My Adoring Heart—Buddy Johnson & Ork (I Decca) Dec 20185
 Ocean Blues—Charlie Singleton & Ork (Decca) Atlas 1010
 One More Time—Country Paul (Slick) King 4532
 One Paley Morning—Clarence London (Galt) Fantasy 3009
 Rampey Blues—Pete (Guller) Lewis (Harmon) Fed 12076
 See I See Your Smiling Face—Country Paul (Owe) King 4532
 You Wanted It—The Swallows (I Only) King 4533

RHYTHM AND BLUES NOTES

• Continued from page 35

Shriners Ball in Los Angeles this month, after which he will play there in New England.

Billy Eckstine, Sarah Vaughan, George Shearing and the All American All Stars are set as a package by Shaw Artists and will go out for a 16-week tour in the fall. Sarah Vaughan will play an engagement on the Yale Bowl this summer with the New York Philharmonic ork.

Delloyd McKaye, after spending the last three months playing in Canada, is back at Orsatti's Pump Room, Philadelphia. Ramon Bruce, first Negro disk jockey in Philadelphia and still linked with WHAT there, is host at Paul's Carnival Club, new nitery in that city. Dixie Gillespie, due back from overseas, is slated for the May 26 week at the Showboat, Philadelphia.

Hollywood
 Sam Donahue, jazz tenorman who formerly fronted his own crew, is now blowing with Tommy Dorsey. Jack Teagarden has been set with his combo for an important part in a forthcoming indie production by Shane-Tops Productions at General Service Studios, Hollywood. Jimmy Lee and Aris Brewster, Texarkana, Tex, duo, and (Continued on page 84)

• Best Selling Retail Rhythm & Blues Records

... Based on reports received May 14, 15 and 16

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase rhythm and blues records.

POSITION	Weeks	List	This	To	Weeks	Title	Artist	Label
1	2	3	4	5	6	7	8	9
7	1	1.	5-10-15 HOURS	Ruth Brown	Atlantic 962—BMI			
			Be Anything But Be Mine					
6	2	2.	ONE MINT JULEP	Clowers	Atlantic 963—BMI			
			Middle of the Night					
3	7	2.	GOIN' HOME	Fats Domino	Imperial 5180			
			Rolling and Rocking					
8	6	4.	HEAVENLY FATHER	E. McGriff, B. Lucas	Jubilee (78)5073; (45)45-5073			
			I Love You					
7	5	5.	NO MORE DOGGIN'	R. Gordon	RPM 350—BMI			
			Ward					
5	4	6.	MIDDLE OF THE NIGHT	Clowers	Atlantic 963			
			One Mint Julep					
13	3	7.	NIGHT TRAIN	J. Forest	United (78)110; (45)45-110—BMI			
			Bole Blues					
1	—	8.	HAVE MERCY, BABY	Dominos	Federal (78)12068; (45)45-1206-8			
			Deep Sea Blues					
2	9	9.	MOODY MOOD FOR LOVE	King Pleasure	Prestige 924			
			Exclamation Blues					
5	8	10.	THAT'S WHAT YOU'RE DOING TO ME	Dominos	Federal (78)12059; (45)45-12059—BMI			
			When the Swallows Come Back to Capistrano					

AMERICA'S NEWEST QUEEN OF THE BLUES
The Record You've Been Waiting For!



VARETTA DILLARD
SAVOY #847

"EASY EASY
BABY"

"A LETTER
IN BLUES"

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SAVOY #845

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B/w
BLACK-OUT

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STATES 5052 Cottage Grove Ave. Chicago 15, Ill.
A Subsidiary of United Record Co.

• Most Played Juke Box Rhythm & Blues Records

... Based on reports received May 14, 15 and 16

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION	Weeks	List	This	To	Weeks	Title	Artist	Label
1	2	3	4	5	6	7	8	9
7	1	1.	5-10-15 HOURS	Ruth Brown	Atlantic 962—BMI			
1	—	2.	MOODY MOOD FOR LOVE	King Pleasure	Prestige 924			
7	2	3.	NO MORE DOGGIN'	R. Gordon	RPM 350—BMI			
11	3	4.	GOT YOU ON MY MIND	J. Greer	V (78)20-4348; (45)45-4348			
5	6	4.	ONE MINT JULEP	Clowers	Atlantic 963—BMI			
4	5	6.	GOIN' HOME	Fats Domino	Imperial 5180			
5	4	7.	SWEET SIXTEEN	J. Turner	Atlantic 963—BMI			
2	8	8.	LAWDY, MISS CLAWDY	L. Price	Specialty 428			
3	9	8.	HEAVENLY FATHER	E. McGriff	Jubilee (78)5073; (45)45-5073—BMI			
13	7	10.	NIGHT TRAIN	J. Forest	United (78)110; (45)45-110—BMI			

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- HEAVENLY FATHER 5073
Edna McGriff with Buddy Lucas Orch.
- I'M A SENTIMENTAL FOOL 5079
THE MARYLANDERS
- PROUD OF YOU 5076
SONNY TEL
- WAITING 5082
THE ORIOLES
- EMBRACEABLE YOU 5075
BUDDY LUCAS

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SO TIRED
by ROY MILTON #429
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JONNY SPARROW
WHEN YOUR LOVER HAS GONE
and SPARROW in the BARREL
GOTHAM RECORD G-242

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RECORD
#1004

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TRIO**

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VINCE WILLIAMS: "Looks like the next singer to break through!"

DANTON WALKER: "... HE SINGS!"

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FRANK STEVENS

singing ...

MARTIN BLOCK: "Best novelty in many, many a week!"
ART FORD: "American blues at its best!"
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and
"HEART FOR SALE"



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R. Warnecke Company, San Antonio, Texas
David Rosen, Philadelphia, Pa.
Cosnat Distributing Company, New York, N. Y.
Birmingham Vendling Company, Birmingham, Alabama

Friedman Music Company, Atlanta, Georgia
Hermitage Music, Nashville, Tenn.
James H. Martin Company, Chicago, Ill.
Pan-American Distributing Company, Jacksonville, Fla.
Pan-American Distributing Company, Miami, Fla.

Schwartz Brothers, Washington, D. C.

INTERESTED DISTRIBUTORS, PLEASE CONTACT

Citation #1166

THE DEL SIMMONS FOUR

With the Fresh New Voice of

MARGIE SIMMONS

Treatin' Poor Me Like You Do

backed by
Forever

With Margie Simmons
and Frankie Castro

Citation #1167

Strange

A Great Song Sung by

FRANKIE CASTRO

backed by
PARKER'S BOLERO

(Instrumental)

Played by the Del Simmons Four



Citation Records

667 W. HANCOCK DETROIT 1, MICH.

DISTRIBUTORS: A few choice territories still available



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THE BILLBOARD

Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

POPULAR **RECORD REVIEWS**

How Ratings Are Determined

Records are rated four ways: (1) over all; (2) as to their value for disk jukebox; (3) for retail and (4) for operators. Each rating is on the basis of nine categories. Each category is assigned a maximum number of points within which new releases are rated. The 5+ indicates record is not suitable for a specific stage.

The Categories

Following are the maximum points that may be scored by a record in each of the nine categories considered. Song catalog, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface), 5; music publisher, 5; performance potential, 10; exploitation (record ads)-promotion (live, legit and other "play") 15; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

POPULAR Record Reviews

HELPER O'DONNELL 75-77-73-75
PARENELL (For Best Answer) 75-77-73-75
CAPITOL 2060-A new disc, based on an ongoing Fabian love song, reveals a sophisticated and expressive reading from the thrust backed by "dub-ins" of her own voice plus horns and Maxwell on stringed instruments.

STAR EYES 75-79-77-78
 The singer gives this fine ballad a tender and warm performance over a smooth orchestral backing that should raise it a lot of spins with the disc's. A good disc.

THE DREAMERS
GONNA HATE MYSELF 72-74-66-76
IN THE MORNING 74-78-70-76
MERCURY 5883-The foursome harmonize effectively in this bluesy strain, a cover job all the better that has been covering some act. A fairly safe starter. New group has a good sound.

BIBI JOHNS 74-75-73-75
THE NIGHT IS FILLED
WITH ECHOES 74-75-73-75
RECORDING 74-75-73-75
 Miss Johns' debut on the Victor label. Her voice comes out over the haunting Choral and Winterhalter orchestration.

FRANKIE CASTRO 75-77-73-75
PARKER'S BOLERO
AMERICA 75-77-73-75
 Another rhythmic Latin number is specialized little by the instrumental combo.

FRED DARIAN 74-75-73-75
PLEASE, PLEASE
COME BACK TO ME 57-55-55-57
WILHELM 57-55-55-57
 A fine French singer in character with the ballad style of a French singer.

FRANKIE CASTRO 75-77-73-75
PARKER'S BOLERO
AMERICA 75-77-73-75
 Another rhythmic Latin number is specialized little by the instrumental combo.

FRED DARIAN 74-75-73-75
PLEASE, PLEASE
COME BACK TO ME 57-55-55-57
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FRANKIE CASTRO 75-77-73-75
PARKER'S BOLERO
AMERICA 75-77-73-75
 Another rhythmic Latin number is specialized little by the instrumental combo.

FRED DARIAN 74-75-73-75
PLEASE, PLEASE
COME BACK TO ME 57-55-55-57
WILHELM 57-55-55-57
 A fine French singer in character with the ballad style of a French singer.

POPULAR Record Reviews

ERROLL GARNER 74-77-73-72
OUT OF NOWHERE
COLUMBIA 29734-The still vital Erroll Garner comes up with another imaginative interpretation. Shadow Wilson and John Simmons help out on the drums and bass, respectively.

MUSIC MAESTRO, PLEASE 73-76-72-73
 The distinctive styling of Garner dresses this ballad up as in the latest fashion. Jokers should go for both sides.

TED HEATH & HIS MUSIC
HAWAIIAN RAMBO 75-76-75-74
LONDON 1598-This is the old time "Hawaiian War Chant" set to a modern beat. It all adds up to a very exciting side.

DESSION 71-72-72-70
 The Top precision of the Heath orb is discussed in this instrumental.

JOE "FINGERS" CARR 75-74-70-81
CAPITOL 2063-A happy item gets a good going over by Carr's rambly-rambly style. The Carra-mop, who also has instrumentally, adds a rousing gang vocal. A natural for jukebox locations.

THAT EVER-LOVIN' BAG 72-72-69-75
 The rousing piano work by "Fingers" Carr with the Carra-mop providing instrumental support.

THE DIMMING SISTERS
FM LOST 77-70-76-77
CAPITOL 2062-Meaning out of an octo-chamber, which adds a haunting quality, the Dimming Sisters have come up with a truly beautiful and moving side. A mighty good disc.

LOVE ME SWEET AND LOVE ME LONG 74-75-74-73
 Another strong effort by the sisters. The balance they achieve in their harmonizing is excellent. The Eddie Bealman arr. helps out nicely.

POPULAR Record Reviews

BOBBY WAYNE-JIM AUGUST
FM SCRUY 83-84-82-83
MERCURY 5833-The warbler hands the new ballad a very persuasive performance, giving the tune a big-swinged, appealing reading. If the tune catches, this version could gather much heat.

RUTZA RUTZA 81-83-80-80
 Fast coverage marks of the novelty tune, based on an old-country strain, is given a strong reading by Wayne over an exciting orchestral and vocal accompaniment. A good disc.

PAUL WESTON ORK 74-75-74-79
BEAUTIFUL DREAM 74-75-74-79
COLUMBIA 29736-A lovely performance of the euphoric. The clear and crisp give the ballad a smooth, light ride while Lovensy's arched solo flows. A good disc.

SO HELP ME 72-72-72-72
 Tune adapted from Tchikovsky's "Caprice Italiano" is handed a rich interpretation by the Luboff Choir, Fred Lowery and the Weston orb.

JIMMY DORSEY & ORK
THE NIGHT IS FILLED WITH ECHOES 70-71-70-69
COLUMBIA 29728-Good job by the boys on a tune spoken by Betty Com. The Dorsey orb functions as a tasteful and lively backing.

TELL ME TRUE 73-74-72-73
 A breezy melody, with a rubato flavor, is given an energetic reading by Eugene Pat O'Connor and chorus, while the orb lends solid support.

LARRY FORTNE ORK
STUMBLIN' 70-70-69-71
RING 15177-Half the side is a driving instrumental version of the title, with Cathy Cordavin taking over for a chorus to good effect.

YOU CAN'T PICK ALL THE ROSES 72-73-71-72
 Tasted, where type and music match nicely, is checked in Western style by Jim Hayes, who also penned the title. An attractive side.

POPULAR Record Reviews

PRETTY AS A PICTURE 72-73-72-71
DECCA 28196-Good job by the boys on a pleasant, old-fashioned ballad, which they perform smoothly.

WHEN YOU COME BACK TO ME 75-76-74-74
 A fine dreamy interpretation of an attractive new ballad which shows off the line blend of the group. A good disc for the jukebox.

TRUDY RICHARDS-ARTIE SHAW ORK
I WAITED A LITTLE TOO LONG 73-74-74-71
DECCA 28190-Good vocal by the singer on the line, with a strong backing of the Shaw band, on this coverage-waiver. Side should get spins.

I MAY HATE MYSELF IN THE MORNING 77-78-76-77
 The thrust comes over with a strong reading of the thirty two backed solidly by the Artie Shaw orb. With the same new styling action on the Betty McLaurin writing this coverage disc could catch a spark.

DICK HAYNES-ANDREWS SISTERS
THE SORROW 83-83-82-82
DECCA 28235-Haynes and the Andrews Sisters team up to turn out a fine job on this warm new ballad. The girls and the warbler bring spikiness to the reading, setting the tune better. If the song catches this version will be a hot contender.

HERE IN MY HEART 83-83-81-85
 This is the first quarter interpretation of the big new hit ballad, and it is as fiery in the throat as the original. The Andrews Sisters and the quartet sing it very effectively. It will garner some of the cash.

JAN PEERCE 74-75-75-72
A MOTHER AS LOVELY AS YOU
VICTOR 183082-Margarita star Jan Peerce does a lay job with the new ballad adapted from a classic folk song. The Winterhalter orb lends smooth support. Could get spins.

THESE THINGS ARE KNOWN (Help 'em Sell)
 Here, big ballad about things which men must give a good reading by Peerce, with effective chorus and orb backing.

BARON M. PARTLAND
STRIVE UP THE BAND 69-71-67-69
SAVOY 846-Fast tempo-waltz distinguishes this fine piano rendition of the title. Rhythmic support is top notch.

POPULAR

Record Reviews

LISA KIRK-BOB HAYMES
FIFTY YEARS AGO
RCA 20-4739-A, pleasant nostalgic item gets a light-hearted reading from Miss Kirk and Haymes.

TONY MARTIN-BIRAH SHORE
NO OTHER GIRL FOR ME
RCA 20-4718-A-Another tune from the same hit is dated promptly by the two stars.

SACRED

Record Reviews

CROSSROADS QUARTET
I'M ON THE MOUNTAIN
MGM 11243-This is more of a group effort. Tempo is basin on the lively side.

ELTON BRITT
A RED, RED ROSE
RCA 20-4676-Lovely tune is rendered on the quiet side. Smooth vocal by Britt is full of feeling.

DON RENO, RED SMILEY
DRIFTING WITH THE TIDE
KING 1063-Gospel harmony by the two stars is stormy backing in a routine ballad.

MOON MULLICAN
MY TEARS WILL POUR JUST LIKE RAIN
KING 1066-Herbert's vocal is rendered on the quiet side. Smooth vocal by Mulligan.

DALE HIE-SHELDON GIBBS
I'M SORRY I GOT IN THE WAY
MGM 11244-Dale Hie is heard here in a pleasant go at a country waltz with mournful lyrics.

EDDIE DEAN
POOR LITTLE SWALLOW
CAPITOL 1088-Dean and the combo have a fresh sounding bit of material to add with here and they hand it an engaging performance.

CARL BUTLER
EVERYTHING WILL BE THE SAME
CAPITOL 1083-Simple ditty with a solid beat is projected with sincerity by Butler.

After Graduation Day-Cindy Love (S) MGM 11238
All My Life I've Dreamed-Carly Dalton (Between) Col 20933

SPIRITUAL

Record Reviews

ROY HOGGSD
STRETCHIN' A POINT
OR TWO
CAPITOL 1083-Novelty ballad with some gag effects on the disk and lines that will pull smiles from most listeners is charted in fine fashion by Hoggsd. Fast beat keeps things moving.

GRANDPA JONES
DOWN IN DIXIE
I Whave They Say "You Ain't"
KING 1061-This rustic opus has a happy sound. The chanter and string combo work together effectively. Should spin in rural spots.

GEO. BEVERLY SNEA-THE JORDANAIRE
GOODBY PHARAOH
RCA 20-4655-Music based on the Exodus from Egypt gets a big rendition from Snea and the Jordanaires. A strong sacred disk.

THE GOSPEL HARMONIAIRES-BILLY BUNN
THANK YOU, LORD JESUS
GOSPEL 1002-Billy Bunn turns in an excellent reading of this better-than-average gospel item with help from the Harmoniaires. Side is all Bunn and he sells it strongly.

THE ROSETTES
HE LIVES IN ME
GOSPEL 1001-A pretty gospel item receives an adequate run-down by the Rosettes. Group lacks precision on this side.

GOSPEL TONE SINGERS
REST FOR MY LABOR
PEACOCK 1506-Slow-tempo spiritual is given an effective vocal from lead A. D. Davidson over a choral background by the group. Side is routine.

REV. WM. MORRIS O'NEIL
MELL' NEVER LET GO MY HAND
MEL 1401-A lively spiritual item is sung pleasantly by the Reverend, with a fine performance by the choir.

THE ORIGINAL GOSPEL HARMONETTES
ONLY A LOOK
RCA 20-4676-The group injects a lot of excitement into this slow tempo spiritual.

THE FIVE TRUMPETS
BREAD OF HEAVEN
CORAL 65085-The many friends of the Five Trumpets will enjoy the smooth way the group handles this old favorite.

SONS OF DAVID
WHEN
SARVO 4035-Another fine spiritual rendition by the Sons of David.

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RCA VICTOR Recording of

"SOUTH"

and "I UNDERSTAND" RCA 20-4724 47-4724

Advance Record Releases

POPULAR

Cuban Nightingale (Sus Sus Babeel)-Mitch Miller (Sue) Col 39742
Dangerous Woman-Sammy Terry (Hoodin') Gramercy 1061
Delicado-Dinah Shore (World) RCA 20-4739
Devil's Dream-Coy McDade (Old) MGM 11243
Did You Mean It-Jerry Wayne (Wonder) Tabo 1001
Do You Ever Think of Me-Danny Davis (Almost) MGM 11244
Falling in Love With You-George Wright (Star) King 15179
Five More Days-Christland Singers (Peace) Peacock 1599
Forever-Del Simonne Four (Treatie) Citation 1166
Gee, But I'm Glad to Know You Love Me-Ella Fitzgerald (I Hadn't) Dec 28181
Girl, a Fella, a Beach Umbrella-Blue Barron & Oak (Misty) MGM 11239
Give Me Time-Mildred Bailey (Rockin') Col 80-G
Heart for Sale-Frank Stevens & Oak (New) Gramercy 1057
Here I'm Heart-Al Martino (I Cried) 865 101

RCA VICTOR RECORDS

THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

- LOVER Peggy Lee Gordon Jenkins Ork. Decca 28215
The thrush belts out the lyrics to this Rodgers Hart evergreen over a spritely and swelling orchestra backing.
- THE DAY OF JUBILO Guy Mitchell Columbia 39753
A rich tune with spiritual flavor is sold in big record fashion by Mitchell, with unadorned vocal and orchestra support. Title "You'll Never Be Blue" is a strong side too.
- WATERMELON WEATHER Perry Como-Eddie Fisher RCA Victor 20-4753
Como and Fisher team up for a bright rendition of a light-hearted, summery hymn.
- OAKIE BOOGIE Ella Mae Morse Capitol 2072
The "Blacksmith Blues" gal has a healthy follow-up to her hit disk with this stringy opus.
- HOW LOVELY COOKS THE MEAT Doris Day-Frankie Laine Columbia 39693
This cute and delightful novelty should stir up lots of action. Day and Laine give it a fine performance. Flip side, "Sugarbush," is another bright waltz.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. I UNDERSTAND Four Aces-Al Alberts Decca 28162
2. I WAITED A LITTLE TOO LONG Kay Starr Capitol 2062
3. VANESSA Hugo Winterhalter Ork. Victor 20-46193
4. RAMINAY Jo Stafford-Paul Weston Columbia 39725
5. HERE IN MY HEART Tony Bennett Columbia 39745

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. WALKIN' MY BABY BACK HOME Johnny Ray Columbia 30135
2. RAMINAY Jo Stafford-Paul Weston Columbia 39725
3. YOU Sammy Kaye Columbia 39724
4. OAKIE BOOGIE Ella Mae Morse Capitol 2072
5. I'M YOURS Four Aces-Al Alberts Decca 28162

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. I WAITED A LITTLE TOO LONG Kay Starr Capitol 2062
2. ME TOO Kay Starr Capitol 2062
3. HERE IN MY HEART Tony Bennett Columbia 39745
4. GONNA GET ALONG WITHOUT YA NOW Teresa Brewer Coral 60676
5. DELICADO Waldor Acevedo Decca 28044

• The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. I'M GETTIN' NOWHERE FAST Al Rogers MGM 11228
2. HOT DIGGETY DOG Little Jimmy Dickens Columbia 20950
3. I DON'T MIND Pee Wee King Victor 20-4655
4. SOMEONE CALLS ME DADDY Eddy Arnold Victor 20-4646
5. HILLBILLY HEAVEN Wesley Tuttle Capitol 2091

Use The Billboard Classified Pages for RESULTS!

BILLY ECKSTINE
KISS OF FIRE
and
NEVER LIKE THIS
MGM 11225-78 rpm
K11225-45 rpm

FRAN WARREN
HEAVENLY FATHER
and
LEAVE THEM ALONE
MGM 11237-78 rpm
K11237-45 rpm

DAVID ROSE
And His Orchestra Play
HARLEM NOCTURNE
SAXOPHONE SOLO
by **WOODY HERMAN**
and
ON A LITTLE COUNTRY ROAD IN SWITZERLAND
MGM 30587-78 rpm
K30587-45 rpm

FRANK PETTY TRIO
HINDUSTAN
and
WHY WORRY
MGM 11216-78 rpm
K11216-45 rpm

DANNY DAVIS
ALMOST
and
DO YOU EVER THINK OF ME!
MGM 11244 78 rpm
K11244-45 rpm

JONI JAMES
LET THERE BE LOVE
and
MY BABY JUST CARES FOR ME
MGM 11223-78 rpm

CINDY LORD
WALKIN' TO THE MAILBOX
and
COME BACK
MGM 11211-78 rpm
K11211-45 rpm

LIONEL HAMPTON
And His Orchestra
KINGFISH
and
DON'T FLEE THE SCENE SALTY
MGM 11227-78 rpm
K11227-45 rpm

BILL FARRELL
PLEASE
and
HERE'S TO US
MGM 11234-78 rpm
K11234-45 rpm

ALAN DEAN
YOU'LL NEVER BE MINE
AND
DO YOU CARE!
MGM 11226-78 rpm
K11226-45 rpm

EDDIE MEYWOOD
RAINFALL
AND
BLACK MOONLIGHT
MGM 11235

DANNY WINCHELL
TWO
AND
WHY DID YOU LEAVE ME!
MGM 11218-78 RPM

HANK WILLIAMS
HALF AS MUCH
AND
LET'S TURN BACK THE YEARS
MGM 11202-78 RPM
K11202-45 RPM

ARTHUR (Guitar Boogie) SMITH
JUST LOOKIN'
AND
FIDDLE-FADDLE
MGM 11191-78 RPM
K11191-45 RPM

CARSON ROBISON
STORE BOUGHT TEETH
AND
LIFE IS A BEAUTIFUL (?) THING
MGM 11200-78 RPM

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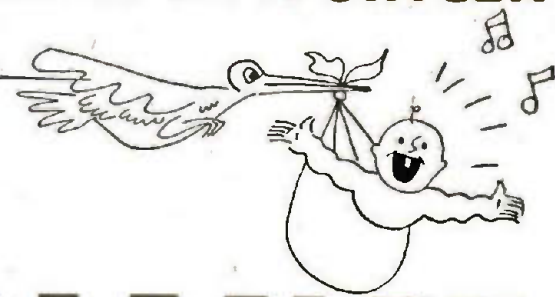


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● **Advance Record Releases**
● Continued from page 39

POPULAR

Wills of Pride—Roselle Allen (Tomb) RCA 20-4683
Homing Pigeon—Tommy Dorsey & Qk (1) Cat Dec 28152
Huckle! Blues—Sonny Terry Trio (Demerco) Gramercy 1061
I Can't Spell Schoolyard—George's Tavern Band (Clancy's) Dec 28167
I End Myself to Steve—Al Martino (Mer) BBS 101

I Got Big Eyes—Tommy Dorsey & Qk (Honing) Dec 28152
I Hadn't Anyone Till You—Ella Fitzgerald (Cap) Dec 28181
I'll Someone Had Tell Me—Tommy Martin Dink Store (No) RCA 20-47118
I Hate to Say I Love You (Part 1, 2, 1, 1, 1, 1, 1) Do—Fred Norman & Qk (Mer) Imperial Crown 1100
I Wanted a Little Tom-Lug-Lug-Lug Brown (1) RCA 60745

A NEW HIT ON
"TRUMPET"
#172
"FEED MY BODY TO THE FISHES"
w/
"FALLING RAIN"
Diamond Record Co., Jackson, Miss.

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Allentown, Pennsylvania Tel. 3-7405

Space available for retail record concession in Harlem 3d & 10d store, best spot on 125th St., New York City. Can do terrific volume. Box 760, Billboard, 1564 Broadway, New York City 36.

Employer-Employee Meeting Place

Disc Jockey, Emcee, experienced and recognized in country and Western field; 8-11 references; own record shop; will move business wherever I make radio connection; will work for salary or some salary and plugs. Box 831, c/o Billboard, 390 Avenue B, St. Louis, Mo.

Record Pressings—Shallac, vinylite; flex 4", 7", 8", 10", 12"; 78 rpm, 45, 33 1/3 LP, rigid inspection; rush orders; The oldest and largest pressing plant in the East Coast. Sun Plastics Corp., 900 Passaic Ave., Newark, N. J. HUmboldt 2-6749.

Recording Service, radio standard tape and electric auditions with sound effects; local auditions custom cut by "STUDIO 8", 130 Eighth Ave., Brooklyn 15, N. Y. T. 9-1573.

Another from **ANDREA FILIPPO** and his 45-piece string ensemble

I WONDER WHO'S KISSING HER NOW
SOPHISTICATED LADY
TR 1262 85r Ltd

TEMPO
RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 46, California

Write for **LATEST CATALOG** of **NEW RECORDS**
500 Different "Standards" and Hit Tunes, 33 1/3, 45 & 78 rpm

\$10.00 per 100 (78 rpm)
1/3 with increase C.O.D. L.P.; UP TO 75% OFF 45 RPM 60% OFF

Over 1,000 Satisfied Customers

VEDEX COMPANY
674 10th Ave., New York 19, N. Y.
PLAX 7-0636
Complete Inventories Bought

Distributors Agents—Dealers

DISTRIBUTORS WANTED

AC-DC TELEVISION NEW FINE LINE

MOST TERRITORIES OPEN WRITE FULLY IN APPLYING

PARK VIEW TELEVISION CORP.
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Parts—Products Services

DEALERS—CUT RETURNS TO 5%

Billboard Music Popularity Charts, now in use by over 7,000 record dealers, tell you weeks in advance the records most likely to sell. Helps you stock wisely, avoid duds. Special offer for new subscribers only. Send this ad with \$2 for the next 12 big issues. Save \$1 on single copy cost. Address: Circulation Dept., Billboard, 2163 Patterson St., Cincinnati 22, Ohio.

Hawaiian Records recorded in Honolulu, 3 weeks, regular prices and discounts; catalog available. 4th St. Record Co., Honolulu, Hawaii.

Mambos, rumbas, tangos, distributor or store inquiries invited. Tico Distributing Corp., 143 W. 41st St., N. Y. C.

Operators, Dealers—If you need phonograph records, polkas, waltzes or in foreign languages, write to us. We are the only record company in the world specializing in language records. Ask for our general catalog with records in 21 different nationalities, in 78, 45 and 33 1/3 RPM. New releases every 6 weeks. Stancard Phonoc Co., 163 West 23rd St., N. Y. C.

Wanted—Retail outlets for good juke box records—latest non-SP. Best prices. Indicate amounts and type of records desired. Write Box 754, Billboard, 1564 Broadway, New York City 36.

Will Buy Phonograph Records—Collections or dealer's stock, any amount, made before 1940; have thousands for sale; send words: Jacob S. Schneider, 128 W. 66, New York.

HIGHEST PRICES PAID

For NEW and USED 45 rpm RECORDS

Large or small quantities bought.

Call or Write **RECORD EXPORT & DISTRIBUTORS**
520 West 48th St., New York 36
(Tel.: UJsdon 6-0398)

SQUARE AND ROUNDDANCE RECORDS

One of the largest folk dance lines available. Both with and without calls, instruction sheets, with each record. This is a valuable line. Dealer and distributor inquiries invited. Complete listing upon request, 78 and 45 rpm.

OLD TIMER RECORD COMPANY
3703 North Seventh St., Phoenix, Arizona

QUALITY CUSTOM PRESSING

6", 7", 10", 12" 78 RPM, 10", 12" 33 1/3 and 45 RPM Records. A Most Modern and Complete Plant Assures Competitive Prices.

SHELLEY PRODUCTS, LTD.
Box 764, Billboard
1564 Broadway New York 36, N. Y.

SELL MORE RECORDS

Unique personalized promotion pieces push sales, keep customers flocking back, draw new prospects! Low cost, easy to use. Available weekly, bi-weekly or monthly! Write for free samples.

TODAY'S TOP TUNES
Box 762, Billboard
1564 Broadway, New York 36, N. Y.

LONDON RECORDS

The finest sound on record"

To Order Your Market Place Ad
USE THIS HANDY FORM TODAY

1 First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 4 additional words.

2 Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

Regular Classified
 Display Classified

3 Now check off the classification to appear under:

Employer-Employee Meeting Place
 The Record Exchange
 Business Opportunities
 Distributors-Agents-Dealers
 Parts-Products-Services

4 And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentleman: Run this in your "Market Place" as indicated below:

Next issue only Next 3 issues Next 52 issues

Payment enclosed Bill me

Name _____
Address _____
City _____ Zone _____ State _____

ADVERTISING RATES

● REGULAR-CLASSIFIED
Usual word-ad style, one person, no display. Print line for 16 pl. bold, balance 8 pl. light.
Per word \$.20
8 or more CONSECUTIVE or 36 insertions, per word28
15 CONSECUTIVE insertions, per word36
Minimum \$5 .

● DISPLAY-CLASSIFIED
Any advertisement using display (make-up or white space). Figure space between half-inch rules. 1 pl. rule border. Per word only on ads of 18 lines or more.
Per word 18 lines \$1.00
8 or more CONSECUTIVE or 36 insertions, per word line90
15 CONSECUTIVE insertions, per word line98
1 inch equals 14 agent lines

ALL ORDERS AND INQUIRIES TO MUSIC MARKET PLACE, THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.

SACRED

Angels Watch Over Me—Harmonette Quartet (Soprano) Bibertone 8006
Eternally—Harmonette Quartet (Soprano) Bibertone 8006
Go Down to the Jordan—Hi-Neighbor Quartet (Tenor) Bibertone 9017
It's Really Surprising—Le Fere Trio (Soprano) Bibertone 7034
I've Been to Heaven in a Dream—Hi-Neighbor Quartet (Soprano) Bibertone 9017
More Over, General Bishop—De Paul's Industry Chorus (Tenor) Cat 39743
(There'll Be) Peace in the Valley—De Paul's Industry Chorus (Soprano) Cat 39743
Working on the Building—Le Fere Trio (Soprano) Bibertone 7034

HOT JAZZ

Duke Sings—Frank Attardo's Dukes of Dixieland (Moderate) New Orleans Bandwagon 9A
Hear & See!—Will Jackson's Quartet (Soprano) Hi-La 1405
Houdoustan—Frank Attardo's Dukes of Dixieland (Duke) New Orleans Bandwagon 9A
Love Me Pretty Baby—Will Jackson's Quartet (Tenor) Hi-La 1405
Shiek of Azziz—Lanson-Haggart Jazz Band (Soprano) Southern ASCAP
South—Lanson-Haggart (Shiek) Southern ASCAP

SPIRITUAL

Any Stars in My Crown (Parts 1 & 2)—Golden Harmony Singers—Pracox 1591
He's So Wonderful—Sister Jesse Mae Renfro (Soprano) Pracox 1598
New Star Am I From Cosmos—Original Five Blind Boys of Mississippi 1553
Is That Home, By and By—Sister Jesse Mae Renfro (Soprano) Pracox 1598
I Want to Thank You, Lord—Alberta Hunter with Tom Blomdin (Soprano) Wheeler 330
You Got to Be Hip What You See—Alberta Hunter with Tom Blomdin (Soprano) Wheeler 330

RECORD MATRIX WORK

Per Manufacturer of Phonograph Records
MATTERS—MIDWEST STAMPERS
Low rates, complete processing, daily air express shipments. We serve many of the leading record companies in the business. You too can have the advantage of our expert craftsmanship, high fidelity reproduction, micro-matrix appearance to your plates. Write today for our rate card.
C. H. SMALLER RECORD COMPANY
4110 Santa Monica Blvd.
Los Angeles 27, Calif. OLivewood 8981

RECORD PRESSING

Originators of the **NON-SLIP FLEX** (Pat. Pending)

Research Craft Co.
1937 NO. SYCAMORE ST.
LOS ANGELES 26, CALIF.

INTERESTED IN MAKING YOUR OWN RECORDS?

All artists interested in recording your own records should contact us at once. Full particulars sent free immediately.

ACME RECORDS, INC.
308 24th
Campbellville, Ky.

RECORD PRESSINGS

Shells—Vinylite—Flex 78 rpm—(45-33) L.P.
Test Pressings Free
Small or Large Quantities
Labels—Professional
SONGCRIFT, INC.
1618 Broadway New York 16, N. Y.

CUSTOM RECORD PRESSINGS

Finest quality workmanship available anywhere. Quick service on orders in any major city. RAC or NON-RAC-ABLE pressings.

ACME RECORDS, INC.
P. O. Box 248
Campbellville, Ky.
Phone 226-B

RINKS & SKATERS

Brown, Van Horn Have Merger Kettle Boiling

NEW YORK, May 17.—Victor J. Brown, operator of New Dreamland Arena, Newark, N. J., has confirmed The Billboard's story of May 17 reporting that efforts are in progress here to merge the Roller Skating Rink Operators' Association and the United States Amateur Roller Skating Association.

In a letter printed in the May 8 edition of "Bumps and Pads," house organ of Earl Van Horn's Mineola Roller Rink, Brown said that an editorial printed in the preceding issue of Van Horn's paper, in which a merger was urged, "echoed my sentiments perfectly." He pointed out that it is the skater who supports our business, neither organization nor other operators, nor pros, nor patrons.

In proposing that an amalgamation of the groups be made, Brown said that it is unfair to skaters who have won a championship to give them a title that is questionable (as it is in the case of two sets of champions). He stated his belief that administrative details should be left to amateurs in both organizations — "no stooges," would limit the operators' activities in both groups to the furnishing of facilities, and that of the pros to deciding what events should comprise championship skating programs.

"Naturally," said Brown, "I submit these proposals unofficially, as a single operator, a dues paying member of one organization, but one who is concerned with the welfare of the industry as a whole, and I sincerely think this would be a good workable plan."

Artie Busk, co-editor of Van Horn's paper, reported that some rink men believe that the affiliation of the Amateur Skating Union with the USARSA, and the separation of school figures from free skating, which the RSROA has done, will be the biggest obstacles to overcome. He said, however, that he did not think these obstacles beyond effective agreement. Affiliation of the ASU with the USARSA "is not of such necessity to roller skating that we cannot do without them," he said. "Why should we remain under a questionable jurisdiction of any sort of athletic union," he said, "especially in light of the present day sports situation in which the AAU code of honor would not stand up under the light of true amateurism." He said that the separation of school figures and free skating is something that should have been done long ago, calling school figures a special art of trick skating having nothing whatever to do with skating and "poisonous to plain and dance skating."

Applause for RSROA-ARSA Merger Move

CINCINNATI, May 17.—"The recent article in The Billboard disclosing the possibility of a merger of the RSROA and USARSA should attract the attention of every man in the business, particularly the operator who is not affiliated, for it is an example of the tenacity of a few men to promote roller skating to a degree where it will be recognized as an asset to any community," C. V. (Cap) Sefterino, manager of Price Hill Roller Rink, here, said this week.

"If the writer is correct in his supposition, I believe it to be an admirable effort, inasmuch as all of the individuals concerned are operators of successful rinks and financially independent."

"Regardless of whether one agrees with his methods, one must admit that Victor J. Brown is a born promoter and leader, and I believe his merger move to be a sincere attempt to achieve for roller skating the recognition he believes it deserves."

"Earl Van Horn's interest, I believe, stems from the fact that he lives and breathes roller skating. He is a big man in the business, founder of a fine rink and certainly needs no help from any organization so far as operating a rink successfully is concerned."

"The key figure in such a merger then would be Bill Schmitz—certainly an important personage in the business—a man with whom I am not too familiar but who I feel is big enough to go along with the idea even though the past events might make it a little distasteful."

"There are other men within both associations who could well afford to sit back and let the associated industries worry about promoting an outlet for their products yet these men are more than willing to do their share to exploit roller skating and they should be brought together. Not being a rink owner I probably have no right to express an opinion but I can see nothing but good will and progress if events disclosed in the article are truly hints of what the future has in store."



Edward J. Hamilton
Sales Manager for 25 Years
PASSED AWAY MAY 12TH
WARE BROTHERS
CHICAGO ROLLER SKATE CO.

'SWING-HI' Skating Skirts

at swing-low prices

The most popular sellers at rinks everywhere—Beautifully fashioned Skating Skirts (and Tights) for every taste—in Velvets, Corduroys, Luanas, failles and Plaid Reversibles. All colors—waist sizes 22 to 30.

Rinks—write for prices and special promotions.

IMMEDIATE DELIVERIES ON
Skate Cases • Wheels • Laces
Pom-Poms • Paris • Wallz Lights
All at factory prices



Also: CHICAGO SHOE SKATE OUTFITS

JOHNNY JONES JR.
Representatives for
CHICAGO Roller Skate Co.
51 CHATHAM ST. • PITTSBURGH 19, PA.

"Fit-Factor" REMOVED!

EQUIP NOW WITH KINGSTON . . . and Eliminate Odd Size Rental Stock ADJUSTABLE (Pos-Tr-Loc) CLAMP TYPE RINK ROLLER SKATES



WANT FOR COMPLETE INFORMATION

KINGSTON PRODUCTS CORP., Hdq. Div., RM-11, Kokomo, Ind.

FOR SALE

Brand new 40x100 Portable Rink in operation 3 months. Hard maple floor, tent, PA system, 2 belt-type sprayers, mike, turntable, records, about 80 pairs Chicago rental shoe skates, 70 pairs Chicago溜旱冰鞋. Fence around rink. Operating now in good location. On state Road 57, Plainville, Indiana. Also 37 R. House Trailer, if wanted. All at bargain price. If interested, write or come and see.

A. J. ANDERSON, Plainville, Indiana

Drivin' 'Round the Drive-Ins

ALBERT KNOPP has opened the Pioneer Drive-In at Hebbronville, Tex. It has a 400-car capacity. The Long Theater Circuit also plans a drive-in there. It is expected to be completed and ready for opening within two weeks. . . . Jim Miller, manager of the Sunset Drive-In, Decatur, Tex., has been delayed in the opening of his drive-in by bad weather. . . . Roland Duss has opened the new Cole-Ana Drive-In at Santa Ana, Tex. Spot is located between Coleman,

where Duss operates the Oak Drive-In, and Santa Anna. . . . Grant Drive-In has been opened at Wichita Falls, Tex., by Billington, Lee & McMahon Theater Company. L. B. Lee is manager. The drive-in has both drive-in and walk-in facilities. Seating space is capable of holding 400 patrons. There is also parking space for 400 cars. In addition there is a paved area for parking of cars of the walk-in patrons.

Roadshow Rep

M. M. CORLISS advises from Council, Idaho, that he had a poor winter working halls in that area but he plans to spring with a platform presentation late this month in Grangeville, Idaho. CorliSS says that the State is populated with small towns and adds that they are far apart and jumps are too long for profitable operation. . . . Hursell C. (Cliff) Souther, featured clown on American Broadcasting Company's "Super Circus" TV network show, is widely known in rep and tent show and minstrel circles. When he was 16 years old he joined the American Repertory Stock Company and for the next 25 years toured with many stock companies including Myrtle Rose Players, Lexington, Ky., the Mae Desmond Players, Philadelphia, and the Dudley Players of Chicago. . . . The Kiel Family, of the J. C. Bisbee Show, renewed acquaintances with Tommy O'Brien at the Memphis Zoo recently.

TWO bandits held up Garland Road Drive-In Theater, Dallas, Friday night (9) and escaped with \$350. Pic feature was "Once a Thief." . . . Fixtures and equipment for all three drive-ins being built for Franklin and Herschorn in the maritime provinces were bought in Boston and New York by Mitchell Franklin, vice-president and Peter Herschorn, secretary, while they were en route from Miami Beach, Fla., where they conferred with J. M. Franklin, president of the firm. Being completed under the F & H banner are airers on the Windsor road, about 10 miles out of Halifax, No. 2 is on the St. John River road about 10 miles out of St. John. The third one is located between Sydney and Glace Bay.

Bardex 'Radio' Minstrels

Want Colored Musicians. Performers, also capable Straight Men, Singing and Dancing Comedians to make show. This is a Machine Show under a 70x100 tent—playing 3 to 4-week stands in larger cities. Laces and most equipment on hand. Top salaries, no layoffs, no out-of-pocket expenses. Write, stating experience, salary, etc.

DR. MILTON BARSTOK
c/o Bardex Minstrels
General Delivery Tampa, Fla.
P.S.: Will be out till Dec 15th again this year. Ticket only if we know you.

4 PHONEMEN

Tickets, Program—25%—pay daily.

COAST GUARD LEAGUE

Attention, Malone, Schmidt of Chicago, Gene Lloyd, Ace Bailey—if you can get money, you can get it here. Plenty of work. Sheffield 7246-W. Hammond, Indiana

Colored Performers and Musicians Wanted

For Road Show, 30 weeks' work. Rehearsal starts June 2nd. Salary, room and board guaranteed. Ticket anywhere.

C. W. LEWIS
1319 Central Ave. Tampa, Fla.

16MM. SOUND FILMS FOR SALE

Over 200 complete pictures from \$18.00 to \$40.00 each.

FILMS RENTED AT ONE LOW PRICE

\$8.00 to 3 days, \$6.50 per week. Advertising paper handled free.

ACE CAMERA SUPPLY
42 W. Evans Street Florence, S. C.

\$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete 16mm. sound projector and films. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write.

Southern Visual Films
68 Monroe (Opp. B.B.), Memphis, Tenn.

WANTED MUSICIANS AND PERFORMERS

For Platform Medicine Show, Teams and Sings Acta. State all first letter. Address

OLD RELIABLE COMEDY COMPANY

General Delivery Stevenson, Ga.

FOR SALE OUTDOOR TENT MOVIE THEATRE

Only theatre in operation in small town of Delta, Tenn. Tent and equipment in first class condition. No reasonable offer refused. See in operation in Glen Allan, Miss.

W. H. GREEN
Holly Bluff, Miss.

ED WOLFE writes from Raton, N. M., that he will work his platform shows in that sector for the early part of the summer. "I have an advertising hook-up," Wolfe pens, "that I have contracted for in this area. It's a big help, too, because it in no way interferes with my outdoor show. I met C. F. (Cappy) Hynes here and he's moving around with a trailer-museum trick that's a nifty unit. He also catches some outside money when he and his wife and daughter play catch dates in many small town spots."

Harry S. Daniels is playing small Northern Minnesota towns after overcoming a recent illness. Daniels plans to get into Canada if his health permits and work a busking-type show. He's handling a music course proposition on the side for a Chicago firm and is catching dine and dance and whatever other spots come along. . . . Allan Ross says that he has shown his feature pix in over 70 spots in Northern New York since before January 1. He has a number of camp dates booked for July and August. . . . J. M. Murray and family opened their trailer-museum show in Central Oregon recently. They laid away their pix for the summer.

Ed Hamilton, Chi Skate Exec, Dies

CHICAGO, May 17.—Edward J. Hamilton, 68, sales manager of the Chicago Roller Skate Company for 25 years, died Monday (12) in Chicago Memorial Hospital following a month's illness.

Hamilton's extensive travels for the Chicago firm won him many friends in the hardware and sporting goods fields. Previously he had been sales manager of Chicago Fuse Corporation.

Hamilton was a native of Du Quoin, Ill. He was a member of Calumet Country Club, Chicago; Ancient Free and Accepted Masons, Du Quoin; Ancient Accepted Scottish Rite Valley of Chicago, and Medinah Temple, Chicago. He is survived by his widow, Mary; a step-son and two sisters, Henriette Hamilton and Mrs. Helen N. Rutherford.

Mid-Town Names Queen

SAN ANTONIO, May 17.—Mid-Town Dance and Figure Club yesterday sent its first annual Court of Magic Skates and Queen Coronation at the Mid-Town Rink here, operated by C. H. Treadwell. Carlene Clayton was selected queen in a contest conducted at the rink for several weeks.

350 pr. SHOE SKATES . . .	\$8.00 pr.
New steel with second hand plates & reject jumbo wheels. All 1948 men's and ladies shoes are Gilson or Hyde.	
250 pr. SKATES . . .	\$3.00 pr.
Excellent condition	
120 St. Richardson Fabs. . .	50¢ 1st
Wheels	
600 St. Howard precision	1.00 1st
100 White Rubber Heels	
Can be used for ice . . .	10¢ pr.
All merchandise guaranteed. Write for complete price list.	
1/3 down, balance C.O.D.	
LACK ADAMS & SON, INC.	
1091 Boston Rd., Bronx 66, N. Y.	

SACRIFICE SALE SKATING RINK

Pecan floor, 100' x 100' good condition, sidewalk floor. Needs new top. Guy lines are all chains and cables—no ropes. All lights, 2nd & 3rd level are all new. Will sell with or without skates. Have up to 400 pairs of skates with 2nd & 3rd level system. Reason for selling: Building a permanent rink—will stop about May 30th. Skates can be seen in operation at 1979 Genitilly Blvd., New Orleans, La., or write Mr. Ray K. Gorman, Koppelman, 55 State St., 1979 Genitilly Blvd., New Orleans, La.

FOR SALE MODEL A ELECTRIC HAMMOCK ORGAN AND SOLOVOX

L. G. STRECKER
330 Permeux Ave., Terre Haute, Ind.

CURVECREST RINK-COTE

The skating surface for wood and masonry floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres.
Curvecrest, Inc., Muskegon, Michigan
We invite you to bring your order to Curvecrest and see for yourself

WANTED AT ONCE

Old reliable New Orleans Minstrels, America's largest and best equipped minstrel show. Capable Advance Agent, cost Contractor who understands billing and will show. Salary no object if you can produce. Also 2nd Combination Billers that can drive. Prior experience necessary. Musicians to increase band for cities, records all sizes. B. WARRIN, Grapewind, S. E., May 25 Atlanta, S. C., May 25, Beverly, W. Va. or to J. D. HINON, Phone 88 or 282 Cleveland, Miss. NIGHT or day. Note: Filbert, get in touch.

Royal American Flashes Power In Memphis Bow

Weather Hits Early Days; "Moulin Rouge," "Harlem in Havana" Click

By HERB DOTTE

MEMPHIS, May 17.—The nation's mightiest carnival—the Royal American Shows—is mightier than ever.

Preeming here at the Cotton Carnival, which winds up tonight, the RAS is a power-packed aggregation that embraces no fewer than 21 rides and 14 shows—all of them strong in their respective classifications—and several shows stronger than previous editions.

The "Moulin Rouge Revue," produced by Leon Miller, and "Harlem in Havana," turned out by the veteran Leon Claxton, again are the top draws among the shows. And, both "Moulin Rouge" and the perennial "Harlem in Havana" tote, either currently or potentially, more entertainment than the '51 editions.

The consistent favorite, "Harlem in Havana," proves to be even a faster paced revue than its predecessor, with humor pitched slightly higher, and the whole package as a result cut several notches above last year's show.

The "Moulin Rouge," which was a flashy presentation last year, is even flashier this year. Costumes represent a new high for back-end shows as a result of generous spending this winter on the part of Carl Sedlmayr Sr. In entertainment value, the show, which is headed by the dynamic, crowd-pleasing Rita Cortes, clicked here, and, given a few more weeks, will be a sock show.

Some of the shows have been flashed with fronts which are nothing if not arresting. The Side Show, owned and operated by the Lorow Brothers, throws out a banner line some 168 feet long that "stops 'em in their tracks." In addition to the long, high banner line, with extremely well-painted depictions of its attractions, the show flashes a

Beers-Barnes Averts Damage In S. C. Storm

COWPENS, S. C., May 17.—Beers-Barnes Circus weathered a tornado here Saturday (10) while two houses close by were wrecked and other damage was reported in the town. The storm struck during the half-hour matinee. No one was injured, but several tin poles were broken. The storm discouraged all but a few from catching the night performance.

Two prior stands, Clinton (7) and Greer (8) were poor because of distant lots.

The trio of weak spots came after two weeks which comprised the best spring business this show had had in three years, the management said. Beers-Barnes opened April 23 at McRae, Ga. Agent Gene Christian now has the show routed into Pennsylvania.

An earlier shortage of labor on the show has been overcome. Part of the show's big business was credited to prosperity created by an atomic energy plant near Augusta, Ga. Show has been playing auspicious percentage dates, including several for Puritan clubs, whose national office endorsed the show.

Spokane Rodeo Days Gets IRA Sanction

SPOKANE, May 17.—Spokane's Rodeo Days, July 18-20, has been given the official sanction of the International Rodeo Association, A. H. Bowles, manager, announced.

Event had previously been approved by Rodeo Cowboys' Association.

three-foot high panel from street level, with the panel running the full length of the banner line.

The long, striking banner line, combined with the neat, eye-catching panel and a liberal use of pennants tossed out a powerful selling pitch to midway patrons, and it should send the Side Show's grosses soaring over the route ahead.

Sedlmayr long has put considerable emphasis on keeping his riding devices in top condition, and they glisten under new paint. In addition, substantial added touches have been made to some units, as, for instance, the Merry-Go-Round which has been given an array of new carved wood figures to add to its already attractive appearance.

All of the improvements made in the show's Tampa winter quarters are not visible to the public eye, but they are nevertheless important, from the personnel's as well as the shows' standpoint.

Two new standard Pullmans, acquired this winter, were completely reworked inside, with the guts of the car torn out and replaced by staterooms designed for the particular needs of the trouper. The result is that these two cars probably represent the finest accommodations offered performers by any touring show.

Other improvements include modernization of the pie-car, which now is rated among the finest, if not the finest, on any show. All of the train equipment

(Continued on page 52)

Ill. Oil Cele Inks Langford, Pee Wee King

GRAYVILLE, Ill., May 17.—Frances Langford and Pee Wee King will be the headline attractions at the annual Tri-State Oil Celebration here August 30-September 1, Vernon Smith, general manager of the event, announced.

King, with a package that will include a band and several acts, will head up the show the first day. Second day's attraction will include the Jordanaires, vocal quartet, and Ken Griffin, organist. The Langford thrush will be the final day's feature supported by four acts and a band.

Booking was handled thru the Ernie Young Agency, Chicago.

Govt. Lifts Ban on Amusement Building

• Continued from page 2

Pettett, Greenville, S. C., \$45,000; Broadview Drive-In-Theater, Morgantown, Ky., \$20,000; Washington Theaters, Inc., Marietta, O., \$27,000; Howard L. Keach, Bedford, Ind., \$100,000; Knox Drive-In, Inc., Vincennes, Ind., \$51,517; Frieda and Norman Paul, Carlinville, Ill., \$55,000; Elson Roller, Lawrence County, Mo., \$3,000; Griffith Theater Company, Tulsa, Tex., \$55,000; Jacob A. Leech, Crescent City, Calif., \$18,800; Lloyd M. Hirstine, Des Moines, La., \$82,000; J. E. Pennington, Topeka, Kan., \$85,000.

Swimming pool allotments and permits were listed for Beaver County Day School, Chestnut Hill, Mass., \$13,500; Lewitt & Sons, Inc., Levittown, Pa., \$77,000; National Leasing Corporation, Miami Beach, Fla., \$21,000; City of Clarksdale, Miss., \$49,317; City of Fairbury, Neb., \$109,900; Baptist Encampment, Olla, La., \$4,243; City of Mineral Wells, Tex., \$95,700; Androwe Properties, Ignacio, Calif., \$12,957, and Hotel Lost

NPA TO AMEND BUILDING RULE

WASHINGTON, May 17.—National Production Authority's ban against amusement construction will be lifted July 1, it was announced this week. Under a new ruling, builders will be limited to five tons of steel, 200 pounds of copper and 250 pounds of aluminum for each project. Buildings requiring more of these metals will require special NPA permits.

American Royal Draws 50,000 To Top '51 Gate

Concession Space Sales Increased By 30 Per Cent

KANSAS CITY, Mo., May 17.—American Royal Dairy Show and Rodeo closed its seven-day run here Saturday (10) after drawing over 50,000 patrons to top last year's attendance by 10,000, W. E. (Bill) Preston, new secretary-manager, announced. The run was the first managed by Preston, who will terminate his position as manager of Missouri State Fair, Sedalia, following the latter's 1952 run.

Biggest portion of the turnout was comprised of rodeo fans who came for the eight shows, Preston said. A total of 800 head of cattle were entered in the dairy show, representing some 300 exhibitions in Kansas, Missouri and Oklahoma.

Exhibits Ahead

Sales of concession and exhibit space was 30 per cent ahead of last year with income aggregating \$6,403 compared with \$4,405.

The building was newly decorated for the show and dark blue curtains were utilized as the background for all exhibits. The two bars and the cafeteria were decorated with false ceilings of blue and gold and in the arena a new flag, pennants and bunting lent color to the scene.

Most of the food and drink concessions were supplied by Bush-Laube, this city.

St. Paul, Ore., Ups Rodeo Prize \$\$

ST. PAUL, Ore., May 17.—Increased prize money of \$8,600 will be offered at the 17th annual St. Paul rodeo here July 3-5, Ray Mangre, president of the rodeo association, announced.

Event will include four shows, one each night and a July 4 matinee.

Det. Fair Midway Contract to Wade

Signing Ends Long Delay, Marks First For Mich. Show; Horan Unit is Signed

DETROIT, May 17.—Long-delayed contract for the midway at the Michigan State Fair was awarded Thursday (15) by the board of managers to the W. G. Wade Shows of Detroit—the first time in at least a quarter century that the contract has gone to a Michigan show. Board approval was unanimous.

Agreement calls for 20 major and 10 kiddie rides, 20 shows, 6 light towers, searchlights, and a midway entrance arch. No concessions are included, and it was specified that any concessions would be sold directly by the fair management. Policy will be to allow outright sales and such attractions as shooting galleries, but no games nor any concessions having any form of prizes.

Basic equipment from one of the three Wade units will be taken for the State Fair, with additional equipment to be contracted to make up the full complement. D. Wade, general agent, told the Billboard that this would not affect the dates contracted for five up-State fairs held at the same time at the Detroit event—Western Michigan (Ludington), Berlin (Marne), Hudsonville, Alpena County, and Pinconning Community Fairs, which will be split up between the various Wade units.

A contract was awarded at the Thursday meeting to Irish Horan for a thrill show to play the last night of the fair. Thrill show contract earlier had been awarded to the Jimmie Lynch show.

Appointments of key department heads also were made Thursday. They include Don Ridler, athletic director of Lawrence CKLW sportscaster; agriculture, Harry B. Kelley, secretary of the Hillsdale Fair, who has held this post over 25 years; music, Graham Overgard, musical director of Wayne University; publicity, Richard O. Frederick, commercial exhibits, Gerard Lacey, and transportation, Clarence Dusenberry. The Lacey appointment was made under civil service.

Appointment of two new board members, Robert Noon, of Jackson, and Sanford Brown of Bayport, to fill vacancies was confirmed.

Hagan-Wallace Extends Series Of Big Houses

MOUNT AIRY, N. C., May 17.—Owner Dub Duggan of the Hagan-Wallace Circus declared this week that business has been far above expectations. Almost every show, including matinees, he said, has been near-capacity or better. The string of winners continues despite a run of bad weather which included sleet and some snow.

Gauly Bridge and Ranelle, W. Va., and Covington, Va., were strong Radford, Va. (9), brought two full houses despite rain at night and the concession department tabbed its banner date.

Mud and rain at Marion, Va., Saturday (10) made little difference. The matinee was good and at night another near-capacity house was on hand. Gate City, Va., was a matinee-only Sunday (11) slog good for a full house in mud, rain and sleet. There was more sleet and a trace of snow in colder weather at Wytheville, Va., Monday (12) where the show drew two more good houses.

Galax, Va., was played on Tuesday (13) and both shows drew capacity houses. Show has received a new cookhouse top, and El Murray has repainted cookhouse equipment and added new tablecloths and dishes. The show announced that three new acts are to join soon. Mrs. Tom Mix's concert, with the Johnson Family, is drawing well, Duggan said. Charlie Cammer continues in the wagon, Milt Robbins is announcer, and Hoot Black has the Side Show. Bill Oliver, brigade manager, is getting the paper up. Jack Kofron has the band.

Sunday Play By CNE Mulled

TORONTO, May 17.—Unofficial discussions have been held on Sunday operations at the Canadian National Exhibition, Ellwood Hughes, general manager, said here.

He made the comment following a statement by Mayor Allan Lamport that he would give his blessings if the CNE directors approved an "appropriate" Sunday program. He also said that he wasn't suggesting anything but "wouldn't object" to a limited Sunday program, such as band concerts. "I would certainly not suggest a wide-open midway or other razzle-dazzle," he said.

The mayor had already approved a proposal to hold a public vote on the question of Sunday movies, and the question of the Sunday operation of the CNE was brought up. At present, the CNE has two Sundays during its two weeks of operations.

Hughes said that anything that would be presented on Sundays, would be "appropriate" to that day, such as band concerts, a presentation of the Messiah, or choir singing.

Godin Pyro Set at Two N. Y. Beaches

NEW YORK, May 17.—Joseph Godin, president and Fred C. Murray, general manager of Interstate Fireworks Manufacturing & Display Company, Springfield, Mass., this week signed contracts to present pyro shows at Rockaway Beach and Coney Island, N. Y.

Rockaway expenditure for the weekly night shows is up considerably, they reported. Coney Island, which is staging its shows in conjunction with the F & M Schaeffer Brewing Company, increased its budget slightly.

Pyro shows at both beaches are fired from barges off shore and will continue thruout the season.

Sweeney-White Get Okay Bow Despite Rain

DANVILLE, Ill., May 17.—National Speedways (A) Sweeney-Gaylord White) kicked off their '52 big car auto races here at the Eastern Illinois fairgrounds Sunday (11) in a crowd that topped the 4,000 mark. Despite rain and hail that fell twice during the afternoon, the complete program was run off.

Bobby Grim, Indianapolis, took the 20-lap feature, followed by Bill Holland, Reading, Pa., and Jimmy Campbell, Bates City, Mo.

U. S. Acts to Play Denmark, Sweden

COPENHAGEN, May 17.—American acts set for Tivoli's open-air shows this summer include Doris and Vern Orton, high sway pole, and Lebrac and Bernice, Danish-American uncyclists.

The Ortons open at Folkets Park, Malmo, Sweden, May 22, and come to the Tivoli here for June. First half of July the duo goes to the Tivoli in Odense, Denmark, and the last half they work Liseberg Park, Gothenburg Sweden.

Lebrac and Bernice will play Tivoli, Copenhagen this summer upon conclusion of current contracts in America.

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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Albert and Judy Spiller, of Spiller's Seals, with Polack Bros. Western Circus, recently visited their old hometown in California after an absence of five years. They entertained neighbors at an open house. Motor vehicles which they had left there were in excellent condition and will be used during their California tour with the circus.

Free acts signed for Pontchartrain Beach, New Orleans, during May include Great Torrence, high pole; Nio Yu, wire, and Leah Watkins, chimps. Going into June, talent will include Al and Marie Henry, high school ponies; Watkins chimps as holdovers; Ray and Arthur, cycles; Alcides, high act, and Bobo and his clowns. Eily Ardely, single trapeze, and Maya Brothers, aero, are also skedded for June.

Otto Gretona, high wire, recently returned to his Rochester, Ind., home after playing Shrine circus dates in Washington and Oregon and writes that he renewed many acquaintances in the Northwest country. Included was Mabel Stark, Eddie Trees, Lester Cole and Eddie Peabody. Otto also visited with Oscar Klinkhart, who had the midget show on the Al G. Barnes Circus in 1926-31. Klinkhart is retired and making his home in Logsdon, Ore.

Mickey Sullivan and his band recently closed a four-week engagement with Frank Wirth circuses and was skedded to open Saturday (17) with Tom Gorman's unit in Ottawa for eight days. Mickey is chairman of the Elks Flag Day Parade in his hometown of Worcester, Mass.

Chuck Brown and Rita, comedy bars, who have been in Europe since last fall, are skedded to return to the U. S. sometime the latter part of this month. The duo's tour, originally set for four weeks in England, was extended several times and the two traveled thru many other countries, including Norway and Finland.

Pat Levolio, of Pat and Willa Levolio, wire and balancing act, is back in circulation after a prolonged illness this winter. During the winter, he was hospitalized for a time in Indianapolis.

Jerry Merchant, pedestal roller skate dance, was a recent Chicago arrival. He will play fair this year for the Boyle Woolfolk office.

Egla Zacchini and her cannon will be one of the featured acts at the Manitowish, Wis., fair this year along with Paroffs, high act; Adams Duo, chimp-bicycles; Faras Duo, hand balancing, and Lily's globe-trotting dogs. Bookings was handled by Ernie Young Agency, and also includes the Dorothy Dorben Dancers (12).

Fred Wright, of Wright Products Company, Boston, reports that his firm has sold about 50 of its baseball pitching machines to beaches and schools. Wright, former pro golfer who also operates his own driving range, reports that a machine he operates at the range averages about \$12 an hour at night.

E. D. Kelman, operator of Indian Point Park, Peekskill, N. Y., was a guest on "Kitchen Capers," WJZ-TV seg Monday (12). Funspot op was on for about 10 minutes and had plenty of time to dwell on the scenic and amusement worth of the park.

Bill Powell, in Europe on an annual visit, reports that he crossed over into the Russian sector of Berlin to catch a circus performance. Car he was riding in was inspected by Red soldiers who fortunately overlooked Bill. Persons illegally in the zone are in line for a jail sentence, Bill reports.

Pat Purcell, in New York to put together publicity-promotion material for "Skating Vanities," was incorrectly listed in The Billboard last week as residing at the Forrest Hotel. Pat would like it known that he is residing at the

Bevedere Hotel with his wife, Agnes. "No telling how many dinner invitations the wrong listing cost me," Pat says. Pat and Agnes expect to be in New York throughout the summer. Pat is also booking Leonard Smith, the Brass Band King.

Kumar, hand balancing, has lined up 26 single dates this summer for a Missouri utilities firm. The dates run from one to two per week and he plans to fill in the open time with outdoor bookings. Leo Couture, high diver, has been signed as one of the attractions at the Lincoln, Ill., fair for a five-day stint. Jack Brick and Murphy, chimp-trampoline act, and James Evans, juggler, were scheduled for the Tootsie Hippodrome tele-circus via ABC on Sunday (18).

Jerry D. Martin's Fearless Stars, high performing duo, recently closed as the free act with Brown and Wallace Shows and moved into Palisades Park, N. J., for a two-week engagement. They will follow with dates at Conneaut Lake Park, Pa., Olympic Park, Irvington, N. J., and celebrations in Bradock, Dauphin and West Newton, Pa., and Louisa, Va. Fair engagements for the act include Canandaigua, N. Y.; Hamburg, N. Y.; Canadian National Exhibition, Toronto; Eastern States Exposition, Springfield, Mass.; Mount Airy, N. C.; Georgia State Fair, Atlanta, and the Columbus, Ga., annual.

Grandstand show at the Springfield, Mo., fair this year will include the Gretona Family, high wire; Leo Couture, high dive; Aerial Sensations, high act; Harry Haag, elephants; Seranado II, musical horse; and Fuller Fairly, riding and roly body.

Joan Day, cloud swing, has been signed for the ABC Super Circus television show, Sunday (25) along with Craig's Chimps; Anteleka, perch, and Paul Stabelman, as the Side Show attraction. Arthur LeFleur, rings, will be on the bill the following week, along with Noble Trio, parallel bars; Gauthier's Tallyho, dogs and ponies; and the Cathalas, rolling globe.

Talent line-up at the annual Portsmouth, O., fair board meeting May 8 included the Ed Jinks, skaters; Leo Francis, white face clown; Don Miller, singer and emcee; Woods Sisters, acrobats; Daffy Dan, comedian, and Jack Sewant. The Aerial Alcides, Edna, Louise and Wilfred, were the subject of a feature story in The Beach Parade magazine published in their home town, Panama City, Fla., recently.

Al Aldrich, juggler, visited Mills Bros. Circus while the show was playing McKeesport, Pa. He renewed acquaintances with Jack and Jake Mills.

Cleveland Rodeo Inks Cisco Kid

CLEVELAND, May 17.—Cisco Kid (Duncan Renaldo) and Pancho (Leo Carillo) film-TV cowboy duo, have been signed as the name attraction for the rodeo, which opens in the Arena here May 24 for a nine-day run.

In addition, Armida, singer-dancer, and Ramon Tovar, Mexican cowboy, will also appear. Col. Jim Eskew will provide the stock for the arena events.

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Illinois Fair Inks Ice Vogues, Ted Weems Ork, Rex Allen
 SPRINGFIELD, Ill., May 17.—Illinois State Fair, which has in the past usually counted on one or two name attractions to hypo attendance, this year will go all-out for well known entertainers, Hubert Elliott, general manager, announced. Names already signed include Rex Allen, Republic Pictures cowboy star, Pee Wee King, country music singer, and Ted Weems and his orchestra. In addition, "Ice Vogues" will be an added independent attraction and will show daily under a big top.
 Negotiations are still under way for additional names, according to Elliott. One will be needed to head up the grandstand show the final two nights of the fair and it may be signed to work during the entire week, he said.
 Allen and King are headliners for the opening night's grandstand show, booked thru the WLS Artists Bureau, Chicago. Others on this program will include the Candy Mountain Girl, vocal trio; Texas Tommy and his wonder horse, and the Four Maxellos, acrobats. The Weems band is scheduled to play for two nights at the society horse show, with Larry Costello's aggregation to provide the music the other five nights.
 Other attractions include a Barnes-Carruthers grandstand revue for five nights; Amusement Company of America on the fun zone; WLS Barn Dance, one night, and five afternoons of harness-racing, featuring the \$90,000 Illinois Colt Stakes on August 11. The fair's annual 100-mile championship AAA big car races are set for closing Saturday with AMA cycle races set for the following day. Both the latter events are being handled by the fair this year.
 A new feature this year will be a square dance festival on opening day, which will be presented by the fair in conjunction with the University of Illinois. This same day will be kid's day and the first Sunday will be the traditional Veteran's Day, normally one of the fair's biggest days.

Panhandle Okay For Kelly-Miller
 BOISE CITY, Okla., May 17.—Business for Al G. Kelly & Miller Bros.' Circus in the Panhandle area was good but somewhat below the show's par. In here for a matinee-only on Sunday (11), the circus had a packed house, however. The oil field strike was blamed for some of the slack houses.
 At Shamrock, Tex. (7), matinee was good and the night house was near-full. Stand was under Lions Club auspices. Borger, Tex., followed with a fair matinee, and a three-quarter night on Thursday (8). The strike and 95-degree weather slowed afternoon business, it was believed. Temperature dropped to 48 the next day.
 Dumas, Tex., also in the oil area, came up Friday (9) with only a mediocre matinee. Despite a heavy rain at night, the second show drew a three-quarter house. Saturday (10) at Delhart was a surprise, with a three-quarter matinee and packed house at night.

CNE Tilts Prices For Automobiles
 TORONTO, May 17.—Price of admission for automobiles at the 1952 Canadian National Exhibition is to be \$2.50 for car and driver, \$15 for a season ticket. Old rates were \$2 and \$10. Parking is free for those with tickets. There is no change in the price of tickets for those on foot—50 cents for adults and a dime for the kids.

Centa Randow Dies In Auto Accident
 LA CROSSE, Wis., May 17.—Mrs. Centa Randow, performer, and mother of Gene Randow, clown, was killed in a recent auto accident here. She had recently concluded West Coast engagements and was on route to Chicago at the time of her death.
 Mrs. Randow's late husband and her son both were clowns with Polack Bros.' Circus in recent years.

Diacoffs Disband Bicycle-Bowl Act
 LOS ANGELES, May 17.—The Diacoffs, bicycle riding in a bowl act, is being disbanded after years in the business. Flo Diacoff, widow of the originator, said, Winona Diacoff, a member of the act, will devote her entire time to songwriting while Mrs. Diacoff will enter some other business.
 Miss Diacoff recently had her second song released on records. The tune, "He Sighed and She Sighed (and the Sea Sighed Too)" is now available on Palace Records. Number was recorded by John Laurence and Betty White with Victor Arno's orchestra.

New Bedford, Mass., Cele Sets Attraction Plans
 NEW BEDFORD, Mass., May 17.—New Bedford Fire Fighters' Charity Circus, to be held here July 1-5, will feature a stage show to be booked thru the Adams & Soper Agency, Boston, and midway attractions by Lagasse Amusement Company, Romeo V. Dupont, general chairman, announced.
 Added attractions will include July 4 fireworks and automobile, boat trailer and outdoor motor give aways.

Small Turnouts For Warner Bros.
 SLIDELL, La., May 17.—Warner Bros.' Circus played to two fractional houses here Tuesday (6). Fire department was the auspices. Acts with the show, some of them joining only recently, include Sparton Family, De-Riskie Family, Wells Duo, Geddes Duo, Archie Silverlake, Jay Davis Wild West and Joe Hodgins.

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Salinas, Calif Expects 500,000th Rodeo Fan June 19

SALINAS, Calif., May 17.—The 500,000th patron is expected to attend the California Rodeo and Horse Fair on opening day June 19. The event has pulled 492,995 paid admissions since it was started 43 years ago. The rodeo is a four-day affair.

According to F. E. Dayton, CRHF president, advance ticket sale and requests are far ahead of 1951. The opening day is anticipated as a record breaker as a new drive was given the pre-rodeo program by the releasing of 2,000 tickets to local merchants to be disposed thru their own channels. The opener will also feature the selection of the championship cowgirl of the State with 40 girls from every section of California competing for the title and a \$500 scholarship. Other awards include a trip to New York and Boston and appearance in Everett Colborn's rodeos here.

Participants in recent years included Casey Tibbs, Dan Poore, Pete Crump and Slim Pickens in the arena, and Shirley and Sharon Lucas, Pat Ommert, Fay Blessing, Buff Brady, Vern Goodrich and Smoky Chism in trick and fancy riding on the track.

Approximately 250 top ranking cowboys will compete for \$13,800 in prize money. Some 200 horsemen and horsewomen will vie for \$3,450 in track prizes.

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GIVE TO DAMON RUNYON CANCER FUND

Out in the Open

Art Briesa, of Thearle-Duffield Fireworks Company, Chicago, was the subject of a two-column headed Page 1 feature in the Memphis Commercial Appeal during the recent Memphis Cotton Carnival, at which Briesa again directed the fireworks programs. Joe Simond, one-time bandsman with the Ringling Barnum circus, was an almost daily visitor to the Royal American Shows during the Cotton Carnival. Simond is manager of the Ritz Theater, Memphis, but prides himself loose from Memphis each year to visit the Ringling show somewhere along its route.

D. Royle Francis, Yonkers, N. Y., who, for the last 10 months handled promotions for the Southern Labor Journal, Tampa, has been called to Hartford, Conn., to guide promotional sales for the AFL year book. He will headquarter there.

Quick magazine is preparing an article on amusement parks highlighting Julien Norton's Lake Compounce funspot at Bristol, Conn.

Fred C. Murray, general manager of Interstate Fireworks Manufacturing & Display Company

stationed at the Bridgewater, Mass., plant last week was the guest of Dorothy Dale on Station WBET, Brockton, Mass.

Mr. and Mrs. Charles Zemaier and son Jack, of the Chicago booking office, drove to Windsor, Ont., Tuesday (13) where they caught the night show of Garden Bros' Circus and stayed over for the following day's matinee.

J. M. Dean, secretary of the Mississippi State Fair Jackson, and Pat Ford, concession superintendent of the Arkansas Livestock Show, Little Rock, were among visitors to the Royal American Shows at the Memphis Cotton Carnival.

Hemet, Calif., Sets Egg Contest

HEMET, Calif., May 17.—An egg-laying contest for G.L.-owned hens will be a feature of the 1952 Farmers Festival of Riverside County which opens here August 27 for its first six-day run. Event closes Labor Day.

The competition is limited to students who are now, or have been, engaged in Veterans' I-O-N-F program. Pens of six birds will start the two months campaign July 1. At the three-quarter point, August 13, the 15 leading pens will be moved to the poultry building to compete in the finale for cash awards of \$275. Winners will be determined upon income over feed cost.

The contest is being directed by Morris Furell with E. R. Denbigh, regional supervisor, and Max Kipf, special supervisor of the State department of education, and instructors of veterans' classes from Southern California.

Clarinda, Ia., Preps New Bldg.

CLARINDA, Ia., May 17.—Page County Fair broke ground here this week for a new 80 by 100-foot exhibit building that will include a new livestock show ring.

Edward Winter, Hepburn, and J. H. Stimson, Clarinda, have been appointed co-chairmen of the building committee.

Dressing Room Gossip

Kelly-Morris

Rain and cold had little or no effect on business the past week which came thru with extremely good houses. Best day was Davenport, Ia., with three shows being given, while Belle Plaine and Burlington, Ia., and Milan, Ill., furnished us with packed houses. Paul Kelly with several assistants and many of the former Cole show animals arrived in Davenport, Zebras, llamas, camels and small burros are making tournament now. Smiley Dalley also joined, clowning and doing a bicycle act. Danny Nance came on recently and he and wife, Peggy, are additions to Garland Entry.

Jack Mahon is now working Liberty horses. Jo-Bernie Morris visited and rode in entry, menage and worked Baby Jewel. Bob Moore is straight man in the clown gags. Roy Hershberger does a good job filling in the menage number when necessary. Mrs. Elizabeth Bennett has been busy selling tickets and keeping records straight. Minnie Lightie continues to surprise us with special dishes at the cookhouse. Writer and Bob Moore had a riotous time trying to load the zebras in Burlington.

Due to a small lot in Belle Plaine, Ia., show set up Side Show and menagerie tents, using them as canopies, with acts working outdoors a la 101 Ranch. Performance was considerably shortened there due to truck containing one Liberty act, ponies, dogs and monkeys breaking down. Luckily, Pat Kelly had the high-diving dog with him in the trailer that day. The 10-mile jump May 9 was a pleasant experience for us, since jumps have been long all season. Visitors included Ed Freeman, CFA; Beatrice and Edmond O'Driscoll and Raymond Duke.—JOE HODGES HODGENT.

Kelly-Miller

Our longest move so far this season, 85 miles, was accomplished and everything up and ready to go in plenty of time. The Skating Carltons have had their share of bad luck. Their bus burned out a bearing and had to be left in a garage for repair overnight. In Dalhart, a gasoline stove explosion did slight damage to their living quarters and Mary suffered slight burns. Billy Griffin and Tommy Bently were the volunteer firemen who succeeded in quenching the blaze.

Hope McLennan was accidentally kicked by a horse. Altho she was out of the pitgroom for the rest of the evening she was back in the show the next afternoon. Bill Bailey, clown, returned to his home in Memphis. Jeanette and Kitty Coleano are practicing cloud swing. Benny Ross is practicing new trampoline routines, including full twisting forward somersaults. Little Barbara Jane Miller is featured in the center ring in the swinging ladder display. Shirley Logan is expecting her brother, Peter Linderman to join us soon as school is out. Chief Eagleman and family are proving popular in the concert with their bow and arrow shooting and tribal dances.

Harry Rooks is confined to the hospital in Clinton, Okla., and possibly will have to undergo surgery for the amputation of his thumb, which was severely lacerated by a chimpanzee in winter quarters. Patricia Anne, daughter of Tommy and Bonny Chamberlain, celebrated her first birthday. Whitey and Mary Thorne were visited by the Ike and Kelly Smith families and by Lawson and Willie Keys in Binger, Tex. Other visitors were Doctor and Mrs. Nelson, CFA, of Princeton, Minn.; Mrs. Jack Hoxie and daughter, Patricia.—FRANK M. CAIN.



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Cedar Point Sets Full Schedule As Schneider Predicts Big Year

SANDUSKY, O., May 17.—With opening less than a month away, Cedar Point on Lake Erie is active as workmen ready the sprawling resort for its 70th season. D. M. Schneider, general manager for the third year, said that advance bookings of picnics, conventions and other outings indicated an even better season than was chalked up during 1951. On opening day, June 14, 500 or more representatives of the Ohio Farm Bureau Insurance Companies will converge on the Point for a three-day convention. An estimated 1,800 members of the Ohio Trustee and Clerks Association will move in for three or more days soon after. The Ohio Jaycees, Knights of Columbus and Elks are all slated to hold State-wide confabs at Cedar Point, the latter two being repeats from former years. Several other large conventions have been booked by W. H. Evans, public relations manager, but dates have not been set yet. Largest picnic of the season will be July 12 when some 20,000 employees of the Westinghouse Corp., Mansfield, O., and their families come to the Lake Erie park. The same month nearly 20,000 kids and their parents are to visit the resort as the result of promotion by the Eastmond Dairy Company, Sandusky. This will be the third year for the dairy day. The Ric-Will Company, Barberton, O., has reserved 500 rooms at Hotel Breakers for a two-day outing of employees and their families. A special train will bring the group with fare and other expenses paid by the company. This also is a new booking for the resort.

Air Club Flies In
Besides the Farm Bureau group on opening day, 15 or 20 plane loads of people from the Aero Club of Indiana will fly to the resort for a week-end outing. On the same day the Cary Crane Shop of Sandusky will stage a bathing suit and sports-wear style show.

Schneider also announced plans for a weekly photographic contest for amateurs. Snapshots taken anywhere on the resort grounds will be judged for human interest. Various merchandise awards will be presented to weekly winners and the best photos will be displayed in a large showcase on the midway. The showcase is to be large enough so that appliances or other large items might be shown as a tie-in with picnics or conventions being held that week.

Jose Gonzalez, 9, will represent Cedar Point in the Sandusky Soap Box Derby contest July 28. E. S. Starn, concession manager, said that the Z and Z Enter-

ONE TIME HE SHOULD HAVE STOOD IN BED

AGAWAM, Mass., May 17.—What happened to Arthur Abbott, the frozen custard man of Riverside Park, shouldn't have happened to a horse—or a man—but did!

En route to the recently run Kentucky Derby, in which his horse, Blue Man, was entered, Abbott smashed a brand new car beyond repair, sold it on the spot and bought a second-hand one to continue the trip. In the accident, his wife sustained an ankle fracture.

At the turf classic, he watched his hopeful come in third and winced when he heard a wag say "Blue Man ran a 16th of a mile more than any other horse."

Arriving back at his Rye, N. Y., home, Abbott found the place had been torn into a shamble by thieves. The next morning his teeth began aching. You guessed it—four of 'em yanked that afternoon.

To top the whole thing off, when Abbott returned to the park he found that both his stands were shut down tight; it seems there had been a storm.

prise had erected a new Eli Ferris Wheel to replace an old timer with caged seats. Mr. and Mrs. Burt Marcey are now setting up a Little Dipper after operating last season at Myrtle Beach, S.C. Fred Tillman, Cleveland, plans to operate a Motorcrome at the resort this year, the first here in about 20 years.

Rene Zouary has made arrangements to put in a "Ripley Believe It or Not" show in the

Parks, NAAPPB To Push Picnics At NIRA Confab

ROCHESTER, N. Y., May 17.—The National Industrial Recreation Association convention will open here Monday (19) for a three-day session. Discussions will include opportunities for staging industrial picnics at amusement parks.

Exhibitors at the convention will include Roseland Park of Canandaigua, N. Y., Riverview Amusement Park of Agawam, Mass., and the National Association of Amusement Parks, Pools and Beaches. Paul H. Huedepohl, NAAPPB secretary, will attend the convention. NAAPPB is a member of NIRA.

FIGHTS FIRE WITH FIRE

Olympic Preems Free TV Theater

IRVINGTON, N. J., May 17.—A new approach to the increasing problem of TV's inroads into the commercial entertainment field will be given a tryout today at the opening of Olympic Park.

Robert Guenther, manager of the funspot, has converted a roller skating rink into a Television Hall which will make available to all patrons free, simultaneous showings of programs from the seven video stations in the New York metropolitan area. Guenther's aim is to use the competitive medium as a drawing card.

"another free service such as our 4-act shows and band concerts." The theater is divided into seven spaces, each with comfortable seating, and each with a big-screen receiver locked to a single channel. Patrons who want to see different programs need only change their seat location. The location's advertising stresses the idea that no one need stay home

Emerson Farm Builds Kiddie Circus Train

NEWINGTON, Conn., May 17.—Emerson's Wild Animal Farm here will have a tractor-drawn Circus Train ride for youngsters in operation soon, according to William J. McGeown, executive secretary. The ride will mark another step in the spot's plan to carry out a circus theme.

Kiddyland Zoo, which was built last season, will be continued this year, he said. It is operated as a portion of the animal farm layout.

New animals this season include 30 alligators, a coati-mundi, sooty mangabays and a large bull sea lion. All cages are painted circus red and an old hand-carved cage wagon formerly on the Barnum & Bailey show is spotted on the grounds. It houses a lion.

The spot, owned by Ralph L. Emerson, now is in its third season.

spot where he formerly had the Bouquet of Life walk-thru. The Cancer Society will share in proceeds from Zouary's show. Robert Arndt plans to set up a Stratagone concession.

Hayden Fouts has a new concrete and glass block souvenir stand under construction while Dallas (Dutch) Biechele is building a custard stand. A concrete block building is going up along the midway to house a 40-table fascination game to be operated by John T. Gibbs of Hollywood. Albert Fresch has a modernistic game stand almost finished and Doc Gouldie will operate a grocery game.

No Flood Ills
Despite the high water which has been a headache to other resort ops on the Great Lakes, the Cedar Point beach is nearly as wide as ever and is in tip-top shape at present. A new beach-level entrance has been made into the bath-house, eliminating the necessity of climbing stairs as in the past.

Free square dancing was so popular last season that Schneider has added a third night to this feature, with Wednesday, Friday and Sunday nights being set aside for the folk dancers. On Tuesday and Thursday nights there will be free round dancing on the lower floor of the Coliseum. Upstairs ballroom will be open on Saturdays, with a local orchestra playing.

Redecoration of the 1,000 room Hotel Breakers is still in progress and its parking lot has been enlarged to handle 600 cars.

to see his favorite program; see 'em all at the park.

Opening week at the Olympic will also highlight a free, four-act bill featuring Buddy's Greyhounds, Eve Walker, trapeze performer; the Oliveras gymnasts, and the Three London Girls, jugglers. Joe Basile's band backs the show and also plays afternoon and evening concerts.

Portland Spots Score Heavy Opening Takes

PORTLAND, Ore., May 17.—Managements of Portland's two funspots, Jantzen Beach and the Oaks, this week reported season opening-business improved over that of a year ago. Better weather was credited for part of the better showing, but willingness on the part of customers to spend was noted.

Jantzen launched daily operation with opening of the pool Saturday (10), and Manager Erie G. Swanson said pool patronage was "easily four times" that of opening day a year ago. General attendance was slightly above a year ago, when the opener featured a heavy crowd-puller, Journal Junior Day. Swanson said other effective attractions this year are the midjet and hardtop races, billed Thursdays and Sundays.

Crowds found a noticeably re-modeled park several thousand dollars having been spent in remodeling the Funhouse, changing rides, overhauling some of the bigger rides, setting up new midway facilities and general refurbishing.

Swanson said Jantzen is expanding its picnic program this year, principal feature being to induce neighboring towns to take over picnic facilities for a day.

At the Oaks, Manager Robert Bollinger estimated opening-day crowds to be 50 per cent above a year ago. "This was a good opening as I can recall," he said.

First day featured a special

SHAPED UP PRETTY WELL

ATLANTIC CITY, May 17.—The resort's Miss America Beauty Pageant got more publicity last year than the World Series, according to Lenora S. Slaughter, executive director of the pageant, who reported this week to the show's sponsors. She declared that the beauty show last year rated more than 11,000,000 lines of publicity thruout the country.

Rain Again Smacks East Fun Centers

NEW YORK, May 17.—Eastern funspots went thru another wash-out last week-end, the second in the just-begun season. Rain turned both Saturday and Sunday (10-11) into almost total blanks for the amusement centers up and down the Eastern seaboard and particularly around the New York area.

Only joyous note came from Rockaways' Playland where Dick Geist said that the week-end earnings soared some 20 per cent over last. Geist remembered, however, that the corresponding week-end a year ago, was little better than last week-end, insofar as weather is concerned.

Most spots have special promotions set up for this week-end and the early weather predictions are good. Spending to date on balmy days has been good—far ahead of last year.

Capt. Video on Palisades Bill

PALISADES PARK, N. J., May 17.—Rained out here three weeks ago, Al Hodge, TV's Captain Video, and his Video Ranger sidekick, Don Hastings, made a return p.a. today to meet their moppet fans and to be honored by the mayors of three North Jersey communities.

The heroes of Channel 5 received citations from the mayors of Edgewater, Cliffside Park and Fort Lee.

deal on rides, 12 for 99 cents. Park continues a free gate policy. A new ride, Kiddie Flyer handcar, has been installed.

Bollinger said picnic bookings are ahead of those of a year ago. Principal improvement has been restructuring of the midway and paving of the center picnic area.

Detroiters Ready Ballrooms; Weather Hampers Business

DETROIT, May 17.—Cool weather and showers hampered business at funspots here this week. Most park activity was pointed toward full-scale openings within the next two weeks. Edgewood Gardens, new ballroom at Edgewater Park, will get into action May 23, with Elliott Lawrence and his orchestra. The structure, used as a roller rink in recent years, has been enlarged and refurbished at a cost of about \$40,000. New patio overlooking the River Rouge is designed to seat 1,500 at tables. Ballroom capacity is set at 4,000.

Name band policy will call for a flexible schedule, with some bands in for three, five or seven days. Exact price was not disclosed, but park management stated that the highest figure ever paid by a ballroom for a week's stand by an orchestra was involved in the spot's booking of Vaughn Monroe for seven days in July.

MAY BE FINED

Philly Steps On Its Own Blue Laws

PHILADELPHIA, May 17.—The city itself faces a snag in operating Crystal Pool, Woodside Park, come July 1 in that it may have to fine itself \$10 because it will be violating the old Blue Laws which a righteous legislature enacted back in 1794. The city has the park pool under lease and intended operating it daily on a small-fee basis until Assistant District Attorney Joshua Ellberg accidentally discovered that Woodside Park has been paying a \$10 fine and \$3 court cost every week for violating the Sunday amusement law.

Ellberg happened to be sitting in on hearings before Magistrate Thomas Donnelly when a messenger arrived with the park manager's regular fine and costs payments. He became curious and learned that this has been going on for many years. The business of operating an amusement park on Sundays is not an indictable offense, so the hearing is considered held each week and the fine paid.

Recreation Commissioner Fredric R. Mann said, when he heard of the procedure that he would have no law violation at his department, which includes the Woodside Park pool. He had in mind to make certain charges, including the nominal one for towels.

"But if any charge is in violation of the Blue Laws, we'll drop it," he said. "Everything will be free if it has to be that way, tho I see no sense in it, since other pools operate on Sundays and charge fees of one kind and another. For that matter, it doesn't make sense, anyhow, since Sunday baseball and movies at full admission prices are permitted."

LeSourdsville Cincy TV Push

CINCINNATI, May 17.—A concentrated campaign publicizing Lake LeSourdsville, near Middletown, O., has been launched on WLW-TV, Cincinnati, according to station officials.

Utilizing a seven-day-a-week schedule of spots, special announcements and identification announcements, the resort is plugging both its attractions and directions for reaching the park in the campaign, used in conjunction with newspaper advertising.

A Post Day, in co-operation with the Cincinnati Post, will be held early in June. Taped from the cast of WLW-NBC-TV's "Midwestern Hayride" will appear.

At Walled Lake, the independently operated ballroom will open its season this week-end with Johnny Desmond and his orchestra. This spot will operate on week-ends only June 16, when the full-week policy goes into effect.

First Detroit area funspot to get into full-scale operation was Motor City Park which opened last week-end. Detroit Kiddyland, an adjunct of the West Side Drive-In Theater, now is in full operation with advertising this season being independent of the theater.

Jefferson Beach this season is using a "bargain night" with reduced prices on all rides for Tuesday nights.

Picnic booking and promotion is getting strong emphasis from local parks this season. Edgewater has signed one or more major picnic groups for every week-end in the season already.

Dressing Room Gossip

King Bros.-Cristiani

Overcoats are out and the Dutherm stoves are working overtime in our trailers as cool weather overtook us in Pennsylvania. The Phil Dotos have purchased a trailer.

Lewistown provided the tightest lot of the season and the muddest so far. Most of us had to use the elephants to get off. R. A. hand table waiter took his annual vacation in Pittsburgh recently. The 180-mile jump from Greensburg to Lewistown was made enjoyable because the show was routed over the famous Turnpike. Most of the folks had never been on that highway before. Sheik Lawrence liked it so well he parked his trailer on the side of the highway and spent a day there.

One of the fine acts is Daviso and his high school horse, Play Boy. Horse reflects the five years Daviso has spent in training him. Other specialty horse acts in the show are worked by Ann Sutton and Jim Conway. Red Dingles and Nollie Tate are doing a clown dance number. Jake Mills visited in New Kensington, Pa. Mr. Kline and his father, "Sawdust and Spangles", fame, visited in Greensburg. Clark Queer has been on for several weeks. Biggest laugh in our parade is Jenny midgett clown mule.—HARRY THOMAS

Rogers Bros.

Padueah, our first stand-in Kentucky, gave us two good horses. Jean Nelson was bitten on the hand by one of her dogs and was out of the show for two days. Lou Walton, producing clown, has some new numbers.

Bobby Hammik's parents motored from Texarkana to visit. Pop Hensel and James M. Cole with his three elephants spent a day with us. Cole was on his way to Chicago for an appearance on "Super Circus." They renewed acquaintances with a number of old Sells-Floto and Hagenbaek & Wallace people on this show. Bennie Kenner, who trouped with the writer on Kay Eyes, and Ruby Kenner visited. Ben Thomas also was a recent visitor.—BUCK LEARY.

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HAGEN-WALLACE & RING Circus
Staunton, Va., May 20; Warrasboro, N.J.; Marlborough, 22-23; Winchester, 24, then as per route.

Ringling-Barnum

New York stand was very good. For our first moving night we had a downpour and heavy wind, but when we reached Boston all was clear and bright. Run into Boston was made in good time with trains arriving in the early afternoon. Most of the performers took advantage of the night off to take in some movies. The writer and husband spent an enjoyable evening with Fr. Ed Sullivan at the Marlboro Country Club, where he gave one of his circus lectures and showed his circus movies. Fr. Ed is a wonderful ambassador of good will for all circuses as he gives his hundreds of movie talks throughout the year around New England.

The Kellogg Cereal people were in New York and our leading clowns posed for advertising of their products. Charley Bell hit the jackpot when he appeared on the TV show "What's My Line," and stumped the experts as to who he was and what he did. Guessed him as everything but a circus clown. Dolly Copeland celebrated her birthday with a dressing room party. Genevieve McCarty closed and will return to Sarasota for the summer. Felix Adler made his yearly trip with Fr. Ed to pick up a new baby pig for his clown act. Vern and Dorrie Orton visited before leaving for Europe. Daily Spanish and English lessons are a popular pastime around the show with so many new Spanish acts this year. Dorothy Durbin is learning fast so she can converse with the all Mexican flying act she is working with.

Visitors: Libby and Mike Hollander; Helen Charley and Marshall Geiger; Helene and Max Forgeur; Kathy Kramer, Sue Fox, Keith Brecken, Phil Fein, Florence Tennyson, Mr. and Mrs. Emil Pallenberg and daughter and son-in-law, Mr. and Mrs. Pat Blumberg; Mr. and Mrs. Smith, Mr. and Mrs. Jim Tomlinson, Pat Warner's sister and husband.—MARY JANE MILLER.

Hagen Bros.

In Macon and Monroe City, Mo. we were plagued by soft, muddy lots and all day rains. Almost everything had to be pulled off the lots, but two shows a day were given to good crowds. Coming from Springfield to Decatur, Ill., the canvas truck had an accident and we showed without a top. Because of bad health, Side Show magician Frank Webb was forced to remain in Springfield for treatment. His partner, Lloyd Senter, went with him. In Springfield most of the showfolk saw "The Greatest Show on Earth" beyond the Duke is now on the advance. Tommy Arenz went to Peoria to visit his sister.

The clowns' barber shop gag is a production number now. All the tools, barber chair, buckets, barber pole, and other paraphernalia are painted bright red and white and the clowns wear red and white wardrobe. Recent visitors included Carl Woolrich and his band, Mr. and Mrs. Oscar Haas; Brownie, Josephine, Myrna, Franklin, Melvin and Jimmy Silverlake; Win-nester Townsend; Phil, Doreen and Rudolph Enos; Mr. and Mrs. Gay Billings; Eve Davenport's parents; Mr. and Mrs. Fred Stock; Frank Letour; Mr. Donovan, former legal adjuster on the Beatty Show.—JOHN TOY.

Cole & Walters

First celebration of the season was Mr. and Mrs. Herb Walters' 33d wedding anniversary, May 8. It was celebrated in the cookhouse with chicken, steak, etc., prepared by Tillie Keep. The Walters were presented with a 52-piece silverware set from the personnel. It also was the wedding day for Shirley Cole, daughter of the Walters, to Charles Rex. They presented them with a new '52 Chevrolet truck as a present. They are building living quarters on the truck, supervised by Mr. Walters. Joe and Rosie Wright are practicing between shows of a double ring act, instructed by Jack Jackson. Shorty Wells is working in a comedy juggling act with the writer. Harizel Wells' wife and twin sons are scheduled to join soon. Billie Reynolds' pet monkey, Chee Chee, died recently. Newman Troupepe Wayne, Marge and Phyllis, are presenting a new riding act. Ernie and Gladys Wiegand are making their second season with this show. They keep Al Conner busy, painting for the daily well-filled banner line. The Jacksons have flashy new green wardrobe.—AL CONNER.

Polack Eastern

En route to Austin, Tex., the train gang experienced everything from a train wreck to traveling with a broken-down Diesel engine. However, the train was only a few hours late in arrival. Cut-ciolo Zoppa took delivery on a new trailer. Austin was Shrine-sponsored and was handled by Ralph and Evelyn Heller and their crew and phonemen.

Show performed in the City Coliseum. Eddie Anderson is looking forward to the date in Corpus Christi, Tex., his home town, and a visit with his family. Willie Robbins' sway pole was badly bent while the prop crew was erecting it but he missed only one performance. Bill Naylor set many radio and newspaper interviews during the stand.

Henry Barrett visited from Corpus Christi and Harold Breckenridge has rejoined for the season. Mr. and Mrs. Les Yates are the guests of Harriet and Nate Lewis for the next few weeks. The writer trained West for a week's visit with his mother in Hollywood. Dick and Dorothy Berg motored in from their home in San Marco, Tex. for a visit. Sandy Dobritch celebrated his eighth birthday at a party with 13 guests. Betty Proper and Jess Yakes celebrated their birthdays on Mother's Day (11) and Frieda Wiswell baked a huge cake for the occasion.—BOB LORRAINE.

Clyde Beatty

Dr. Strayer of the American Red Cross at San Jose presented Clyde Beatty with a plaque in recognition of his outstanding Americanism. Presentation was made in the center ring. The Ericson Family, Dorothy Herbert, Colleen Alpaugh, Milonga Cline, Tommy and Kay Hanneford, Rube Simonds, James Linn, Johnny Mitchell and Karlo Wuebke worked hospital shows at San Jose.—(Continued on page 72)

More Dressing Room Gossip on Page 51

Mills Bros.

Our week in Western Pennsylvania brought out a flock of fans, friends and visitors, with possibly Washington the highest. Some of the many on hand there were Ray Markel, Charley Bender, Joe and Eddie Miller, Gay Hartman and son Robert, Mr. Thomas, John Jamison, Hallie Hastings, Leonard Sangston and daughter. The Togni-Boginos were entertained by the Alpine Club, Italian organization. Joe Farnum and Rodgers Dahl, of Buffalo, caught us at McKeesport, where sponsoring Kiwanians joined show personnel in lunch at cookhouse.

Harry Mills' Circus Cafe is the popular spot for meeting after the show. The Rod and Reel Club is forming, with Johnny Pugh again heading the anglers.

Chief Jim Red Hawk joined Billy Hammond's concert line-up at Steubenville. Flashy new uniforms give our front door chiefs, Bill Lee and Clarence Lusby, plenty of sparkle. Bill Watson, CMB and Ray Friesel, of Pittsburgh, clown at Liberty and Sewickley. Bill has modeled several new sleepers for his quarter-inch scale collection, naming one the Mills Bros. and the other after the writer. Otto Zang, veteran Pittsburgh fan well known to all showfolk, and his wife who celebrate their 50th wedding anniversary shortly, spent the day on the lot at Sewickley, where we again were sponsored by Al Von Hofen's Legion. A hospital show, at the Watson Home, was given wide coverage by newspaper photographers and also filmed for TV showings. Big Slim, the Lone Cowboy of Station WWVA, Wheeling, was Billy Hammond's guest at Washington. The program is making in zippy fashion under Bert Wallace's whistle and is down and loaded in mid-season speed now, with everyone in bed by 11:30.—JACK LA PEARL.

Polack Western

Packed houses marked the stand in Sacramento. Jimmy Rison and crew promoted the date. Rita Wallenda's sway pole act was a real ceiling zero number. Joe Lemke's chimp, Susan, is riding a high unicycle. Laurence Cross is turning out flashy new clown wardrobe for Rusty Benson.

Show members were guests at a party hosted by Johnny Jordan, Dr. K. Erick Lund, Dr. John M. Lund and Martin Bander. The Johnny Jordan was former circus trouper who now make their home in Sacramento. Among their proteges is Betty Bell, of the Ward Bell Troupe. Dennis Stevens and the Sherman Brothers have a twice-daily card session. Fred Merkle and Mike Brunni visited the grave of Gabe Floto. Glen Fishback, local photographer, took numerous photos of the show. Flo Newbury celebrated her birthday.

Members of the show's Isaac Walton League, headed by Ross Paul and Harold Ward, got the season off to a good start. Al and Judy Spiller have a new truck for their seals and penguins. Peggy and Mae McDonald have added a parade to their collection. On closing night the Shrimers treated the personnel to a buffet supper and a refreshments.—HARRY DANN.



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Under the Marquee

Tony Ramirez, musician with the Ringling-Barnum band reports that he and Gene Davis, percussionist with the Albany (N. Y.) Symphony Orchestra, recently visited the C. G. Conn musical instrument factory in Elkhart, Ind. The tour was conducted by Frank Reed and George Way, of the Conn sales department.

make up a classy booklet. Jake (Clown Cop Corrigan) Disch worked a Kenosha, Wis., theater in connection with the Ringling-Panamour movie, and also played a Madison (Wis.) movie theater. He was in a parade for "The Greatest Show on Earth" at Milwaukee, with the Great Jaxon, still walker, also in the line-up. Cliff Soubrier, clown on TV's "Super Circus," was formerly with stock and rep shows.

R. M. Harvey, now at his Perry, Ia., home, expects to be in Chicago early in June and is planning to catch several circuses. When the Shrine at Santa Rosa, Calif., decided against using ads in its program, Polack Press Chief Justice Edwards came up with special articles and pictures about the Western Unit's acts to

(Continued on page 72)

LONG-TERM PLANS URGED BY KINGMAN

Advocates Continuous Research, Increased Outside Gate Charges

GAINESVILLE, Fla., May 17.—A master plan of fairground development, long-term operation objectives, continuous good management and persistent research are the basic fundamentals for a successful fair, Frank H. Kingman, secretary-treasurer of the International Association of Fairs and Expositions said in an address before the Florida short course on fair management held here Sunday thru Tuesday (11-13).

In advocating plant development, Kingman told the executives "One of the basic things which every fair, large and small, should do is to have a master plan of its physical facilities. One of the greatest criticisms of every fair is, like Topsy, they just grew. No manufacturing plant or retail store is ever constructed without studying the layout of each department, and its relation to the whole. As an example, I don't believe that you would split your livestock departments in a number of different locations. You would concentrate them at some one location. And yet the opposite is done by some fairs."

A written long-term plan of operations also was urged by Kingman, who pointed out too many plans are in the minds of directors and managers and not in written form. "Keep your program balanced," he advised, and don't let one department overshadow another. He cited as a bad example one fair that spent 30 per cent of its money on a poultry show.

Mutuel Clerks See Overtime In California

SACRAMENTO, May 17.—Ruling of the California Racing Commission that fairs feature low harness racing, and that horse races daily has prompted the pari-mutuel clerks to seek extra compensation per day for every heat over eight. The figure is reportedly \$2 per race over the basic eight.

The overtime measure has not yet been approved by the fairmen. Under the commission's ruling there will be no less than 11 events per day with some days offering 12.

Scales in effect last year at the California State Fair was: Cashiers, \$19.80 to \$26.40 per day and sellers from \$16.50 to \$25.10. On the basis of \$2 per race over eight the annual now stands to pay out more than \$10,000 more for the nine days of racing.

Edmonton Ex Earmarks 20G For Roadways

EDMONTON, Alta., May 17.—Directors of Edmonton Exhibition Association approved a \$20,000 outlay to pave the main roadway between the grandstand and the Manufacturers' Building this year. Consideration also was given to surfacing the midway area and improving the drainage, James Paul, manager, reported.

A shortage of space for school exhibits at this year's fair was reported by one director. He was informed that plans were under way to make available some of the housing units on the grounds. There are 16 families on the premises, and the fair board plans to try to find them other accommodations.

President Lawrence Rye suggested an Alberta trade fair be held in conjunction with the exhibition. This was taken under consideration.

The fair board will present harness racing at the grounds May 24-28.

"It shouldn't be necessary to state that a fair should have good management," he declared. "One reason why most State fairs are successful is because they have full-time paid managers. I am firmly convinced, and no one is going to change my mind, that a great many county fairs are not successful or not as successful as they can be, because they have part-time managers and what is worse, lack continuity of managers. You can't continuously keep changing managers. In two of our largest Midwestern States the average annual turnover of fair secretaries is 17 per cent. Can you imagine operating any business this way?"

Fair directors, if they are good directors, should employ the best man possible, contract with him for a term of years, give him authority, and leave him alone, Kingman advised. "Unless you have continuity of management your percentage of errors will be high," he said. "Findings based on data accumulated over a period of years by a Chicago agency show that the average business executive is wrong 42 per cent of the time, with the best of them wrong 33 per cent of the time."

In urging that the fairs turn to research, Kingman pointed out that before any product is offered for sale its producer should be sure that it is a good product and something the public wants. He pointed out that hundreds of millions of dollars are spent for product analysis and merchandising studies and while he did not advocate that the fairs join in this spending, he urged they do a little hard thinking about their business.

Competitive Market
"I think that many of us fail to recognize that fairs operate in a competitive market," Kingman said. "We can expect a certain attendance because of our tradition and because of people's habits I believe that all of us have not reached many people who should be our customers. Don't forget that every year thousands of new people come into the market. We must continuously tell our story."

Troy Hills Program Set For Aug. Run

TROY HILLS, N. J., May 17.—The Morris County Fair, scheduled for August 19-23, will feature a mining shaft above ground as an exact replica of one 3,000 feet underground.

The fair management also has contracted for the U. S. Atomic Energy Commission's exhibition, "Atoms for Peace." The first Eastern showing of this exhibit is composed of 25 units and will cover 10,000 square feet of floor space. A prominent portion will be arranged as an educational course in Civil Defense, with technicians from the Oak Ridge atomic laboratories training young students who will then serve as guides and demonstrators.

For the youngsters, a two-acre plot will be devoted for use as a Boy Scout Camporee and a Girl Scout exhibit. The 4-H clubs will occupy some 8,000 feet of their own, and junior sportsmen will have an exhibit with the State Fish and Game Commission co-operating. Programs by teenagers will be given daily, each tied-in with themes of special significance: Women's and Children's Day; Civil Defense Day; Farmers' Day; Government Day, and International Friendship Day.

The strictly entertainment part of the fair will headline Clara-bell the Clown, 12 mechanical rides, the Scudder Marionettes, pony ride, acrobats, and a grandstand show. Admission for the latter will be scaled at 30 cents.

Children up to 14 years will be admitted free up to 8 p.m. on the first day. Adult tickets are priced at 85 cents, and youngsters from 10 to 14 will pay 40 cents.

MASS. FAIR EXECS PLAN NEW GROUP

Danziger Sparks Move to Form Southeastern Org

WEYMOUTH, Mass., May 17.—Under the blessings of Henry T. Broderick, Commissioner of Agriculture, Leo P. Doherty, director of fairs, machinery for the formation of the Southeastern Massachusetts Agricultural Fairs Association is under way. Idea for the new organization was sparked by Milton Danziger, vice-president of the Weymouth Fair at a recent meeting of Plymouth and Norfolk County fair people.

Danziger contends that sectional organizations have grass-roots appeal and can augment and supplement the activities of the State parent body, and in particular, help support legislative matters. SMAFA would claim jurisdiction for Suffolk (Boston), Norfolk, Plymouth, Barnstable, Bristol, Nantucket, and Duke Counties which hold approximately 36 per cent of the State's population.

Heading the organization committee is Henry F. Giguere, director of co-operating committee for the Weymouth Fair. He will be assisted by Frank L. Davis, Norfolk County agricultural agent, Joe Brown, Plymouth County agricultural agent, Mrs. Augusta Kay, secretary of the Whitman Grange, Veasey F. Peirce, well-known 4-H leader, and Fair Director Doherty.

Ohio Sesqui Climax Set For Columbus

AKRON, May 17.—Ohio State Fair, Columbus, will be the focal point, and climax the State's Sesquicentennial next year, with industry joining agriculture in exhibitions of products and progress. The announcement was made this week by Gov. Frank J. Lausche and Harvey S. Pritchett Jr., chairman of the Sesquicentennial Commission, following a Commission meeting here.

The Commission is inviting all business interests in the State to participate in the exposition, which is to be housed on land now being acquired to enlarge the fairgrounds. Firestone said that Ohio is one of the leading States in the Union in basic industries.

Those joined with agriculture, would insure an exposition that would attract thousands of out-of-State visitors, he said.

In addition to the Columbus celebration, the Commission has received reports of celebrations to be staged at local and county levels. Already 59 of the 88 counties have organized committees to carry out celebrations, and it is expected that national recognition will be given the anniversary by issuance of a special postage stamp and Presidential and Congressional proclamations.

Medicine Hat Names E. V. Elford Stampede Secy.

MEDICINE HAT, Alta., May 17.—E. V. Elford has been named secretary of the stamped section of Medicine Hat Exhibition and Stampede, succeeding Joe Marsh, who resigned recently. D. A. Scholten is managing director of the fair and stampede, with Dr. Ted Slack as assistant and Lorne Thompson as stampede manager. President of the exhibition org is Mack Higdon. Herman Linder, of Cardston, Alta., is stampede arena director.

The show to be held July 17-19, will be officially opened by Provincial Lands Minister N. E. Tanner and the governor of Montana will be invited to participate.

Sixteen bands are expected to participate.

Fla. Short Course Draws Big Turnout

First Three-Day Confab Draws 70 Reps; Managers Vote to Repeat School in '53

GAINESVILLE, Fla., May 17.—Over 70 Florida fair executives turned out here this week for the first management short course conducted jointly by the Florida Federation of Fairs and the Florida Agricultural Extension Service. The three-day session, held at the University of Florida, was so popular with the fairmen that a similar confab was scheduled to be held here in May, 1953.

Topics discussed during the business sessions varied on all phases of fair operations and ranged from livestock to publicity. Beverly Grizzard, director of Florida State Advertising Commission, told the fair managers and directors that they were providing an invaluable service as showplaces for the activities and products of the State, district or county they represent.

Grizzard said that the fair movement had long been recognized as among the most fertile and effective means of reaching public interest and in capturing the attention of a special audience.

The program, which was presided over by K. S. McMullen, this city, included a panel on fair publicity with all phases of advertising and public relations discussed by Karl Lehmann, manager of the Florida Sportsman's Exposition; Russell Kay, secretary, Florida Press Association, and Henry Quednau, of the advertising agency bearing his name.

J. C. Huskisson, assistant manager of the Florida State Fair, Tampa, called upon the fair executives to use more imagination in presenting their displays and exhibits. He said the fairs had available a rich storehouse of valuable and colorful materials which readily lend themselves to dramatic display as educational exhibits.

Frank Kingman, secretary-treasurer of the International Association of Fairs and Expositions, and manager of the Brockton, Mass., fair, was the key speaker at the Federation's Sunday (11) dinner. He spoke on "Fairs are Important" and followed this up with another address on Tuesday on "Organizing and Building Your Fair."

"The Value of Fairs to State and Counties of Florida" was the title of the address given by H. G. Clayton, director of the Agricultural Extension Service, while J. F. Sparks, former carnival owner and now chairman of the midway committee of the Florida Sportsman's Exposition, spoke on "Midway Contracts and Operations."

Others on the program included C. M. Gay, State comptroller, who explained licensing of fairs; John A. Madigan Jr., assistant attorney general, who spoke on "Laws Governing Florida Fairs," and Claude L. Wolfe, president of the Central Florida Exposition, who talked on commercial exhibits.

South Jersey Preps Opener

CAMDEN, N. J., May 17.—Workmen are making final preparations for South Jersey State Fair and Exposition, which opens May 25 for an eight-day run that includes two Sundays and Decoration Day. Premium book has been mailed, and the Pepsi-Cola Company is distributing a million part-paid tickets thruout the area.

One of the featured exhibits, said Secretary Sam Burgdorf, will be a "Coins of the World" display. D. A. Collectors and coin clubs thruout the area have shown interest in the exhibit, and many foreign countries have sent collections for display. The collection, now under guard in the fair offices, will be moved to the grounds in time for the fair's opening. Harry C. Bradford, exhibit manager, reported that all commercial space has been sold.

The O. C. Buck Shows will again offer midway attractions. Owner Buck is a director of a Home Progress Show last fall, with many exhibitors in that show again taking space.

A panel discussion on youth activities was conducted by W. W. Brown, Harry Woods, Lucy Lang and Lorene Stevens. Another open forum on livestock and poultry shows included C. W. Reeves, O. F. Goen, J. E. Pace and J. S. Moore.

In addition to the Sunday night dinner, a second informal dinner was held Monday night. Entertainment at the latter included two films, "Where Florida Meets the Future" and "The Texas State Fair" and an illusion act by Sheldon Waldman.

The program committee, in addition to McMullen, included J. C. Huskisson, Dr. J. Wayne Reitz, provost for agriculture at the University of Florida; Phil Lacey, Florida Citrus Exposition, Winter Haven; H. G. Clayton, director, Agricultural Extension Service, University of Florida, and C. T. Bickford, manager of the Central Florida Exposition, Orlando.

Shelby, Mont., Sets Varied Attractions

SHELBY, Mont., May 17.—Marias Fair, which will open its four-day run here July 24, has lined up one of its most varied attraction programs in years, according to Clifford D. Cooper, secretary-manager.

Mike and Elsie Smith's Northern Exposition Shows will provide the midway attractions, while John Funnick's rodeo will be one of the main grandstand attractions, along with pari-mutuel horse racing. Night show in front of the stand is being produced by Williams & Lec. St. Paul, with nightly fireworks by Thearle-Duffell Fireworks, Inc., Chicago.

The rodeo will run the entire first days with tallion hand-piling mickie chores and featuring S.M. Picken's fighting bulls. In addition to daily awards of money and over-all, champions in the five events will receive a pair of cowboy boots.

The horse race program boasts a purse of \$5,500 and features the Oitfield and Tommy Gibbons handicaps. Winners of the latter events also will receive woolen cooler blankets. James E. Woodward, Vancouver, Wash., is racing secretary, and Earl H. Harrill, Las Vegas, Nev., presiding steward. As an added attraction, Gene Holter, LaBabra, Calif., will bring his racing ostriches to the fair.

Opening day, July 24, will be kids' day. Free tickets to the outside gate and bleachers are being provided school children by the First State Bank here, and rides will be pegged at 9 cents. Second day will be 4-H and FFA Day with the Toole County State Bank hosting the rural youth with free duets.

The Scottish Pipe Band from Letbridge, Alta., will also be on the grounds to provide entertainment.

Shriners Launch Bridgeport Expo

BRIDGEPORT, Conn., May 17.—The five-day Shriners 1952 Exposition and Spring Fair, opened Friday (16) at Pleasure Beach. A street parade started the exposition.

The three largest buildings at Pleasure Beach Park are being used. Industrial exhibits are set up in the ballroom, farm exhibits in the skating rinks and wild life and garden displays in the pavilion. Features include a horse show with 100 horses and riders scheduled to participate, and a tent city, erected to house outdoor exhibits.

Decision to stage the event was based on the Shrine's successful presentation of a Home Progress Show last fall, with many exhibitors in that show again taking space.

Board Stages Scioto County Civic Pep Meet

LUCASVILLE, O., May 17.—Opportunities of civic and service clubs to participate actively in the county fair were outlined Thursday (8) night at a banquet in Second Presbyterian Church here.

Robert S. Jones, assistant State director of agriculture in charge of junior fair work, and Byron P. Sandles, manager of Clark County Fair, Springfield, were principal speakers.

Scioto County Fair Board sponsored the banquet to offer local organizations an opportunity to share in fair activities. Representatives of fair boards of seven near-by counties were among the 200 guests.

In his talk Jones reviewed the history of the 4-H movement, which is observing its golden anniversary this year. Ohio has 65,800 members, of which more than 1,200 are in Scioto County, he told his audience.

Sandles discussed the Springfield plan which built Clark County Fair into an outstanding annual. "It is the working together of all people that makes a county fair great," he said. "Civic and service clubs have many potential possibilities for community service. The fair board is not a social corporation. . . Fairs are educational and an incentive to boys and girls to work hard on projects for exhibition at the fair. Only the

(Continued on page 73)



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Secretary-Treasurer, Bowie County Fair Association, New Boston, Texas.

Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended May 17.

The complete list of Fair Dates was published in the issue dated April 12. A copy of that list may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- CONNECTICUT**
Haddam Neck—Haddam Neck Fair Assn. 18-19, Haddam Neck, R. D. 1, H. Hampton.
- INDIANA**
Aucutt—Aucutt Farmers' Fair, Oct. 2-4, Charles Klingschneider.
Bloomington—Monroe Co. Fair Assn. Aug. 19-27, Guy Baker.
Brazil—Clay Co. Fair, Aug. 12-18, R. D. McElragan.
Brookston—Franklin Co. 4-H Fair, Aug. 5-8, Mrs. Clyde McCracken.
Centerville—Wayne Co. 4-H Club Fair, Aug. 1-4, Mrs. James Caldwell, R. 2, Connersville.
Covington—Paulina Co. 4-H Club Fair, Aug. 17-21, Robert Wagner.
Frankfort—Clinton Co. Fair, Aug. 17-23, Archie Snodgrass.
Franklin—Johnson Co. Free Fair, July 1-12, Russell Voss.
Franklin—Johnson Co. 4-H & Agri. Fair, Aug. 1-7, Ernest E. A. Wisner.
Greenfield— Hancock Co. 4-H Fair, Aug. 12-14, Elaine Edwards.
Greenville—Deer Co. Fair Assn. July 22-25, Mrs. Otto Enos.
Greentown—Howard Co. 4-H Fair, July 21-Aug. 2, Rev. George Brader.
Hamlet—Starks Co. 4-H Fair, Aug. 6-9, Tom Bell, R. 1, Knox, Ind.
Huntingburg—Dubois Co. Fair Assn. Aug. 4-9, Kermit R. Ruitker.
Huntington—Huntington Co. 4-H Fair, Aug. 11-14, Howard Thompson.
Lafayette—Tippecanoe Co. 4-H Club Ex. 18th, Aug. 11-13, Mrs. Sarah J. Norris.
Buck Creek.
Lyons—Community Club Fair, Aug. 26-30, Foster.
Marion—Morgan Co. Fair Assn. Aug. 15-19, W. J. Hardy.
New Castle—Henry Co. 4-H Club Exhibit, Aug. 4-7, W. D. Smith.
Oakland City—4-H Fair, July 28-Aug. 2, Edna P. Edwards.
Peru—Miami Co. 4-H Livestock Assn. Aug. 5-9, Richard Case.
Rechtel—Polk Co. 4-D Fair Assn. Aug. 5-9, Bill Hadley.
Rushville—Rush Co. Agri. Assn. July 26-Aug. 1, Ernest E. A. Wisner.
Shelbyville—Shelby Co. Fair Assn. Aug. 3-6, Ralph S. Briggs.
Sullivan—Dubois Co. 4-H Assn. Aug. 7-9, Edna P. Edwards.
Swager—Grant Co. 4-H Club Fair, Aug. 12-16, Cur. E. H. H. Martin, Ind.
Warsaw—Kosciusko Co. Fair Assn. Aug. 11-16, Henry Butler.
Williamsport—Warren Co. 4-H Fair, Aug. 12-18, Mrs. Cash Clawson, R. 4, Attica.
Winamac—Paulina Co. 4-H Fair Assn. Aug. 11-13, Malcolm Leavac, Franklinville.
Windfall—Tipton Co. 4-H Fair, Aug. 5-7, Mrs. Beale Beckell, R. 2, Tipton, Ind.

(Continued on page 72)

Angels Camp Opens Gates For 3-Day Run

ANGELS CAMP, Calif., May 17.—The annual Calaveras County Fair and Jumping Frog Jubilee opened here yesterday for a three-day run. Talent for the shows is being supplied by the Lou Emmell Artists Service and the Hank Halstead Agency. West Coast Shows, managed by Ed Hellwig, are featured on the midway.

Acts booked here include Alexander Bros., vocalists - guitarists; Lamarr and Poppy, comedy knockabout; Kathy Kay, accordionist; Ford and Harris, dancers; Laine and Crawford, acrobatic novelty; Deirdre, violinist; Johnny O'Brien, harmonica virtuoso; Jimmy Jamerson, emcee, and comedy, and music of Verne Vincent and His Ambassadors.

Popo, the clown, is also featured. Program includes AAA sanctioned automobile races and a Palomino horse show, the latter a new feature.

Feature of today's program (17) was a stock horse contest open to animals from Tuolumne, Amador and Calaveras Counties. Contest includes five events for stock horses, cutting horses, trail horses, ring lancing tournament and musical chairs. Entry fee was \$10 for first three events, with \$7.50 added to purse, and \$5 for last two with \$2.50 added to purse. All of the added purse money is to be split 50, 30 and 20 per cent among first three winners.

Swift Current Expands Stand

SWIFT CURRENT, Sask., May 17.—Contract has been let for an addition to the grandstand at the Swift Current fairgrounds, to be ready in time for the Frontier Days Celebration, July 1-2. An addition will be made under the entrance will be made under the combined grandstands. Work also has started on a race track which will not be used until next year.

Texas State Offers \$84,367 Premium Money

DALLAS, May 10.—State Fair of Texas is offering total premiums of \$84,367 for the 1952 exhibitions, including \$77,774 for livestock shows, \$2,600 for the poultry department and \$3,993 for the women's department.

Livestock premiums are down somewhat from last year because of a drop from \$25,000 offered for 1951 Pan-American National Hereford Show to the \$10,750 listed for Pan-American Holstein Show, this year's livestock feature.

Livestock expo will include 27 breeds of beef and dairy cattle, horses, sheep, swine and Angora goats. Classifications are virtually the same as for last year, except that American saddle-bred horses have been dropped from the horse show and Patagonian and Shetland ponies have been added.

Premiums include: Beef cattle, \$17,200; dairy cattle, \$22,000; swine, \$9,152; horses, \$10,340; sheep, \$2,977; Angora goats, \$850; junior livestock shows, \$14,905; special herdsman award, \$350.

Dallas premium book contains 212 pages, slightly larger than last year. It has a three-color cover and includes an eight-page picture section, the photographs this year being grouped together rather than being scattered thru the book as in previous years. The book also has a new format to make for greater utility and easier readability. The table-of-contents page has been worked over to make things easier to find. New format for the book is being developed each year. Next step probably will be to increase page size. A total of 7,500 books is being mailed.

Pan-American Holstein Show is the second show for the fair in which the Pan-American theme has been emphasized, with a view to promoting the expo with countries south of the border. Invitations to attend the show will be extended livestock breeders and government bigwigs of all Central and South American nations. Braniff International Airlines, headquartered in Dallas with routes all thru South America, is helping to plug show.

Weyburn, Sask., Sets Trotters

WEYBURN, Sask., May 17.—Harness horse races will be featured at the two-day Weyburn Exhibition this year.

Exhibition is a member of the Southeast Saskatchewan Racing Association, which allows only approved horses to enter its races to assure better competition.

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Hoof-Mouth Kayos Man. Stock Shows

Alberta Exhibitions Mutt Action, Predict Decrease in Animal Entries

REGINA, Sask., May 17.—Prevalence of hoof and mouth disease in Southern Saskatchewan, with its resultant ban on livestock competitions at fairs (throat the province also has been the signal for precautions in the neighboring provinces of Manitoba and Alberta.

Manitoba's Agriculture Minister F. C. Bell announced cancellation of all cattle, sheep and swine exhibits and sales at fairs in that province this year because of the outbreak in Saskatchewan. Move affects over 120 fairs, boys' and girls' calf club shows and fat stock shows in Manitoba.

In Alberta, directors of Medicine Hat Exhibition and Stampede gave thought to canceling their show but decided to carry on as scheduled, July 17-19, with livestock from Saskatchewan at banished. Directors made it clear that if the hoof and mouth situation worsens in Western Canada, they might still cancel the event. As a precaution this year, an official veterinary inspection will be made of all stock brought to the exhibition-stampede, either for exhibit or competitive purposes.

Ponder Cancellation

Directors of Edmonton (Alta.) Exhibition Association, meeting Thursday (8), discussed the possibility of canceling all livestock exhibits at this year's fair and the livestock committee was asked to check the situation and report to the directors within two weeks.

Several directors felt presentation of livestock classes "might be dangerous" and that there would probably be a great decrease in the number of cattle entered.

Announcing the ban on livestock gatherings in Manitoba, Agriculture Minister Bell said: "This is an unfortunate move, but it is something that has to be done." He termed the disease outbreak "a very real danger to Manitoba's livestock economy"

and said cancellation was recommended "in view of the many potential sources of infection, chief among which is the congregation of cattle, sheep and swine."

No Ban on Horses

The ban does not apply to horses.

Bell's announcement followed a meeting in Brandon of agriculture department officials and representatives of agricultural societies, fat stock shows and 4-H clubs.

The Manitoba Provincial Exhibition, in Brandon, will carry on this year despite the ban, according to Alex McPhail, president of the annual which is noted for its livestock competitions.

"We will have many other features to offer which will provide a real show for the Manitoba public, particularly the first annual Manitoba trade fair," McPhail commented.

Heavy and light horse competitions and a poultry show will be features. The machinery display at Brandon again will be a strong item. It is regarded as the largest of its kind in Canada.

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MANNING FORCES EYE THE FUTURE

Bogged Down in Mud, But Good Weather Will Hike Biz, Execs Say

NEWBURGH, N. Y., May 17.—While business has been far from good, it could have been a lot worse, execs the Ross Manning Shows opined here this week some two months after starting out in the Deep South.

The weather, principally, has been to blame for slim grosses and hefty, unanticipated expenditures. Crowds are okay and

spending indicates lucrative dates to come when the weather be-comes. Opening days here were dam-aging business, suffered. Weather started to clear up mid-week, however, and crowds and spending picked up. Outlook is good for a big wind-up.

A successful run here will add up to two in the win column for Manning. Initial good stand was registered last week in Jersey City, N. J. Manning was first in at both spots an advantage that has paid off.

Early Dates MSG

Show opened early in March in the South in a maneuver designed to pay off in earnings garnered from hefty hydrogen bomb plant expenditures in the vicinity of Augusta, Ga., and military installations thru the Carolinas. Cold, rain and general apathy on the part of the public turned the early weeks into nip and tuck endeavors, and it is unlikely that Manning will venture forth so early in the future.

In Richmond, Va., home town of Willie Lewis, business manager, a series of cheap lots and license fees promised good to excellent

(Continued on page 62)

Cold Weather Hits Stark Biz After Big Bow

Gets Concession Ex At Rockford, Ill., Centennial Cele

ROCKDALE, Ill., May 17.—Gold Bond Shows, here in their third week out of winter quarters, were getting just fair grosses due to cool evenings and rain in several instances. Business thus far this season, however, has been generally good and when the sun shines, per capita spending is up slightly over a year ago, according to Mickey Stark, owner-manager of the show.

Org opened at Creve Coeur, Ill., to warm, clear weather and raked up one of its best preem weeks on record. East Peoria, Ill., played last week was hurt by cool nights, Stark said.

Big grosses are expected at two early celebrations that will be played by the show this spring. These include the Rockford, Ill., Centennial Celebration, June 7-15, where the show has the exclusive on all concessions, and the North Chicago Fire Department festival, a nine-day stand that will include the long Decoration Day week-end.

The '52 fair route is little

(Continued on page 62)

Ida Skerbeck Passing Ends 50-Yr. Union

ESCANABA, Mich., May 17.—Mrs. Ida Skerbeck, 69, wife of Joe Skerbeck, of the Skerbeck Amusement Company, died May 11 in St. Francis Hospital here. Mr. and Mrs. Skerbeck were married in 1901 at Hinkley, Minn., and celebrated their 50th wedding anniversary last July 7.

Mrs. Skerbeck came to this country from Germany in 1900 and traveled with Skerbeck's Great One-Ring Circus. The Skerbecks remained in the circus business until 1906, at which time they went into the motion picture business, under various in the summer and in Power's Opera House, Hibbing, Minn., during the winter. In 1910 they had out Prairie Joe's Wild West Show and Hippodrome. They have been in the carnival business since 1911, when they began operations with a small unit.

In addition to her husband, Mrs. Skerbeck is survived by three children, Eugene and Pauline Skerbeck, and Mrs. George Greaser, and three grandchildren. Burial took place in the Skerbecks' home town of Dorchester, Wis.

Bad Weather Hits Hannum

LEBANON, Pa., May 17.—Bad weather still dogged the Morris Hannum Shows as it opened here Monday (12) after a 10-day run in Harrisburg, Pa.

In the first three weeks of operation, rain prevented the show from performing on all but five nights.

DALLAS SPACE ALL SOLD OUT

DALLAS, May 17.—All concession space for the 1952 State Fair of Texas, October 4-9, has been contracted for, Fred Tennant Jr., superintendent of midway and concessions, announced.

Never in the history of the Dallas fair have so many requests been received for space, Tennant said. He urged concessionaires to save time and money by not writing, wiring or telephoning.

Bill Norwoods Prep New Org

WAYNESVILLE, Mo., May 17.—Bill and Lucille Norwood, veteran outdoor showfolk, have organized their own show this year, Ozark Empire Shows, which are being readied here for an early June opening.

Present plans are to carry 5 rides, 3 shows and 15 or 20 concessions with a route in Southeast Missouri and Northeast Arkansas until cotton time. The org will then follow the old Gulf Coast Shows route, formerly operated by Frank M. Sutton Sr., father of Mrs. Norwood. Sutton is now retired and operating a night spot in Osceola, Ark.

Negro Lot Good For Ernie Farrow

Beale Street Site Yields Brisk Business During Cotton Carnival; Org Adds Dodgem

MEMPHIS, May 17.—Young Ernie Farrow tossed the wraps off his Wallace Bros. Shows here Saturday (10), launching the season on the Beale Street lot as the midway attraction for the Negro portion of the annual Memphis Cotton Carnival.

Combination of rain and cold hurt the first few days of the lid-lifting engagement, but the weather turned warm and clear Monday and business soared. Tuesday night (14) yielded a thumping business and Wednesday the midway was jammed. Prospects for a traditional strong finish loomed, with Friday (16) expected to provide the biggest day's gross.

Up until last year Farrow had opened his season several weeks prior to the Cotton Carnival. Last year he cut back his opening until the event here. Actually, the opening this year was five days later than last year, due to later dates for the Cotton Carnival.

By now, Farrow figures, he has much of the treacherous early

season weather behind him, and he is prepared to move rapidly northward, jumping into Michigan by early June to play dates in that State and Wisconsin before heading into the show's fairs.

Principal new addition to the show's line-up this year is a Dodgem, purchased from Jack Ruback of the Alamo Exposition Shows. The ride did bang up

(Continued on page 62)

Marietta Fair To Wagner Org

KNOXVILLE, May 17.—Al Wagner's Cavalcade of Amusements railed here this week for a NEW-sponsored stand, after racking up fair grosses in Marietta, Ga., last week. Show lot at the latter spot was adjacent to the Lockheed Airplane plant and the org stayed open late several nights to accommodate the plant's swing shift.

Wagner recently added three new kid rides to the line-up. Jimmy Heron joined with wild life and freak animals, also bringing a giant snake. Ginger Ray came on to head up the gal show, which also includes Jennie Lee.

Petoskey, Mich., Cele Inks W. G. Wade Shows

PETOSKEY, Mich., May 17.—W. G. Wade Shows have been awarded the midway contract at Petoskey Centennial Celebration July 9-12, officials announced.

Locale of the event is contingent upon approval by the Pennsylvania Railroad of the use of Centennial Park.

Petersburg Big, D.C. Only Fair for C&W

Patrons Slow to Find New Capitol Lot; Army Populace Aids Virginia Preem

WASHINGTON, May 17.—Cotlin & Wilson Shows, playing a new lot here, garnered only fair business. Date followed an opening stint at the org's winter quarters home, Petersburg, Va. Co-owners Jack Wilson and Izzy Cotlin said the opener was the best ever recorded by the shows. Fort Lee, mammoth army center, adjoins the town and the hefty and flush G.I. population helped boost the take considerably.

New grounds here are located at New York Avenue, N. E. and Bladensburg Road. Opening days were slow with the populace unschooled in the location of the new lot. Attendance perked thru the week, however, and the run was labeled satisfactory.

Equipment is in excellent condition, reflecting a reported \$80,000 refurbishing expenditure in winter quarters. Front end is

especially attractive with Bill Moore's concession units all decked out in new canvas.

New Posing Show Front

A new wagon front has been constructed for the Raynell Posing Show, Little Egypt. Unit now presents the same massive appearance as Raynell's major Girl Show offering. Some 9,000 feet of new cable were utilized in redesigning the show's electrical system.

(Continued on page 66)

Mineola Fair Creates New Midway Area

MINEOLA, I. N. Y., May 17.—More than 4,000 feet of new frontage along newly created midway plazas has been laid out on the Mineola Fairgrounds in preparation for the 110th annual exhibition, September 9-13. President J. Alfred Valentine said that work on regrading and revamping the grounds has been completed.

Removal of fences within the grounds will enable automobile visitors to move quickly into parking areas, which in past years were accessible only after considerable driving. A new layout of paths and roads is calculated to cut down foot travel between exhibits and concessions.

Plazas will be illuminated with festival-colored light arches.

Nightly Fireworks

Valentine said that contracts have been signed for set-piece fireworks displays nightly in front of the grandstand. These will replace the aerial displays of previous years.

Other events which may be viewed from the grandstand include ox-pulling and sheep dog competitions, ring-obedience demonstrations, high school band concerts, soap-box derby, demonstration by the Nassau County Veterans' Association and baton-twirling demonstrations.

World of Mirth Gets Fair Biz At Wilmington

WILMINGTON, Del., May 17.—Clearing and warmer weather mid-week brought better business to the World of Mirth Shows which winds up a nine-day engagement at Price's Corner here tonight.

Several days of rain and cold weather cut the attendance compared with last year, but Frank Bergen, general manager, said that no one was discouraged, even tho the bad weather commenced with the show's opening stand last week in Washington.

Rain Continues To Hold Down Model Grosses

CHESTER, Pa., May 24.—Altho rain continues to shroud activities of the new Model Shows, fair business was registered last week at Baltimore and prospects for a good wind-up here tonight are good.

Now in its third stand, the org, like all others in this territory, has had to battle almost constantly with rain and mud. Consensus is that it will be easy for this compact railroader to count winnings once it gets a break in the weather.

Unit exits here for a stand at Pottsville, Pa., home town of Dave Endy, general manager. Endy has registered many successes there in the past with other units and good business is looked for again.

Strates Finds N. J. Stands Lukewarm

6,000 Advance Sale for Jacobs Circus Unit Indicates Okay Penny Takes

NEW BRUNSWICK, N. J., May 17.—A last-minute switch in dates from Jersey City, N. J., to a suburban location here failed to bring in a winner for the James E. Strates Shows. The show made the change in plans after the Ross Manning Shows remained over on the Jersey City lot for a second week as the result of a washout on the first try. While the maneuvering did not lead to a lucrative engagement, the show was fortunate in avoiding the first scheduled showings since that lot was reported flooded.

Strates will turn around here and head for Allentown, Pa., and a date on the fairgrounds there. Showing at the fair plant is believed the first scheduled in many years. Strates said towns harboring big fairs seldom pay off as still dates, but the feeling is that Allentown could prove the exception.

Considerable action is already assured thru the initial efforts of an advance crew working in behalf of the Terrell Jacobs Circus, a component of the Strates Shows. Early compilation indicates an advance sale of about 6,000 tickets with the likelihood that the total will jump considerably before the Monday (26) preem.

Advance Sales Beneficial Plan is to continue the advance for the Jacobs unit right thru the season. Initial results indicate that this will be highly successful. Feeling is that a Presidential year

will provide boom conditions as politicians vie to treat the offspring to circus ducats.

Operators are hopeful that clearing weather from Thursday (15) on will result in a fair week here. Business at Plainfield, N. J., last week was okay, but the date would have been much better had it not been for the loss of closing Saturday (10) to rain.

In discussing his route for this season, Strates said he plans to make it as compact and economical as possible in an attempt to keep from spending on rail-roading what profits are made.

Rain Dilutes Takes at Three Early Prell Dates

NEW YORK, May 17.—The story from Prell's Broadway Shows on early season dates parallels reports from most other units—plenty of rain and mud and slim earnings as a result of the weather.

Joe Prell reported that beginning with Fayetteville, N. C., an annual stand scheduled to coincide with payday at nearby Fort Bragg, the weather got in its first licks and winnings fell short of expectations.

At Charlottesville, Va., things were progressing nicely until rain

fell on closing Saturday. Even so, Prell said, the paid gate topped 2,800 and patrons reveled in the midway mud sans shoes and stockings.

Rain At Bristol

Show got off to a bad start this week in Bristol, Pa., when rain washed out the scheduled Monday (12) preem. Forecast for the wind-up tonight was good, however, and the date may come up a winner.

Prell, who spends much of his

(Continued on page 62)

Midway Confab

Mrs. Virginia L. Gallagher, of World of Mirth Shows, was called to her home in Ashland, Ky., last week because of the sudden death of her brother, Charles B. Hanners, in Louisville. Hanners formerly was with the John H. Marks Shows. . . . After leaving Tampa where he worked night clubs and private clubs, Melvin Burkhardt and his wife, Joyce, motored north to join Art Converse's Side Show on a Gooding Amusement Company unit in Cleveland. While en route they stopped off in Columbus, Ga., to visit the Johnny J. Denton Shows. Joyce and the Burkhardt's daughter, Bonnie Jean, are visiting relatives in Detroit.

Willard Sager, operator of the cookhouse at the Michigan State Fair for several years, is disposing of his equipment, in order to concentrate on operation of the A & W Root Beer Drive-In in Ferndale, Mich., near the fairgrounds.

Jimmy Davidson is pinch-hitting for owner Morris Hannum, who is under the weather, on the Morris Hannum Shows. Visitors to the show at its Harrisburg, Pa., stay were Pete Wambach, local radio announcer, and Pat Finney, columnist.

Johnny Rea is running the Life Show, while Austin Dettlinger is managing two girl shows.

Harold Humphries Jr., nephew of Mr. and Mrs. Rocco Masucci, of the Virginia Greater Shows, drove from his home in Montclair, N. J. to visit his aunt and uncle when the show played Roebing, N. J. Visitors on the show recently included William J. McMullin, contracting agent for Wallace Bros.' Circus; Mr. and Mrs. J. McAllister, Philadelphia, former trouper with the show, and a committee from the Florence (N. J.) Fire Company, Albert (Dummy) Rife is holding down the fort as front gate ticket seller.

Ralph Lockell, general agent for Cetlin & Wilson Shows, was in Chicago Friday (16) where he planned to spend several days on business.

Mrs. Ella Stophel, chaplain of the Greater Tampa Showmen's Association, has returned to Wachter Amusements after being confined in Sacred Heart Hospital, Allentown, Pa. . . . Mr. and Mrs. Eddia Spagal, with Danell Catering Service last season, took delivery on a new house trailer recently. . . . Curley and Alice Stevenson, concessionaires on the World of Pleasure Shows, took delivery on a new car recently. Peggy Cohen, wife of Gil Cohen, popcorn concessionaire, joined the shows in Muskegon, Mich., following several weeks hospitalization. Their son and daughter-in-law, Harry and Lilly Bennett, are working the popcorn stand.

Louis Kane, well-known cookhouse operator, operated his major unit at the Wykagyl Country Club, New Rochelle, N. Y., Wednesday thru Sunday (14-18) during the holding of the Palm Beach Robin Golf Championship.

Lou Leonard, veteran Royal American concessionaire, entered Fox River Valley Sanitarium, Batavia, Ill., last week. . . . B. Lisle Baker, back-end show op, infers from Vancouver that he recently took delivery of several new light towers and has two new 80-foot tops on order with the Camp Lewis Tent Company, Seattle. Bumps Blackwell is prepping the band for the Minstrel Show, Baker reports.

Ros L. Sinderson, former co-owner of Star-Lite Shows, is operating his rides at Co-Mar Park, Marion, Ia. Spot has been open for several weeks now and business is good, according to Sinderson. Mrs. J. George Loos, of Laredo, Tex., is visiting her sister in San Francisco, her first West Coast trip in many years.

J. C. Weer, ride operator, is visiting his mother, sister and brother at his former home, Adrian, Mich. Weer recently visited Lee's United Shows where he renewed acquaintances with Charles Lee, Tom Bishop, Harry Taylor and Eddie Herman and also stopped off at the W. G. Wade Shows in Monroe, Mich., where he visited with W. G. Wade.

Charles T. Tuttle — your dad posts from Moundsville, W. Va., that he is holding an income tax return check for you and is anxious to have your address so that he may forward it on to you.

C. C. Leisure, general agent of W. E. Page Shows, took delivery on a new car while the shows were playing Hopkinsville, Ky.

Exchanges of visits between operators of the Cetlin & Wilson and World of Mirth shows in Washington were numerous since the two railroads were showing lots only a couple of miles apart. Also visiting the C&W lot were Paul Sanders from Charles Rayburn's Divena show, Earl Purdie, operator of Motor Drome units on the show and at Palsades (N. J.) Amusement Park and Al Dorso's mother.

Ray Oakes Sr., Brookfield, Ill., games manufacturer, loaned two of his devices to the Brookfield Boy Scouts for their annual carnival Saturday and Sunday (10-11) and reports they were top money winners at the event.

Barbara LeMay opened her "Oriental Nights" show April 28 on the George Clyde Smith Shows in Cumberland, Md., featuring herself as the "exotic Amazon" and Lisa Del Mar as added attraction.

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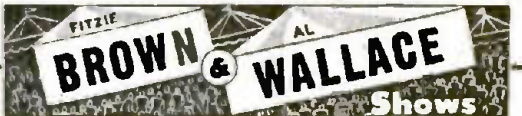
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Can place immediately Help in all departments who drive. Want Help on Wheels, Tilt-a-Whirl, Kid Rides, Chairplains and all other Rides, Blockie, Dutch, Frank Byers, Whitley, Turner and others. don't write but come on.

WANT GOOD SCENIC ARTIST TO JOIN AT ONCE
This Show starts all celebrations and fairs sold from June 23 until Nov. 15. Newton, N. J., this week; Port Jervis, N. Y., next; these dates followed by Bloomsburg, Elmira and Olean, N. Y., all outstanding Eastern dates, then all fairs. We are booked solid. Address all mail and wires to
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- HELP WANTED
- BOOK RIDES

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Wild Life, Big Snakes, Mechanical, Monkey Show, Fresh Animal.
Want Bill Paster with transportation who can put up paper; \$100.00 week. Foreman for general Rides, Second Man on all Rides; must drive semi. Man for Constand. Want Ticket Sellers, Talkers, Collectors and all useful Show Help. Show Mechanics with own tools; top salary.
Live Pony Rides, Train, Pony Cart, Little Dipper and Octopus for balance of season.

Frankie Terzani wants Girls for Girl Riding and Posing Show; top salaries. Want Organ or Soloist for organ; state salary. Al Demmeon wants Acts for Side Show—Tattoo, Sewing, Sewing, Fire Eater, any work while Acts, Hall and Mail.

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Jack Chicorelli wants Girls for Revue, Chuck and Jean, answer. Others who have worked for me before come on. Need Concessions of all kinds, Novelty, Eating and Drinking Stands, Popcorn, Candy Floss, Photo Gallery, Jewelry, Hi-Striker, Mats and all other Hanky Panks. No exclusives.
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Wanted: Ball Game, Lone and Short Range Lead Gallery, Fish and Duck Ponds, Age and Scale, Glass Pitch, Hoop-La, Balloon Darts, Buckets, Spinner, Pitch Tilt You Win, Jewelry and Novelty, Wanted: Side Show, Girl Show, Monkey Show, Snake Show, Minstrel Show, Wanted: General Ride Help, Truck and Tractor Drivers, Agents for after-noon Hanky Panks. All replies to:
GEORGE CLYDE SMITH SHOWS
DUNCANVILLE, PA. This Week; HOUTDALE, PA., Next Week

ROCKFORD, ILL., CENTENNIAL—JUNE 7-15 INCLUSIVE
GOLD BOND SHOWS
WANT FOR THE CREAM OF THE CROP
CONCESSIONS: Hanky Panks of all kinds: Bumper, Current, Ice Cream, Snow Cones and Novelty (NO BINGO, POPCORN or COTTON CANDY).
SHOWS: 5 or 10 in 1, Fly Monkey, What is It?, Illusion, Mechanical, Motorcar, Elusion, Snake, Roll-o-Rama, Snake Show.
RIDES: Rock-O-Plane, Flying Rocket, Roll-O-Plane, Chairplains, Live Ponies and Boats.
RIDE HELP: Octopus, Ferris Wheel, Low Foreman and Second Man.
Bradley, Ill. May 20-31; North Chicago, Ill., May 27-June 5.
All reply by wire to: **MICKEY STARK, Mgr.**

GLENN PORTER
CAN PLACE SIDE SHOW ACTS
Now playing principal cities on downtown lot until fairs, including Canadian National Exhibition, Toronto, and other big dates. Interested in one more good Frank, Freddie Pashuk, wire if at liberty. Also Melvin Burkhardt, Christine or Gator Girl. Can also place good Pin Cupboard and Novelty Musical Act. Top salaries paid every week, rain or shine. This week:
GLENN PORTER, World's Museum, Chattanooga, Tenn.

LEE UNITED SHOWS
Can place for the best House of Fairy and Celebrations in Michigan, starting with Grand Lake July 6th. GEEB SHOW, MONKEY SHOW, SNAKE SHOW, FUN HOUSE, GLASS HOUSE (low P&L), James Mainland, The Prizes, Leo Barber, where are you? FRENCH FIRES and HANKEY PANKS. RIDE MEN WHO DRIVE. Earl Kelly wants Agents. No expenses, flat stores or drinks. Now playing suburbs of Grand Rapids.
Address:
CHARLES H. LEE, Mgr., Cornelia Park, Muskegon, May 19-25; Grandville, Mich., May 27-31.

HANKY PANKS
Panky Panks are still the biggest item in any Park or Carnival.
Plant to build Panky Panks are free to purchasers.
PUNKS, Doz. \$36.00
BOTTLE STANDS, Ea. 20.00
MAPLE BOTTLES, Ea. 2.00
ALUMINUM BOTTLES, Ea. 2.00
Weight 1 1/2 lbs.
Send Deposit.
WRITE FOR NEW CATALOG

RAY OAKES & SONS
7731 OGDEN AVE., LYONS, ILL.
Phone: Lyons 3-4922
Mile Phone: Brookfield 6860

WHEELS DOUBLE WHEELS SKILL WHEELS
Maze Wheel
Paddle Wheel
Big Size
Maze Wheel
Baseball and Cigarette Wheel
Labyrinths and Penny Pitcher
CARDINAL MFG. CORP.
438 Kope Street, Brooklyn, N. Y.
6 Vergruen 7-8827

STRANGE and WEIRD ATTRACTIONS
Brushed Heads
Bodies, Dirty Child
Fish Girl, Ape Boy,
Wild Life, muzz
others. Your ideas
made up for you
follow. Write
YATE'S CURIOSITY SHOP
1538 E. Van Buren St.
Phoenix, Arizona

SLUM JEWELRY SPINDLES
Our new Spindles are the latest merchandise game on the midway. Can be worked as regular in its bumper spinners. Complete, ready to work on any counter top, only \$49.50 \$25.00 deposit, balance C.O.D.
NEWMAN SALES
BOX 637 RUSSELLS POINT, OHIO

TWIN CITY SHOWS
Want Popcorn, Candy Apples, Fish Pond, Game Your Age and Weight, Penny Pitch, or what have you? Nice Concessions—15¢ Salt, 25¢ in Fair and Concessions. Agents for Grub, Ball Games, Glass Pitch, Mt. Home, Ark., May 19-24, Aurora, Ill., 20-21.
GEORGE CRADLE

WANTED
Good Scale Man for full season's work. Starting immediately. No lousy hours.
WHITE ALBERTS
Motor State Shows, Eaton Rapids, Mich.

CONCESSION BUS
33 ft. long, white chrome, Wayne body, used for selling China and Pottery at Ohio Fairs. 40 wheel (with 1000 sq. ft. 24 drawers. Easily converted to house car. Will sell with complete stock. Telephone Burton 7700 evenings.
ALTON J. SILVERNAHL
P. O. Route 2 Mantua, Ohio

EVANS' GUIDED MISSILE

New Skill and Strength Tester

PORTABLE! MAKES ITS OWN BALLY! NEEDS NO TENT OR BUILDING!

16 lb. deck cannon on wheels shoots standard .38 blankety has hand push to propel up incline and into forty where cart-riders fire. Scoring lights flash as cartons rattle toward rear. Automatic return.

Sturdy steel structure; 36 ft. high; 17 ft. high; requires 36' x 17' ft. space.

A "FLASH-BANG" ATTRACTION AT FAIRS AND CARNIVALS!
Immediate Delivery!
 Write today for information and Free Catalog.

H. C. EVANS & CO.
 1556 W. Carroll Ave., Chicago 7, Illinois

GLADSTONE EXPOSITION SHOWS

WANT Hunky Panks of all kinds. Fishpond, Darts, Ball Games, Pitch-Tilt-You-Win, Hoop-La, Long Range, Short Range, Basketball, Buckets, Six Corns; also Bingo after May 24th. Age and Scales; Shows with new equipment, especially want nice Girl Shows, Monkey, Snake, Illusion, Wild Life, etc. Will bank two nice Kid Rides, Autos, Swings, Boats, etc. Clever, O., June 16-21 Deer Park, O., June 23-28 Eminence, Ky., June 29-July 4 Glasgow, Ky. (Fair) Central City, Ky. (Fair) Nicholasville, Ky. (Fair) Hodgenville, Ky. (Fair) Benton, Ky. (Fair) Clarksville, Tenn. (Fair) F. POOLE, Mgr.	WANT Savannah, Tenn. (Fair) Charleston, Miss. (Fair) Yazoo City, Miss. (Fair) Indianapolis, Miss. (Fair) Clarksdale, Miss. (Fair) Canton, Miss. (Fair) Belzoni, Miss. (Fair) Jackson, Miss. (Fair) JACK OLIVER, Bus. Mgr.	WANT STURGIS, KY. THIS WEEK.
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FERRIS Old Reliable Shows

CLEAN AMUSEMENTS INC.

you won't get along!

RIDES—Want to book set of Kid Rides, 25% to office, sales and all; Roy Hufft, get in touch with me. Want Octopus Foreman who can and will stay sober and do the job. Your pay every Wednesday and sure. CONCESSIONS—Can place Cotton Candy, Popcorn and Hunky Panks of all kinds. Can place two Mill Camps; no children. Joe Goodwin wants Agents for Hunky Panks, Count Stores, etc. SHOWS—Can place any show with own equipment and transportation. Committee money to office only. Have seven shows still dates first in and fourteen of Kentucky's best fairs. No vacant weeks. Springfield, Ky., first fair, June 16 to 21. For Sale—Smith & Smith Chairplane, some extra Power Units, Concession Frames, Show Fronts and Equipment, two-wheel Street Bed Trailer, P.A. Equipment, etc. **Callin, Ky., this week; Hazard, Ky., following.**
DAVID J. HULLS as per route

ALL RIDE HELP READ THIS!!!

If you are a Foreman with years of experience, sober, reliable, want good treatment and can stand more salary than others have paid, we can use you. Starting salary plus bonus to all. Ferris Wheel Foreman, \$75.00 per week; Octopus Foreman, \$55.00 per week; Roll-o-Planes Foreman, \$50.00 per week. Second Men on all rides, salary according to your capabilities. All must drive semi and have chauffeur's licenses. All of our equipment is all of the best. Come on now or write collect at once.

WILLIAM T. COLLINS SHOWS
 881 E. 78th St. (Phone: Rockwell 5-9397) Minneapolis, Minn.

CETLIN & WILSON SHOWS

WANT—Legitimate Hunky Panks.

CAN PLACE—Two Caterpillar and two Mule Drivers. Can place Caterpillar Foremen and Ride Help on all Rides. Gordon Weir, contact Charlie Sheesley.

Address this week **BRADDOCK, PA.**

BEAUTIFUL NEW 50 FT. COOKHOUSE

Mother-of-Pearl Formica Counter Tops, Sides Dolma Marble, and Front Deluxe Mastic and Formica. Fluorescent Lighting, Canvas by Anchor Tent & Awning Co. New Stainless Steel Equipment, Twin Coffee Urns. May be seen at 535 Gardendale, Ferndale 20, Mich. Or call Lincoln 2-5573 or Lincoln 3-4283. Willard Sager.

WANT SIDE SHOWS AND STOCK CONCESSIONS

Join at once. No 1 unit routed through South Dakota, North Dakota and Minnesota. All Street Celebrations of Fairs. Have 2000 premises for Girl Show Operator with one or two Girls for off-circuit Show. Operating Chertok, Iowa, May 21st. Then as per route. No. 2 unit opens June 7th, Stagnola, Minnesota.

ART E. THOMAS SHOWS
 LENOX, SOUTH DAKOTA

WANT MOUND CITY SHOWS

FERRIS WHEEL FOREMAN, MERRY-GO-ROUND FOREMAN, TILT MAN, KIDDIE RIDE MAN WHO CAN DRIVE SEMI. SHOWS AND CONCESSIONS OF ALL KINDS. CELEBRATIONS START JUNE 1.

MOUND CITY SHOWS, 1417 CRAFTAN ST., ST. LOUIS, MO.

STOCK TICKETS One Ball \$ 1.50 Five Balls 4.50 Ten Balls 8.50 Fifty Balls 22.50 100 Balls 42.50 BOLLS 2500 EACH Double Coupons Double Prices No C.O.D. Orders Ship. Single 182	We Manufacture TICKETS of every description THE TOLEDO TICKET CO. 2063 Catalina St. Toledo 12, Ohio	SPECIAL PRINTED Cash With Order Prices 2,000 \$ 6.00 4,000 7.00 6,000 8.00 8,000 9.00 10,000 10.50 15,000 12.50 20,000 15.50 30,000 22.00 40,000 28.00 50,000 33.00 1,000,000 338.00
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Manning Forces Eye Future

Continued from page 60

earnings, but once again the weather interfered. Last of three stands on Mine Mile Road saw the show saturated by five days and nights of rain.

It was decided to abandon the Richmond finale by mid-afternoon on closing Saturday. Disman-ting was started and semis loaded but it took until late afternoon of the following Wednesday to get all units out of the glue-like mess. Winches and tow trucks had to be hired to get the units on solid ground, thus boosting the nut for the date by some \$700. Show personnel found some consolation in the fact that none of the rolling stock was damaged, despite being subjected to considerable joggling.

Strong Fair Route

Seasonal outlook for the show is the brightest it has been in several years and the personnel is not hesitant in forecasting a winning tour. Reason is a strong 10-fair route, centered in the South where the org has packaged some good winnings in the past.

After two highly sought-after celebrations at Hammonton, N. J., in June and July, the show will journey to Dixie to play an un-interrupted string of annuals, including Somerville and Marlinton, W. Va.; Covington, Va.;

Asheboro, N. C.; Woodstock and Martinsville, Va.; High Point, Statesville and Lexington, N. C. and Hamlet, N. C.

Show has considerable earning potential, which will undoubtedly be increased as the season progresses. Two Ferris Wheels give the org size this year along with a new three-abreast Allan Hershell Merry-Go-Round, which replaces a unit lost last year when the semi that was transporting it to winter quarters was struck by a train; an Octopus, Little Dipper and Spitfire, Kiddie units include a Whip, Auto and two Airplanes, Minstrel Show and Snake Show.

Show Line-Up

Show units include Leola's Side Show, Brumley's Funhouse, Monkey Show, Doc Burns Show, Minstrel Show and Snake Show.

Front end boss Willie Lewis has some 50 concessions on the average with operations to date hampered only by the weather. A Bill Jones corn game has been doing well.

Besides Manning and Lewis, show staff includes Gladys Manning, treasurer; Thomas Roberts, secretary; Harry Parker, lot superintendent; and Doc Burns, billposter.

GENERATOR SETS

5KW

IMMEDIATE DELIVERY.

READY FOR IMMEDIATE USE

Government surplus model PB 197, 5 kw., 6.3 inch wide, 30" high. Complete enclosed. All units are ready for immediate use and including remote control stop and start switch.

Net F.O.B. Port Chester, N. Y.

Reg. Price \$1,910 OUR PRICE \$895

GENERATING SETS

2000 watt Portable Engine	Regular Price \$365	OUR PRICE \$295
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Other Sizes Lowest Prices

WHAT DO YOU NEED?

Your check or a deposit of 25% is required with your order. Balance to be paid C.O.D. or sight draft. This offer is made subject to prior sale.

DUFFCO Products, Inc.
 243 Madison Ave., New York 17, N. Y.
 Phone: MU 3-1147

Negro Lot Good for Farrow

Continued from page 60

business here, but, surprisingly, the pace-maker among the rides was the Spitfire.

Working in the show's line-up at this stand are the Jones Siamese twins, Yvette and Tionne. Negro infants who are joined at the head. The Jones twins toured with the Royal American Shows last year, but Negroes here did not see them due to the segregated street policy existing on the Front Street midway, site of the Royal American's stand.

The twins failed to draw up to expectations on the Royal American, and it was figured that they would do better playing the Negro lot here. Business for the attraction on the Beale Street location has been better than it was last year, but yet could only be rated as "from fair to good."

Personnel and attractions with the Farrow org here follow:

Erie Farrow, general manager; Margaret Miller, secretary; Leonard Hicks, concession superintendent; Jack Downs, general agent; Eddie Newcomer, billposter; Earl Riecken, electrician-mechanic; Charles McInyre, superintendent of towers; James Ross, assistant electrician; James Reed, builder.

Ride foreman—Howard Rayburn. Merry-Go-Round; James Walker, Ferris Wheels; Lewis Johnson, Tilt-a-Whirl; Paul Soard, Spitfire; Richard Jobs, Dipper; Albert Brown, Doggem; Kenneth Smith, Kid Rides.

Shows—Harry Golub, Jones Siamese twins; Doc Thomas, Minstrel Show; Lee Houston, Snake Show; Bill Shields, Arcade; Bob Truman, Wild Life; Joe Mooney, Girl Show.

Concessions—Clarence Vigus, checkbook; L. C. Miller; Andy Rasmussen; L. C. Rose; C. W. Lyons; J. C. Spears; Gene Cain; Leonard Hogs; E. W. Brown; G. F. Bostwick; Marcilyn Cutler; Carl Byers; C. P. Specht; Joe Wherry; Jean Marshfield; and Scott Columbus.

PRUDENT'S AMUSEMENT SHOWS

Want at once for Number 2 Unit: Ride Foreman and Second Men for Merry-Go-Round, Ferris Wheel and Caterpillar. Top wages, best treatment. Pay your own wages. Drunks not wanted. For Sale—18 by 20 Marquee with poles, \$50; one Marquee, 30 by 30, no poles, \$40. Will trade for 20 by 40 tent.

MIKE PRUDENT
 Patchogue, N. Y. Phone: Patchogue 213.

WANT CONCESSIONS Firemen's Celebration

June 3-7—Freeville, N. Y.—June 3-7

All Eats sold. Want Show Stores, Striker, Ponds, Billiards, Ball Games, Age, Photos. Come on, will place you. This will be a "red" one. Have 5 Rides, Parade, Fire-walks, Big Kiddie Machine—Free Bicycles, etc. Get a B.R. here!

DICK NEUGENT
 121 Union St. Syracuse, N. Y. Phone 46255

OPENING IN MENA, ARKANSAS

June 2 for Annual Catholic Carnival. Want sober, reliable Ride Help on all Rides. Shows of all kinds. Photo and some stock Concessions open. Those who are booked contact at once.

RAINES AMUSEMENTS
 MENA, ARK.
 Phone 274. (No collect calls)

Cold Hurts Gold Medal Biz

Continued from page 60

changed from a year ago and includes eight annuals in Minnesota and Wisconsin. First on the list is the Hopkins, Minn., event, followed in order by Madison, Wis.; Duluth, Minn.; Hibbing, Minn.; Grand Rapids, Minn.; Rice Lake, Plymouth and Friendship, all in Wisconsin. Show will then wind up its season with several celebrations in Illinois.

Latest addition to the line-up this year is a new Sellaer Tilt-a-Whirl, which is drawing well and topping all rides and shows. Stark, a capable mechanic and builder, spent his usual busy winter at the org's Mount Sterling, Ill., base where he built two new trailers, one for the new Tilt and the other to haul the Ferris Wheel. In addition, all the rides were refurbished and several new show fronts built, the latter mounted on trailers.

Ride on the lot here, in addition to the new Tilt, include Ferris Wheel, Merry-Go-Round, Spitfire and double Loop-o-Planes. Kid devices include Airplanes, Autos, Train and Elephants. The latter ride owned by Mr. and Mrs. Cal Lambertson, who joined recently.

Staff. In addition to Owner Stark, includes Mrs. Mary Stark, who serves as secretary-treasurer, and Ray Swannick, general representative. Bill Tatham, owner of the show bearing his name was a recent visitor.

Concession row includes Mr. and Mrs. Wait Sunday, high striker and short range shooting gallery; Mr. and Mrs. Adrian Bell, bingo, fish ponds and darts; Maurice Levitt and son, A. Mr. and Mrs. E. W. Rocco, 2; Mr. and Mrs. Joe Wright, Arcade; Sammy Tappers, jewelry; Mr. and Mrs. Pecwee Griffin, managing Floyd

Cold Hurts Gold Medal Biz

Continued from page 60

Shankle's cookhouse; Marian Wright; 3; Mrs. Myrtle Swanner; 1; Mr. and Mrs. Howell, long range shooting gallery and Mr. and Mrs. Jack Hamilton, popcorn and cotton candy. Wild Life Show is owned and operated by Mr. and Mrs. Marino.

Prell Dates

Continued from page 60

time booking while his dad, Sam, and brothers supervise operation of the show, said that competition for spots among Eastern shows this year is the keenest in many seasons.

Units have jumped north earlier than ever and the availability of shows at times seems to outnumber likely spots. Competition has helped to increase working costs and uneconomical juggling of routes.

All Try to Pre-Date

All units are implicated, willingly or otherwise since they face the possibility of being pre-dated on numerous occasions unless they, too, pitch for early dates in choice localities.

Business outlook is hard to gauge, Prell says. Weather has not been such that an accurate forecast can be put together at this time. However, he adds, there is very little pessimism around the show.

Joe says equipment is in excellent shape with considerable recent refurbishing showing up well. Four new tractors have been added and rolling stock is in excellent shape.

Zacchini cannon act is featured and has proved a potent force in attracting customers despite the adverse weather, Prell said.

"SHOW ME" SHOWS

WANT CONCESSIONS OF ALL KINDS. ANY SHOW WITH OWN EQUIPMENT. WILL BOOK ONE MAJOR RIDE. FERRIS WHEEL FOREMAN, CONCESSION AGENTS. E. C. 8611. I want two girls for Girl Show. Experience not necessary. Man for Lion born show (30-30 deal). Mike Wozniak, contact

Address: BRLEB, MO., THIS WEEK.

WANT J & B SHOWS

Yes Pool Dealer. Sober and reliable. Mack McCallin, contact at once. Good propo- sition.

Gardenville, Va.

WANT TO BOOK RIDES

Especially want Kiddie Rides, aim Octopus and Tilt-a-Whirl. Low percentage. For finest solid route of sponsored events and celebrations. Opening May 24

JAY GOULD CIRCUS
 c/o Mark Tustin Hotel, St. Louis 1, Mo.

WANT TO BUY OR LEASE

LATE MODEL TILT-A-WHIRL or 8-CORN OCTOPUS.

HARRY BEACH
 MYRTLE BEACH, SO. CAR.

WANTED

Rides, Shows and Concessions for 4th of July week. Annual 6th of July Celebration in Clark Park, Shelbyville, Kentucky. Best town 5,000 population. Entertainment, fireworks, etc. Contact

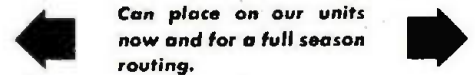
L. R. HAMM
 R. R. 2 Shelbyville, Ill. Phone 1364

We Are Pleased to Announce Our Appointment
To Furnish the Exclusive Midway Attractions at the
103rd MICHIGAN STATE FAIR

Detroit, Michigan, August 29-September 7
Area laid out for 50 outstanding Rides and Show Attractions

We will consider bids from America's Leading Ride & Show Operators
to furnish exceptional attractions of Merit for this great fair.

CIRCUS SIDE SHOW
DARK RIDE — ILLUSION
WALK-THRU — LIFE SHOW



Can place on our units
now and for a full season
routing.

NOVELTIES — ICE CREAM
SHORT RANGE — AFRICAN DIP
HANKY PANKS OF ALL KINDS

Ride Foreman & Second Men Wanted—prefer semi-drivers. Fred Miller wants Cookhouse Help.

W. G. WADE, Mgr.
Battle Creek, Mich.,
all this week.
Then as per route



D. WADE, Gen. Rep.
Detroit-Leland Hotel
Detroit 26, Mich.
Phone Woodward 2-2300

Broadway Shows
"BROADWAY AT YOUR DOOR"
AMERICAN LEGION
PERTH AMBOY, NEW JERSEY, MARKET STREET LOT TO FOLLOW
& WIKES IN LONG ISLAND

CONCESSIONS: Hanky Panks, American Palmyra, Phone, Novelties, Short Range, Mi. Striker and Penny Arcade, SHOWS: Pyro Show, Grand Show of merit, Fun-house, Wild Life, Umbra, Glass House, RIDES: Kiddie Boat, Whip, Basket, Buggy and Dark Ride, Want Foremen for Whip, Hoopla, Rocking, Y-Towel and Caterpillar, All kinds of Rides Help, drivers preferred.

All Answer: SAM E. PRELL, Burlington, N. J.

HELP WANTED
One good capable Balloon Dart Agent, also Fish Pond, Six Cat and Bucket Agents.
DON PIERSON
Care 20th CENTURY SHOWS
Peoria, ILL.

BLUE GRASS SHOWS
WANT WANT
Man to handle marquee and fence. Must drive semi and be licensed. Good pay.
First and second men on all rides. Must be licensed drivers. Legitimate Merchandise Concessions and Hanky Panks of all kinds. Novelties open on exclusive basis and Short Range. Want Shows of all kind with own equipment and transportation. Can Place experienced Candy Floss operator.
C. C. GROSCURTH
Marion, Ind., this week; Terre Haute, Ind., next week.

INTERSTATE SHOWS
14 Bona Fide Fairs **14 Bona Fide Fairs**
beginning the First Week in August.
With Virginia's Best Fourth of July Celebration—Galax, Virginia.

Want Want
Shows: Want organized Minstrel Show having not less than 12 to 14 People, including band, Jive and Line, get in touch. Want Girl Show with not less than three Girls, p.a. set, will furnish top and front for same. Want to book Monkey Show, Far, Unhors, Wild Life, any worthwhile Grand Show. Have good proposition for Motorcade and Penny Arcade, Bobby Car, want Arts for Side Show.
Ride Help: Want Foreman on Merry Go Round and Second Men on all Rides.
Will book Octopus, Spitter, Caterpillar, Little Dipper. Want Man to handle Front Marquee and sell tickets. Want A-1 Show Builder to join on wire. Must know how to build panel fronts. Want A-1 Scene Artist to join on wire.
Concessions: Want Hanky Panks of all kinds. Good opening for Long Range Gallery and Short Range Gallery, One Game, Ice Cream, French Fries. Will book Buckets, Six Cats. Want Agents for Skillo, Count Stone. Will give capable men head of stores.
Reply to H. E. ROSEN, Clinton, Tennessee, this week.
P.S.: George P. Richardson wants Agents for Count Stone, Pen Stone and Color Block.

STAR AMUSEMENT CO.
WANTS
For a star-studded route of Picnics, Celebrations and Fairs.
RIDES: Will book any Fair Ride. SHOWS: Good Hanky Girl Show. CONCESSIONS: Diggers, Bingo, any and all Hanky Panks. RIDE HELP: Come on will place via Colico Rock, Ark. Annual Spring Festival near Gainesville, Mo. follow. Then the real one, Annual Ozark jamboree in the heart of town, Lebanon, Mo., June 2-7. Plenty of soldiers and it is pay day. Girl Shows, don't miss this one.
Write, wire or come on
BILL PIKE

MEEKER'S SHOWS—Want to Book MONKEY DROME
Any Good Grind Show with own equipment and Transportation.
WILL BUY—Late model Tilt-a-Whirl, must be in first class condition.
CONCESSIONS—Can Place Photo, Short Range, Ball Games, Age, Scale or Merchandise Games that do not conflict.
Solid route of celebrations and fairs.
Pasco, Washington, May 19-24. Ephrata, Wash., to follow.
Wire, Phone or write: Ralph Meeker, Owner-Manager, Meeker's Shows.

FERRIS WHEEL FOREMAN WANTED
Man who knows how to handle #12 Wheel, get it up and down. Do not want Second Men who think they are Foreman. Must be experienced licensed semi driver. No drinks and clean wanted. Top safety if you are good. Chas. Blackburn, get in touch. Also Second Man on all rides. Bob Boking wants Hanky Pank Agents.
LEE BECHT AMUSEMENTS
Water Works Park, Norwood, Ohio, this week; Court & Carter Streets, Cincinnati, Ohio, May 28-30.
Permanent Address: P.O. Box 92, Mt. Healthy, Ohio.

HAYWOOD SHOW WANTS
All Hanky Panks open, come on Cookhouse or Cash. Shows with own equipment—Girl, Ambs or what have you! Ladies—Great Bares. Plus shows. P.E. Dealers, Ball Games, Hanky Pank Agents, outside for little. James Cook, get in touch with Albert T. Urner, Will book Buckets, 6 Cats, Diggers. Ride Help on all Rides. All Buses that don't conflict with the 4 we have. Paraglider, get in touch.
LEE HAYWOOD
Tribune, Okla., May 16 to 24.
P.S.: Man for Second Cat.

CAVALCADE OF AMUSEMENTS
WANT FOR COOK HOUSE: A top-flight Cook who can handle this size Show. Must know how to cut meat and take full charge of Carnival Cookhouse. We furnish you with room on train. Salary \$100.00 per week. Must be strictly sober and responsible. Operator and Gridman for Show-owned Grills. Sober, reliable. People only will be considered. Waiters for Cookhouse. (Sleeping quarters furnished on our train).
HELP: Man to handle D-7 Caterpillar Tractor (Jimmy Johnson, answer), Mule Skinner and Chalk for Train. Can place 2 experienced Painters—Salary \$50.00 per week.
SHOWS: Will place Circus Side Show with own equipment. Will also furnish equipment for any new or up-to-date Shows. Will sell Penny Arcade and book on flat rate.
CONCESSIONS: Frozen Custard, Phone, Fish Bowl, String Game or any Hanky Panks not conflicting with what we have. All address.
AL WAGNER, Mgr.
JOHNSON CITY, TENN., This Week.

WANTED WANTED WANTED
Will book Long Range Shooting Gallery, Photo, Pinch-Till-You Win, Milk Bottle, Mechanical Show, (Police Comp. or) Fun House. Ride Help: First Man on Wheel, Second Man on all Rides. No drinks; must drive semi.
MELROSE PARK, ILL., MAY 20 TO JUNE 1.
BIG FOUR AMUSEMENTS

J & B SHOWS
Can place Concessions of all kinds that work for stock. Want one more Major Ride. SHOWS—Sideshow, Snails or Midgets or any other Show that is clean. Want Custard Man, 50-50 proposition. Must drive truck. All replies:
John Wayne
J & B SHOWS
Gardentville, Va.

EVERY'S MODERN SHOWS
Want BALL GAMES, GLASS PITCH, BALLOON DARTS, CORK GUNS
For St. Agatha Church Festival on Beach Road, May 23-25—NEAR DETROIT. Can use more Hanky Panks for May 30-June 8, at B. Mile and Grand River. Other good Collaborations to follow.
MISS. VERA AVERY
Phone Lincoln 4-9076
ROYAL OAK, MICH.

AGENTS-WANTED
No up or down for Agents who can show work and follow orders up to Cat 35 ft. (40 ft.) also working on Ballon Dart, usually good territory for Driver. Present time 60-90 Celebrations, 30-50 Fairs. Must be sober and have a background of successful experience. Contact:
C. J. (GRAY) GRAVES
% HANEY UNITED SHOWS, 68 Per Route,
4322 S. 1st St., Minneapolis, Minn. Tel. GR 6130

D. P. ROBICHEAUX
(French)
1013 Texas Ave.
c/o Texas Hotel
Houston, Texas
Occupation Chef
Shift Night
Rates Daily
Am now employed by Interlaid Co. of Houston, Texas.

WANTED
SHOWS with own equipment and transportation. Will book Kiddie Ride CONCESSIONS—Long and Short Range Gallery, Miss Duffel, Cork Gallery, Age & Weight, Fish Pond and Arcade, Johnny Bets, TEX FADON, Nelson's Kiddie Ride, Pirane Answer or John at once.
KEYSTONE ATTRactions
MEL BOBER, Mgr.
Millsboro, Pa., May 16-24th, Clarence, May 28-31st.

BEAM'S ATTRACTIONS
Homer City, Pa., Farmers' Jubilee, May 24-31
Will book all types of Hanky Panks for this Celebration and big events to follow. WANT FERRIS WHEEL FOREMAN, also second man for Rides who can drive semi and have license. Good wage and this show hasn't closed a day in 32 years. Help for East in Commission. This Show has a big celebration every week under strong community sponsorship with hundreds. Fireworks, etc. 3 FERRIS CONVENTIONS: Mrs. Talca, Gus Aubourg, can use your Shows. Contact:
M. A. BEAM or STVE DECKER, SOMERSET, PA.

CARNIVAL WANTED FOR EXCHANGE HARVEST FESTIVAL
Late August or September. Contact
DR. E. W. CAYLOR, Pres.
Exchange Club
Renoche Republic, N.C.

WANT WANT
Will book exclusive Palmyra. Must be well framed. One or two Camps. To join at all once. All answer
BOLLY YOUNG, Mgr., Royal Crown Shows
WILLOUGHBY, OHIO

MANAGER-OPERATOR FOR MOTORDROME
Want experienced Operator with Riders to take over Drome. Lead name of Celebrations and Fairs ending November 1. Usually good territory for Driver. Present time 60-90 Celebrations, 30-50 Fairs. Must be sober and have a background of successful experience. Contact:
M. A. BEAM
M. A. BEAM, Windber, Penna. Telephone day only 1508

JIMMIE O'DEA
or Anyone Knowing His Whereabouts
Contact:
JOE CANTO, c/o EVANS SHOWS
338 Cypress
Kansas City, Mo.
Don't miss your chance. Only short time left. This is the end one.

Morris Hannum Shows
One of the Great Eastern Shows

WANT

SHOWS—Monkey Show, Wild Life, Big Snake, Mirgots and Fat Shows. Wonderful opportunity for Side Show with own equipment.

CONCESSIONS—Hanky Panks of all kinds.

HELP—First and Second Men who drive semis. Girls for Girl Show.

Reply to
MORRIS HANNUM
 AMERICUS HOTEL, ALLENTOWN, PA.

HARRISON GREATER SHOWS

Want for Bethaven, N. C., May 24-26; followed by Elizabeth City, N. C., Palace Festival, Parade—Grand Fields—in the heart of City.

Can place Candy Floss, French Fries, Age and Scale, Novelties. All Show Stands open with a few choice Concessions open. Have complete front Girl Show built on semi for night party to join at once. Bill Stryker wants Annex Attraction for side Show. Want A-1 Bill Poster; Stryker trainer, answer. Want General Agent who knows North Carolina, Virginia and Maryland. Want Octopus, Kolliplane and Chair-plane Foreman; top salary and bonus. Second Men on all Rides. George Cole, get in touch at once. All mail and wires to

FRANK HARRISON
 COLUMBIA, N. C., THIS WEEK; THEN AS PER ROUTE

CARL D. FERRIS SHOWS

WANT

TITUSVILLE, PA., THIS WEEK; FIREMEN'S CELEBRATION, WARREN, PA., WEEK OF MAY 24-31; FOLLOWED BY TEN CELEBRATIONS AND SIXTEEN FAIRS.

CONCESSIONS—Ballon Darts, French Fries and any legitimate Concessions working for stock. Harry Hoffman, answer. SHOWS—Funhouse, Snake Show, Wild Life, Mechanical Show, Monkey Speedway, Ken Sheely, answer. George Okhawy wants Six Car and Bill Game Agents. John Caruso wants Paint Stenc Agents.

All answer **CARL FERRIS**
 (Western Union closed)

ART FRAZIER

CONCESSION DIRECTOR AND LEGAL ADJUSTER

AT LIBERTY SATURDAY, MAY 24

Reply WESTERN UNION, BOWLING GREEN, KY

John FRANCIS Shows

Want for East St. Louis, Ill., 16 big night starting May 29, in the heart of the city—1st and State Streets.

Concessions of all kinds. Foreman and Second Men on all Rides.

Address: **JOHN FRANCIS, Mgr.**
 MARION, ILL., THIS WEEK.

A.M.P. SHOWS
Suggs

Want Penny Pitch, Hi-Sinker, Pitch-Tin-Yo-Win, Strive Games, Dart Store and other Hanky Panks. Want Second Men on Tilt, Ferris Wheel, Chalkplane and Man to handle Kiddie Rides. Want Wild Life, Animal Show, Monkey or Snake Show. Rita Raze wants Talker for all kinds of Side Show Acts. Ted Blank, James Stantello, Doc White, Skipper Kirk and others having worked for me, get in touch. All replies to

A. M. PODSOBINSKI
 THIS WEEK, IRON GATE, VA.

Telephone 5 541

C. S. & N. CO. Night Service 6 2324

MOVED TO NEW LOCATION—NEW STOCK—LARGE SELECTION Drive Inside Building and Load PLASTER—GLASS—SLUM and NOVELTIES.

ONE STOP SERVICE — DAY OR NIGHT

— WE SHIP SAME DAY ORDER IS RECEIVED—WITH 25% DEPOSIT —

114-116 West Jackson Avenue — Knoxville, Tennessee

SEASIDE PARK
 Virginia Beach, Virginia

Opens May 24

Will lease WILD LIFE EXHIBIT, 35 per cent of gross; ARCADE, established location, 1/3 of gross; ARCHERY, wonderful corner building location on boardwalk, 40 per cent of gross. Write

DUDLEY COOPER
 431 Cranley Street Norfolk, Virginia

ROSS MANNING SHOWS
 POUGHKEEPSIE, N. Y. MAY 19-24

Concessions: Ball Game, Long Range, Short Range, Photo, Novelties, Basket Ball, Hanky Panks. Can place Ferris Wheel Foreman. Write or wire

ROSS MANNING
 Poughkeepsie, N. Y.

GIRLS—WANT—GIRLS

For 2 Girl Shows. Have complete wardrobe, pay top salary, pay nightly if you like. Bonus at end of season.

—ATTENTION—
CLYDE (WHITTY) KNOWLES
 Need Talker, good proposition. Have 12 Fairs and Celebrations. All replies

DICK PALMER
WOLFE AMUSEMENT
 Front Royal, Va., this week; Martinsburg, W. Va., next week.

WANT

Hanky Panks of all kinds, now playing Atlanta lots. Ferris Wheel Foreman. Must be sober and reliable. Join or see. Address:

Johnny T. Tinsley Shows
 Atlanta, Georgia

MACK HOGE WANTS FOR MIGHTY HAMMONTREE SHOWS

Skills Agents, Pin Store and Count Store Agents. Griddle Man for Grab Stand. All replies to Albany, Ky.

NEW BUICKS

Immediate delivery. For a good deal, see or phone

JOHNNY CANOLE
 Canole Buick, Monessen, Pa.
 Phone Monessen, Pa., 937, or Phone Altoona, Pa., 9347.

Carnival Routes
 • Continued from page 53

Siebrand Bros.: Las Vegas, N. M.; S.M.B.'s Portland: Seattle, W. Va.; Shinnon 24-31; Smith, George Clyde: Duncansville, Pa.; Roundale 24-31;

Snag Greater: Parsons, Kan.; Southern Valley: Forest City, Ark.; Brady, M. A.: Great Bend, Kan.; Star: Ark. Co.: Calico, Ark.; Galtville, Mo. 24-31;

Steel City: Bedford, Ind.; Sycamore, C. A.: Ellijay, Ga.; Murphy, N. C. 24-31;

Strites, James E.: Allentown, Pa.; Strites, Model: Pottsville, Pa.; Sunset Am. Co.: Kewbrior Springs, Mo.; Benton Ia. 24-31;

Superior: Central City, Calif. 20-25; Colusa 24-June 1;

Talham Bros.: North Chills, Mo.; Thomas Art: Cherokee, Ia. 21-22; Rock Rapids: 23-24; Hewarden 24-27; Davis, B. D.: 24-29; Colton 30-31;

Thomas Jopland: Ashland, Ky.; Clarkburg, W. Va., 24-31;

Tinsley, Johnny T.: (University Ave.) Atlanta, Ga.

Tivoli Expo: Fort Scott, Kansas; Manhattan 24-31;

Trio-State: Madison, S. D.; Turner Bros.: Mount, Ill.; Ottawa 24-31;

24th Century: Peoria, Ill.

Trin City: Mount Hope, Ark.; Aurora 24-31;

United Expo: Rockford, Ill.; South Beloit 24-31;

United States: Isacrr, W. Va.; Veterans United: Waukegan, S. D.; Benson, Minn. 24-28; Morris 29-31;

Victory Expo: Helen, N. M.; Virginia Greater: Morristown, N. J.; Money, N. Y., 24-31;

Vivano Bros.: Philadelphia, Pa., 19-21; Wade, W. G.: Battle Creek, Mich.; Wallace Bros.: Hamilton, Ont., Can.; West Coast: Richmond, Calif., 24-25; Utah 24-28;

West Coast Expo: Tuba City, Calif.; Jackson 27-June 1; Cherokee, Ia. 21-22;

Witcox, Dick: South Portland, Me.; Williams, Ray: Otusell at Erskine St. Detroit, Mich., 24-June 1;

Wilson Famous: Canton, Ill.; Sibus 24-31;

Wilson Greater: Zuni, N. M.; Show Low, Ariz., 24-31;

Wolf Greater: Mason City, Ia.; Winona, Minn., 24-31;

Wolfe Am.: Front Royal, Va.; Martinsburg, W. Va., 24-31;

World of Mirch: Cheslet, Pa.; World of Pleasure: Muskegon, Mich. 24-31;

Baron Paul's Pleasure Island Shows

This week, Morristown, Indiana

CAN PLACE Hanky Panks of all kinds, also Cookhouse.

HIDE HELP—Dynamite Harris, Ride Superintendent, wants help in all departments. Positively top wages. No drunks.

SHOWS—Can place Snake, Illusion, Monkey and Motordrome. Committee money only. Weller, come on.

Jess, still waiting. Ralph, missed your call.

Jimmie Carson and Six Cat Blackie, come on in.

Next week we play Camp Atterbury for the pay day. 60,000 soldiers to play to.

BARON PAUL
 P. O. Box 811, Indianapolis, Indiana. Phone: Market 1461

Drago Amusements

KOKOMO, Ind., May 17.—Shows' grosses the first three days of the local stand were considerably ahead of last year. Concessionaires joining at this stand included D. Wright, L. Zito, C. Loman, H. Brumm, W. Edges and N. Metzger.

Paul Drago is celebrating the birth of a grandchild. A daughter was born to Tony and Angela Drago May 2.

ROSS ALLEN'S
 REPTILE INSTITUTE OFFERS:

Large "hor" rattlesnakes Big stock on hand Contact

GARY GARRETSON
 Wild Animal Dept.

ROSS ALLEN
 Silver Springs, Fla. MON 193

LONE STAR SHOWS
 CLEVELAND, TENN.

Can place Hanky Panks of all kinds, Cookhouse and Bingo. Want Shows with own equipment. Good proposition for Term-Org, Help—Can place First and Second Men on all Rides. Address all mail and wires to

R. M. CASPADEN, Mgr.
TRID WEBSTER, Bus. Mgr.
 P.S. Those who were contacted before, contact again as route has been changed.

CUSTARD MACHINE FOR SALE

Electro-Press Custard Machine, 10 portions per hour capacity. Good condition, reasonable.

MANAGER, CASINO PARK
 Virginia Beach, Va.

FOR SALE

Crozier Car and Trailer Fire Truck, good for city, street, church basins or camp or farm. 750 lbs. Gross Weight. 215 Kw. Electric Plants, fireless motors. Want trade help — Harry Go-Round Foreman. Wheel man and other Ride Riders.

JOHN KEELER
 Camp Somerset, Route 13, Westport, Md.

Harrison Greater Shows

Due to disappointment want first-class Bingo to join on wire.

Columbia, N. C.

TURNER BROS.' SHOWS
 WANT

SHOWS WITH OWN EQUIPMENT AND TERRIFIC ATTRACTION. Girl Show, Side Show, Fun House, Glass House, Any Concessions. CONCESSIONS: Snakes and Novelties. Address: Monesson, Ill., this week; Ottawa, Ill., May 23 to June 1.

LAWRENCE Greater Shows
 AMERICA'S MOST PROGRESSIVE CARNIVAL

WANT FOR EASTERN OHIO AND WESTERN PENNSYLVANIA

Concessions—Legitimate Concessions of all kinds; liberal privilege. Want man to take charge of Popcorn and Candy Apple Stand.

Want Live Pony and Octopus.

Shows—Wild Life and Arcade. Also organized Girl Revue.

Ferris Wheel and Whip Foremen, also man for Kiddie Ride. Johnny Bean, get in touch. Lat Man, Ride Help of all kinds, Assistant Mechanic.

New Brighton, Pa., this week.

Baron Paul's Pleasure Island Shows

This week, Morristown, Indiana

CAN PLACE Hanky Panks of all kinds, also Cookhouse.

HIDE HELP—Dynamite Harris, Ride Superintendent, wants help in all departments. Positively top wages. No drunks.

SHOWS—Can place Snake, Illusion, Monkey and Motordrome. Committee money only. Weller, come on.

Jess, still waiting. Ralph, missed your call.

Jimmie Carson and Six Cat Blackie, come on in.

Next week we play Camp Atterbury for the pay day. 60,000 soldiers to play to.

BARON PAUL
 P. O. Box 811, Indianapolis, Indiana. Phone: Market 1461

CAROLINA SHOWS

GREENVILLE, S. C., MAY 26 TO 31, WITH AIR FORCE PAY DAY, THEN WESTERN NORTH CAROLINA FOR TEN BIG WEEKS.

Rides: Can place set of Kiddie Rides or any single Kid Ride. Show has five Major Rides. Shows: Snake Show (Blackie, wire), can place everything you have). Girl Show (Vannie Brown, wire). Concessions: Want Pop Corn, Candy Apples, clean Sit-Down Game that can work in North Carolina. Place any and all Hanky Panks, \$15; help for \$25. Help: Want Hanky Pank Agents, also Skillo and Count Store Agents; Ride Help who drive semis, wire or come on. All address:

GEO. KELLEY
 EASLEY, S. C., THIS WEEK; THEN PER ROUTE.
 P.S.: Can place Bingo; you will work all spots.

ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS

ANYTHING IN CANVAS

Manufacturing Show Canvases for Over Fifty Years.

Underwriter's Approved Flame Resistant Materials Available. 3 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

HELLER'S ACME SHOWS

Want Popcorn and Candy Apples; French Fries, Candy Floss, Long Range Galleries, Pitch-Tilt-You-Win, Duck Pond, Ball Games, P.C. to anyone with two Hanky Panks. Racket, save stamps. No phone calls. Dutch Whitecicle no longer connected with this show. Want Fun House, Wild Life, Mechanical or War Show, Side Show, Outstanding proposition for any worth while Show. Want Girls for Girl Show; office paid.

All address:

HARRY HELLER
 This week, Martinsburg, N. Y.; next week, Batzenfeld, N. J.; then North Berge, N. J., week June 1-8, two Sundays, 83rd St. and North Berge, Long Ave.

WANTED

C. A. STEPHENS SHOWS
 ELLIJAY, GA., THIS WEEK; MURPHY, N. C., FOLLOWS.

CONCESSIONS—Photos, Age and Weight, Ponds, Ball Games, Hoop-La, Six Cats, any Rides. Concessions worked for stock. SHOWS—Side Show, Monkey Show, Big Snake, Girls for Girl Show. RIDES—Set of Kiddie Rides, Plug Bingo Counter Area.

P.S.: Have for sale Short Range Gallery and 75 Ww. Transformer.

WANT FOR ALL SEASON'S WORK AT RIVERVIEW PARK, CHICAGO

INSIDE MAN, TICKET SELLERS, TALKERS, BALLY GIRLS. Dick Simon and Jerry, get in touch with me.

DICK BEST
 c/o RIVERVIEW PARK CHICAGO, ILL.

TIVOLI EXPO SHOWS

WANT FOR FT. SCOTT, KANSAS, AND BALANCE OF SEASON, INCLUDING NINETEEN FAIRS AND CELEBRATIONS.

First-class Cookhouse that caters to Show People. Ties-in One Side Show and Athletic Show, Snake Show, Penny Arcade. Show carries nine office-owned Rides. Can use Working Men in all departments. Route sent to responsible parties. Contact

H. V. PETERSEN
 Ft. Scott, Kansas, this week; Manhattan, Kansas, to follow.

BROWN & WALLACE SHOWS

WANT

First-class Caterpillar Foreman also experienced Second Man; must drive semi, Top salary. Want experienced Mechanic with tools. Salary no object if you can produce. Want Man or Woman and Wife to take charge of office-owned Popcorn Stand. Good proposition.

BROWN & WALLACE SHOWS
 Narrows, Va., this week; Bluefield, Va., next week.

Used Everywhere for Over 35 Years

ROLL TICKETS
 PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

100,000	\$29.50
10,000	\$4.95
20,000	\$12.00
50,000	\$18.50

Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

ALWAYS A FREE GATE

We can place for a strong Beate of Indiana Celebrations and Fairs:
CONCESSIONS—Need first class Cook House for 10-Ride Show. A few Stock Concessions open.
SHOWS—ARCADE, FUN HOUSE or any WORTH WHILE ATTRACTION.
RIDES—CAN PLACE ONE MAJOR NOT CONFLICTING WITH THOSE WE HAVE.
 Need Short Range Agents and other experienced Concession Agents.
IT WILL PAY YOU TO CHECK WITH US ON THE FOLLOWING DATES—
VINCENNES—June 17-21. DOWNTOWN CITY MARKET LOT—7th District American Legion Week. Limited space—can place Demonstrations.
SPENCER—June 23-28. American Legion Annual Fireworks Celebration.
LINTON—INDIANA'S LARGEST 4TH OF JULY CELEBRATION—June 30-July 5. Can place Merchandise Concessions, all kinds—WANT ONE LARGE COOK HOUSE—NOVELTIES (Exclusive contract open)—WANT GIRL SHOW—LARGE ANIMAL SHOW—CIRCUS SIDE SHOW—ALL MUST BE GOOD—CAN USE ONE OR TWO MAJOR RIDES FOR THIS DATE.
 All Replies to ERNEST ALLEN, BAKER UNITED SHOWS
 Eldersburg, Indiana, this week, or Phone Tom L. Baker, Garfield 4584, Indianapolis, Indiana, Next Week, Wabash, Indiana.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

Circus Week in Philadelphia, Pa.

We have the only grounds along side the circus.
 Now booking Shows, Rides and Selling Space for legitimate Merchandise, Concessions, Eats, Drinks and Novelties. No Exclusives.
 Can always use ride and show help in all departments.
 All Replies To
MARKS SHOWS
 This Week Erie & I Sts., then Circus Week, S. Broad St. Philadelphia, Pa.

PAGE AMUSEMENT CO.

BIG STONE GAP, VA., MAY 19 THRU 24. HEART OF TOWN. FIRST IN.

SHOWING PAYROLL TOWNS OF VIRGINIA, KENTUCKY AND OHIO.

WANT CONCESSIONS THAT WORK FOR STOCK ONLY—Bumper, Davs, Coke Bottles, Ball Games, Short and Long Range Galleries, Photos, Custard, etc.
 WANT Foremen for Merry-Go-Round and Octopus and Second Men on all Rides. Salary no object to capable man. Also General Help in all departments. Hell, come on. Will send ticket if necessary.
 WANT SHOWS OF MERIT THAT DO NOT CONFLICT. Special proposition to organized Minstrel Show with own equipment.
 P.S.: Joe Reynolds and White Johnson want Agents for P.C., Skittles, Razzle and Pin Store. Pierre Verrier wants Bingo Help. Counterman Telham, come on.

CUMBERLAND VALLEY SHOWS

NOW BOOKING **NOW BOOKING**

Opening in South Pittsburg, Tenn., June 14th, two big Saturdays.
 This show holds contract for 12 Fairs and a big 4th of July Celebration and a Centennial Exposition on the streets in Tullahoma, Tenn., July 24-31.

RIDES—Will book Ball-a-Plane, Radio-Ride, Savitree or any other ride not conflicting.
SHOWS—Motor-drome, Mechanical Show, Fun House, Glass House, Wild Life, Monkey Show, Fat Show, Sledge Show or any capable show with own outfit except Snake Show and Old Show. 50% to the office.
CONCESSIONS—Need a few more legitimate Concessions, such as Ball Games, Glass Pitch, Hoop-La, Bowling Alley, etc. Also will book a Pender Arcade.
RIDE MEN—Need ride Foremen on Wheel, Charlene, Loop, Merry-Go-Round and Kiddie Ride. Good Salary, Ed Norman, Del and George, answer. Will book Free Act, Cardma, answer. Max Higgins, we need you best. Answer. Address all mail and wire to
ELLIS WINTON
 100 E. McLEAN ST. Phone No. 3284 MANCHESTER, TENN.
 P. S.: No collect phone calls or wires.

THOMAS JOYLAND SHOWS

Can place Monkey Show, Snake, Illusion, Arcade, Wild Life, Fat Show and Unborn Show. Low percentage. Can place Ride Help on all Rides. Want Man to handle Dark Ride. Can place Concessions of all kinds. Especially want Frozen Custard at once. Sidney Thomas can place two Readers at once. All wire:
L. I. THOMAS, Mgr.
 Ashland, Ky., this week; Clarkburg, W. Va., May 26-31.

MOTOR STATE SHOWS

Want for long season of celebrations and fairs, Hanky Panks, Photo, Hi-Striker, etc., not conflicting.
 Want Second Men all rides; man for Kiddie Ride; must drive.
 Happy Ankrum wants agents for Hanky Panks.
JOE FREDERICK, Mgr.
 Eaton Rapids, Mich., May 19-23.

FOR SALE - - - FOR SALE

Complete Side Show, used 10 months on World of Mirth Shows. Fully equipped with sound, indirect lighting, stages, plush curtains, etc. Cost \$8,600.00 to build—sacrifice for \$2,800.00 cash. This is like new and there is none finer on the road. All replies:
CHARLES H. HODGES
 c/o CODDING AMUSEMENT CO.
 1300 NORTON AVE. COLUMBUS, OHIO

ALABAMA AMUSEMENT

Ride Help wanted; Shorty Baker, wire me immediately. Foreman for Ferris Wheel and Detroit Mud drive. Concessions wanted, Cork Gallery, Glass Pitch, Hi-Striker, Photo Gallery, next Grab Nand, Hoop-La, Pitch-TU-U-Win. No Gate. We play right in town. Wire me for more info. Also will book a Pender Arcade. Join on wire on 45 Highway, Mobile, Ala. Three live Parate Country, Foto, Robert-Mede, and Ray Merritt, Ala. Wire Manager.

WILLIAM T. COLLINS SHOWS

WANT **WANT**

On account of Sam Lieberwitz's illness, can use Bingo Manager and Counter Help (Ed & Marie Swanson, call me). Have good proposition for Operator for Fun House and Glass House combined. Need Men for front gate and towers. Address:
WILLIAM T. COLLINS, Mgr., 801 E. 7th St., Minneapolis, Minn.

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 17.—Owing to circumstances beyond our control we have been obliged to cancel our planned visits to shows in the Detroit area this month.
 No further developments are reported on the sanitation standards proposed by the American Public Health Association for the outdoor amusement field.
 New membership certificates being forwarded and should be received within a reasonable time.

Street Celes Okay For Reynolds-Wells

COLUMBUS, Kan., May 17.—Reynolds & Wells United Shows have been aided by good weather since their April 19 opener in Muskogee, Okla., and as a result have been enjoying good business. One in playing three-day street celebrations in this area and will continue these operations until the Minnesota fair season opens.
 Kid matinees have been pulling in large crowds of youngsters. Saturday (10) at Claremore, Okla., show was set up in front of the Will Rogers Hotel and all rides, shows and concessions shared in good takes.

Starkville, Miss., Okay for Gentsch

WINONA, Miss., May 17.—J. A. Gentsch Shows moved here this week from Starkville, Miss., after good business in the latter spot under American Legion Post auspices. Rides, shows and concessions all had good play.
 Rollopiane again was in operation here after a complete overhaul job at Starkville under supervision of Russell Cooper. Gus Mitchell returned from Bagaloua after a week of rest and a physical check-up.

Norman McAleer Buried in Boston

BOSTON, May 17.—Funeral services were held here Thursday (8) for Norman McAleer, 43, veteran games concessionaire, who died Monday (8) in City Hospital. He had been with B & C. O. C. Duck, James E. Strates, Coleman Bros. and Cetlin & Wilson shows.
 Burial was in Mount Hope Cemetery here.

Cetlin & Wilson

Continued from page 60
 Jerry Moore has refinished the Merry-Go-Round and the horses now sport gold bridles.
 Charley Sheesley has his shops working full blast and all of the rolling stock is in excellent shape. With the addition of five flatcars purchased from the Ringling circus last winter, Johnny Brooks, trainmaster, is routing the best unit the show has ever had.
 Features include Raynell's Hollywood on Parade, starring Peter Gary and Siska, the girl with the green hair; Jerry Jackson's High Steppers of 1952; Earl Chambers' Monkey Circus, which is also decked in new canvas; Bob Edwards' Torture Show, a new feature and Earl Purtle's Motor-drome, featuring lions.

Kiddie Rides Added

Richard Walters has added a new train to kiddie ride line-up. Jack Fink has new canvas for his cookhouse and Mickey Mansion has a new tent for his Side Show. Kid show features a new line-up of acts.
 Raynell and Jack Wilson are completing arrangements to book Lash LaRue, cowboy movie star. Plans call for the framing of a special show in which to feature the film celeb.

WALKER OSBOURN WANTS AGENTS

For the following: Man for Swinger, Wire for Hit & Run, Agent for me, Mad House, one Pin Show Agent, one Nail Agent. All Concessions start now at Ridwell, Okla. We work every
 Stillwell, Okla., Strawberry Festival, week May 24, Anderson, Mo., on the streets, Jericho, Berwyn, Mo., Celebration, 1952.
 P.S.: Want Parole Wheel Foreman; top wages.

Percecl's PIONEER SHOWS

high class midway attractions

Williamsport, Pa., May 26th to 31st. Free Gate! This town needs no introduction. Strictly a RED ONE.
 Want Shows of merit with own equipment. One Girl Show. Jack Keane wants Dancing Girls and Operator for Posing Show. Concessions Wanted—Custard, Popcorn, Apples, Novelties, Short Range, Jewelry, Cake Wheel, Nail Store, Buckets for stock, Hanky Panks or anything legitimate, Arcade. Stretch Rice wants crew for Cigarette Store. Rides—1 Major and Kiddie Ride, Live Pony. Help Wanted—Second Man and useful Show People. All-replies: Airmail, wire or come on. This week, Berwick, Pa.
Mickey Percecl, Mgr., or L. Rice, Con. Mgr.

NATIONAL WHEAT HARVEST FESTIVAL

JUNE 4-7, HELD ON STREETS OF DOWNTOWN WICHITA FALLS, TEXAS

Want Rides: Leopard, Tilt, Rockplane, Rollopiane, LITTLE Dipper, Train or any Ride not conflicting. Want Men to handle Motor-drome in its entirety for the spot in balance of season. Travis Ward, contact. You know the spot. Want Shows: Minstrel with own equipment. Revue. Side Shows of all types. Want Concessions: All Stock Concessions will work. No X, come on. Especially want Ice Cream, Hi-Striker, Roman Target, Jewelry, Cork Gallery, String Game, Basketball, Six-Cat, Novelties, Pitchman of all kinds. Ride Help on all Rides who drive same. Year-round work if you can qualify. Men with cars, stay away, but this is the biggest event in North Texas and drew over 180,000 people last year, but this year featuring Mammoth Kids' Day, including band, etc. Contact JOHN L. ROBINSON, MODEL SHOWS, INC., Duncan, Okla., this week; Ardmore, Oklahoma, next; then Wichita Falls, Texas.

VIRGINIA GREATER SHOWS

Want exclusives on Frozen Custard, Novelties, Hi-Striker, American Palmistry (strictly no gypsies wanted). All Hanky Panks open.
 Want Snake Show, Wild Life, Unborn, Funhouse, Glass House, Pony Rides, any other good Platform Show of merit. Louis Augustine wants Act for Side Show. We have Super Roll-a-Plane Ride for sale.
 Morrisiana, N. I., this week; Monsey, N. Y., May 26th-31st. This Memorial Day spot was very big last year. All mail and wires to
WM. C. (BILL) MURRAY

FAIRFIELD COUNTY INDUSTRIAL FAIR AND SUMMER FESTIVAL

Stamford, Conn., June 29 to July 6, inclusive
 IN HEART OF STAMFORD
 TWO SUNDAYS AND FOURTH OF JULY
 Celebration in conjunction with city mammoth fireworks display.
 Want Major Rides, especially interested in Saver. Three other celebrations to follow. Largest advertising campaign ever known in show business going on now. Mammoth admission ticket advance give-away. Answer to
ROBERT PAUL
 229 MAIN ST., STAMFORD, CONN. PHONE 4-6447

SUNSET AMUSEMENT CO.

FAIRS AND CELEBRATIONS START HUTCHINSON, MINN., WATER CARNIVAL, JUNE 23

CAN PLACE—With own equipment Side Show, Motor-drome, Fun House, Lung, Mechanical Ride help, who drive trucks. Excelsior Springs, Mo., this week. Newton, Iowa, next.

WANTED

Experienced Help for all Rides. Good pay, long season. Also one Man who can handle set of 4 or 5 Rides.
MILLER AMUSEMENT ENTERPRISES
 55th St. & La Grange Road La Grange 5044 La Grange, Ill.

GREATER DIXIELAND EXPOSITION WANTS FOR BALANCE OF SEASON

Experienced Ride Help who drive: Jimmie Scotland, Frank McCall, Bill Newman, contact John McKee.
 Place Photo, Lead Gallery, Hi Striker, Scales, any legitimate Stock Concession, No PC, Gypsies or racket.
 Fred Wilson wants capable Agents for Cigarette Gallery and Duck Pond. Fred South and Harry or other Cook House Help, contact Bob Cole.
 This show plans 14 bona fide Fairs and Celebrations in Iowa, Illinois, Arkansas and Louisiana starting in July.
 M.A.N.V., I.A., Now; MATCHITCHES Next Week; Then North

MODERNISTIC SHOWS

Red Baby Show, get in touch. Can place Glass House or Fun House or any Show with own outfit. Engleston, Monkey Show, let me hear from you. Ride Help, Concessions. Unit opens June 9.
JOHN KEELER, Mgr.
 Camp Somerset, Route 13, Westover, Md., Winter Quarters.

PAGE BROS.' SHOWS

Want S-Cats, Photos, Scales, Hanky Panks of all kinds, Arcade, Custard and Cookhouse. Want Monkey Show and Furhouse Operators. Good proposition. Ride Help, come on.
OWENSON, KY., This Week.
 P.S.: Benny Ackers, contact. "Deebay" Cox wants Help.

Wanted COOK HOUSE Wanted

First-class Cook House wanted for one of the largest Motorized Shows on the road with one of the best Fair Routes this season. Must be 3rd Down Cook House with tables and chairs set-up. One that will cater to Show People. This is your opportunity for a big season if you have the high-class operation that we desire.
 BOX NO. D-196, 4/8 THE BILLBOARD PUBLISHING CO.
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Merchandise Topics

Write Buyers' Service Department, 2160 Patterson St., Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York

Cronow Watch Company, Inc. is offering the trade its line of retail at \$8.95. The timepieces are said to have jewel movement, removable lugs, handsome case, luminous dial, unbreakable crystal, leather strap and sweep second hand. They also are anti-magnetic.

Universal Fountain Pen Company, Inc. is introducing to prize users its line of Buck fountain and ball point pens, priced to retail at \$1. . . . Novelty comic ashtrays, priced to retail at \$1, are made available to premium users by **Starke Design, Inc.** Metals figures on the trays are decorated in bright colors and are mounted on a composition base.

Stayon sets of matching ash trays and cigarette servers are the latest items to be presented by **Sales Associates, Inc.** Attractive, cushiony weighted bottoms are available in a choice of fabrics, assorted designs and colors. Metal trays are finished in gleaming burn-resistant copper-tone. . . . **Signa-Craft, Inc.**, creator of personalized novelties, has introduced two new items: Signette "Grip-Pins" and "Truly Yours" personalized key chains, priced to yield exceptional profits. . . . Still popular, reports **Micro-Lite Company, Inc.**, is the firm's miniature keychain flashlight. Altho only two inches long, it throws a powerful light with the push of a button. Retailing at 49 cents, the item is offered the trade in a variety of colors. **Claxton Sales, Inc.**, offers jewelry workers earrings in rhodium-white, 22 kt. gold plated and antique style for \$42 per gross. It also has lines of three, four and five-piece jewelry sets, gift boxed, selling from \$15 to \$42 per dozen.

Los Angeles

Golden Bear Sales Company is now offering a handy screw driver kit. Unit includes tempered tool steel blades which lock into an extra large plastic handle. The kit contains 1/4-inch heavy duty blade, 3/16-inch cabinet blade, and a No. 1 and No. 2 crosspoint recess blade. The tools roll into a plastic bag. They are Underwriters Laboratories approved. According to Golden Bear Sales, the kits are packed 12 sets to a box.

M. Whitney Monette Company has been awarded the novelty contract for California State Fair, Sacramento. The firm had the pact in 1950.

Detroit

Gem Sales Company is resuming a full-scale promotional campaign on two of its best novelties, the socko-kit and the snake lie, both of which are proving popular.

From All Around

Acme Sparkler & Specialty, River Grove, Ill., is pushing its low-cost line of fireworks that includes an extra large non-poisonous snake and color light sticks in red and green. . . . **Flit-Back Sales Corporation, High Point, N. C.**, recommends to prize users its low-cost line that includes paddle and ball games in 10, 15 and 25-cent sizes; Whirl King return tops; Champion spinning tops; rainbow balloons and sponge balls. . . . **Sidney A. Tarrson Company, Chicago**, claims hefty sales are ahead for the worker who orders the firm's new space pilot helmet, a kiddie item priced to retail at 98 cents. Of molded, durable plastic in three colors, the helmet has a flashing, free-wheeling, pusher-type propeller that works in the slightest breeze and emits a whizzing sound.

Tavern Fun Company, Brillion, Wis., is introducing a new line of assorted novelty, joke and magic items. . . . **Roy Rogers jack-knives**, bearing the likeness of the famous cowboy on the handle, are offered the prize using trade by **Colonial Knife Company, Inc., Providence, R. I.** The knives are priced to retail at 59 cents. . . . **Thrill Novelty Company, Inc., Denver**, believes prize users will do well with its line of joke items, carded merchandise, smokers' articles, bronze horses and figures, **Roy Rogers and Dale Evans** merchandise and souvenirs for every part of the country. . . . Latest novelties introduced by **U. S. Plastic Company, Pasadena, Calif.**, are space patrol rocket guns, exploding caponatic missile, rocket jet wailer guns and flying saucer guns, all designed for the kiddie trade.

The latest offering by **Remco Industries, Inc., Newark, N. J.** for the kiddie trade is the electronic walkie-talkie, a complete two-way communications system ready to operate. It works like a telephone, has nothing to wear out or replace and does not need batteries or electrical plug-in. It works on permanent alnico magnet power. Priced to retail for \$2.98, the firm says it's the answer for those looking for prizes to be used in connection with kiddie events.



Watch profits rise... with Special Plush Olla

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STICKERS 58 per 14 DECALS 35 per C
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Have fun - Show your colors

SLAP ON, PEEL OFF--BY HAND!



WEAR THEM ANYWHERE

COLD ADHESIVE-BACKED
These patches can be applied by hand to cloth, glass, metal or wood surfaces. They can be readily peeled off and re-applied several times. These patches are printed on special moisture-resistant film. Should the feeling get itched, just wipe them with a damp rag.

10¢ EACH

DIRECTIONS
Peel the protecting paper off the tape on back of patch. Brush dust and lint off the area to be covered, and press down firmly.
NOTE: The tape will lose power if put on a sweater or similarly loose, fuzzy material or on paper. Avoid such applications.

COMPLETE SAMPLE SET AND DISPLAY CARD \$3.00

postpaid CASH WITH ORDER

'Patch Up' your political friendships with the hottest Political Novelty Item to come on the markets in years!

POLLY-TICKLE PATCHES CAN BE USED AGAIN AND AGAIN

No pins to stick you... no holes in the clothing... no fussing to put them on... Press them on... Zip them off! Can be wiped clean with damp rag if they get soiled. The adhesive backing will not harm or stain fine fabrics or surfaces.

50 PATCHES ON A COLORFUL, ATTRACTIVE DISPLAY CARD

Attractively mounted on 10x12 display card for a real attention-compelling sales stimulator.

YOU TAKE IN \$5.00 PER CARD--A FAST SELLER THAT MAKES THIS A TERRIFIC PROFIT-MAKER!

Cards can be furnished as follows:
Style A: 1/2 Democrat and 1/2 Republican
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Be First In Your Territory--Send for Your Sample Card Today! You'll order them by the dozens when you see the Samples!

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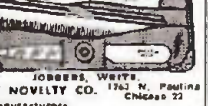


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Gold Stamped to Your Order

VANITY SET
Baby Pink, Corn, Silver, Blue in heavy plastic-lined case, brass corners. **\$3.50 dot.**

Mail order: Pack of 24 sets to \$3.00. All cash orders over \$10 prepaid. Specializing in Plastic, Leather Novelty Items--Cards and Books.



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7 inch	13.00
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9 inch	Cr. 12.00
12 inch	Jumbo Dz. 2.50

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Twill red, white & blue w/structure of Ike and "I Like Ike" button on front.

\$6.50

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w/Flower Designs

20 inch Spread, Crook Handle	Cr. \$10.00
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9 inch Pop Cans, \$16.00 per 100; Rubber Sabers, 48; Loving Cup; \$19.00; Rubber Inflation Monkeys, 48; \$22.50; 21 inch Jumbo Rubber Inflation Monkeys, 48; \$45.00; 11 inch Rubber Crown Inflation w/umbrella, 48; \$9.60; 15 inch Heavy Rubber Chuck Inflation w/movable eyes, 48; \$21.00; Rubber Tongue Rabbits on Cars, 48; \$7.00; 3 inch Pocket Knives w/2 blades, 48; \$2.00; Miniature Harmonicas, 48; \$4.50; Miniature Jack Knives, 48; \$4.50; Bead Key Chains, 48; \$1.50; Cub Knives, 48; \$3.40.

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Seen by over 6,000,000 kids on TV who bought over 1,000,000 the first month! Complete with 4 Howdy Doody Trading Cards (the kids love to trade 'em) and a SECRET COMPARTMENT!

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Only Ea. Set
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and Worth It



Buy alone is worth more than you pay for entire set

Enchantingly beautiful 5-piece jewelry ensemble... no paste, no glue. Acolyte with hand-crafted simulated diamonds, imported rhinestones and lavishly colored jewel stones. Flexible link bracelet with matching diamond earrings and chain necklace. Hand polished back and front in durable tarnish-proof Hamilton gold tone. Randomly set with brilliant-cut shell plastic carry-all bag with chain which may be used to use when jewelry is removed.

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TV IS ALL OF SHOWBUSINESS ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

Pipes for Pitchmen

By BILL BAKER

SIR EDWARDS... for Dan Lewis, who had the balloon privilege. His partner, Red McCoy, had all the novelties at the arena. Al Weston operated a badge board for Lewis. Windy Miller had coloring books. Altho business was good it was not up to other years."

JIM BROWN... has launched his summer tour and recently appeared at Su-San Playland, Copiague, L. I. N. Y., with his balloon concession. He will play Durham, N. C., the first week in June and then head for Happyland Park near Charlotte, N. C.

STEVE McCLAIN... is working sheet out of Charlotte, N. C., where he makes his headquarters. He'd like to read pipes here from E. C. Pardee and Dr. M. J. Lockey.

DAVE DUNLAP... is in Mercy Hospital, Charlotte, N. C., where he recently underwent an operation on his leg. He'd like to read letters from friends

ALLEGHENY COUNTY... officials at Pittsburgh have asked a member of the County Board of Claims and Titles to screen applicants for booths at Greater Pittsburgh Airport Administration Building to be opened in June in order to grant permission to applicants of the highest caliber.

GEORGE H. BROOKS... knows to pitchfolk as Scotty, knows the following from St. Louis. "Since my arrival in the Mount City April 1, I've been working for Roy and Austin Potter, former concessionaires who now operate the Terminal Food Shop here. I also worked the St. Louis Police Circus at the arena, April 20-May 4. I worked popcorn and candy and sold balloons

for Dan Lewis, who had the balloon privilege. His partner, Red McCoy, had all the novelties at the arena. Al Weston operated a badge board for Lewis. Windy Miller had coloring books. Altho business was good it was not up to other years."

PITTSBURGH HOME SHOW... sporting 400 displays, gave pitchmen 141,000 persons to play to in six days at Hunt Armory, an attendance record for any home show ever to play that area. John Owen, with 37 successful shows to his credit, directed. Modern Products Company, of New York, had an end-corner booth and demonstrated its aluminum pad which, when spread flat underneath the ironing board cover, irons both sides of a piece simultaneously. Also on hand was a National Health Products, Sarasota, Fla., display which backs up its demonstrations of Marvizer with TV advertising. It had its counter stacked with vegetables for use in pitching its kitchen gadgets.

HENRY H. VARNER... still at his headquarters in Akron recuperating from a recent hospitalization, pipes that he liked the "recent pipe from HI High-Lower and I'm ordering a big new car just like he suggested."

"FROM THE GREAT... number of pitchfolk in the U. S. I sort of puzzles me that there are such few pipes in The Billboard," letters Dave Rose from Oak Forest, Ill. "I can remember not so many years ago the Pipes for Pitchmen column was pretty well represented from all parts of the country. Men used to send in pipes giving information about towns that were open or closed; where one could work in certain towns; how much the reader was, and if the people were good spenders, etc. Those days when a man decided to hit the road he didn't go on any wild goose chase. He knew that when he arrived at his destination he could go to work without being molested or shaken down. Most of the men who used to send in the information have passed into the world of the unknown. Now we have a new crop of pitchmen. They don't get around like the old-timers did. They work indoor doings and fairs and when not working these spots they wind up in Detroit where they work the shops. Those who call Chicago their headquarters work the Maxwell Street Market, because that's about the only place one can work without being molested. New York has its home guards and I guess so does every other large city. A great many pitchfolk have taken to working stores. All this being a fact, it goes to prove that pitchmen can't make a living any more knocking around the country. On the other hand, certain articles that used to be pitched couldn't be worked in many towns now. The man selling them probably would wind up in the clink or get a broken shank. Some pitchmen, altho their product isn't worth a plug nickel, will try to make us believe that they have a legitimate item. They honestly believe so. I have known pitchmen in the past who were so sold on their product that they blew their tops and are now in mental institutions. I think the scarsest of our fraternity are the jam men. I seldom see any of them on the road anymore. I don't knock around myself anymore. When I finish with the few fairs that I have I head south for New Orleans. Let's have some pipes from the old-timers who are still around."

Always "FIRST" Service-Quality-Value



REAL TIGER BLANKET 54"x72" New Sebecon Tiger Blanket Extra double weight. Realistically dyed in brown, beige, maroon, orange, red, green, blue, yellow, black, white, etc. Soft, warm, durable. \$3.30 ea. Lots of 10... \$3.30 ea.

SPECIAL Glass Carving Rods 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. \$2.95 value. Lots of 6... \$3.30 ea.

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YOU CAN POSITIVELY MAKE \$50 with a brand new item being to every type of food and beverage store. Perfect for school and hospital food. See our ad in this issue for complete details. Sold by special publicity program. **UTILITY DUREWARE CO.** 23 W. Jackson Blvd., S. E. 274, CHICAGO 4, ILL.

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No. 9 STARS and STRIPES \$7.00 Gro. Plus Shipping Charges Order from Your Jobber Today

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BURKE 10 W. 27 St. OFFERS 12 FOR PRICE OF 1 Famous Jeter Case Cards, fully made, metal. Copper known metal. Beautiful flower designs. High finish chrome trim. 5 1/2" x 7" wood gift chest. \$26 Price Tag. \$20 per dozen. FREE CATALOG. See Other Items.

"Slim Jim" CLIP BOW TIES

Hand Sewed Bow, not pasted or stapled. Long Clip for all Shirts—A Quality Item! Gay Prints in 6 vivid colors. Other shapes if desired. Individually boxed and cellophanned, 1 dozen to display box. \$5.00 Dz. Ass'd. Send \$2 for 4 samples. W. Dept. B. C. O. D., F. O. B. N. Y. C.

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Children! \$25,000.00 vitamin market! **IT'S EASY. VITAMIN-TA** Vitamin-mineral tablet with Vitamin B-12, the red vitamin with their crystalline acid VITAMIN, the liquid "vitamin mineral", a \$2.00 seller. Write for FREE sales plan. Sample of each sent postpaid \$2.00. Free details also containing many other LOW PRICED BIG PROFIT SELLERS! **CELCON-SA MEDICINE CO.** Dept. 88 1616 Central Ave. Cincinnati 2, Ohio

PLASTIC RAYON TOWELS

LOWEST PRICES BIG PROFITS EVERY PITCH

PALMER CO. 19365 Harper Detroit 24, Mich.

Notice to Paper Men

If things are tough, I need Paper Men on crew and tree line in States of Oklahoma and Texas. Bumper wheat crop this year. Contact **JOHNNIE LOWE** Box 7125, Oklahoma City 12, Okla., or join me Frederick, Okla. My 25th to just 10th.

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Sell beautiful Black Light Window Displays Contracts to Banks, Retailers & Loan, Real Estate, Jewelers, Auto Dealers. Good commission.

MACRA STUDIO 4899 Ogden Ave. Chicago 23, Ill.

Scio Pep Meet

co-operation of all groups brings success to a fair. In Springfield civic and service clubs play an important part in the fair. The Chamber of Commerce, all schools, merchants, business and industry keep the fair foremost in their minds the year round.

!! WOW !!

Bert Wheeler's Gag Novelties

- BEAUTIFUL HAIR WITH SNARE! Hundreds of NEW JOKE ITEMS DIRECT FROM HOLLYWOOD A dollar bill on ribbon, face-rolling sample, BOW TIE WITH THE SNAKE. Original in Hollywood, fully protected with U. S. Patent Office. You can sell dozens any evening.

VENTRILOQUIST FIGURES

Beautiful—Must be seen! Hair in molded in FOUR COLORS—Black, Blonde, Red or Brown. Real hair on order. Hand carved in a D. Dressed in sport clothes and REAL SHOES. See them! Write for particulars.

Hand puppets for television. We carve anything. Figures may be seen at Lou Sannieri's, N. W. National Music, Chicago.

ST. PIERRE'S HOLLYWOOD MAGIC CO., Inc. Dept. B.B. 5 Wholesale dist. Dept. W.P. Wholesale Retail. 6440 Hollywood Blvd. Hollywood 28, California

Fair Dates

- Woodburn—Allen Co. 4-H Club Fair. Aug. 25-26. Mrs. Esther Belmont, R. 13, Port Wayne. Worthington—Greene Co. Fair. Aug. 3-9. Robert G. Pyles. NEW MEXICO Las Cruces—Doña Ana Co. Fair. Oct. 16-18. B. H. Jones. NORTH CAROLINA Carolina—Spaulding-Central Agri. Fair. Sept. 22-27. Wm. Howard Robbins. Spruce Pine—Tom River Fair. Sept. 9-13. W. B. Venable. Zebloun—Zebloun P're-County Fair. Sept. 27-29. R. Venable. OKLAHOMA Alva—Alva Co. Free Fair. Sept. 10-12. Orville McWhally, Wynona, Okla. Asa—Asa District Free Fair. Aug. 27-30. Tom W. Toney. Ardmore—Carter Co. Free Fair. Sept. 10-13. Pauline H. Evans. Bearden—Bearden Co. Free Fair. Sept. 29-Oct. 2. A. B. Gurley. Carnegie—Tulsa County Free Fair. Sept. 3-4. C. B. Bostick. Cherokee—Cherokee Co. Free Fair. Sept. 9-11. Wayne A. Beklin. Chickasha—Chickasha Co. Free Fair. Sept. 19-20. Bob Lamar. Clinton—Southwest Fair Assn. Sept. 3-4. A. B. Pendergrass, Okla. Collinsville—Collinsville Tri-Co. Fair. Sept. 11-13. John Fox. Dewey—Washington Co. Free Fair. Aug. 24-27. Bill Blankenship, Bartlesville, Okla. Duncan—Duncan Co. Free Fair. Sept. 9-12. Ed C. Gray. Fairview—Major Co. Free Fair. Sept. 16-18. Harold Miller. Fredonia—Fredonia Co. Free Fair. Sept. 9-12. Wayne C. Lines. Guthrie—Logan Co. Free Fair. Sept. 10-12. James C. Cast. Guymon—Texas Co. Free Fair. Sept. 10-12. Clifford Hatcher. Hobart—Kiowa Co. Free Fair. Sept. 9-12. Kva B. Stokes. Hugo—Cherokee Co. Free Fair. Sept. 10-12. Hilda Hester. Hydro—Hydro District Fair. Aug. 27-28. Mrs. Grace Pitlor. McAlester—McAlester Co. Free Fair. Sept. 10-13. M. Priddy Jr. Midland—Marshall Co. Free Fair. Sept. 13-15. Dale Campbell. Marietta—Love Co. Free Fair. Sept. 9-8. Newton W. Flora. Miami—Okfuskee Co. Free Fair. Sept. 9-13. Tom Autrey. Mountain View—Mountain View Free Fair. Aug. 26-30. Earl Kibbe. Nowata—Nowata Co. Free Fair. Sept. 20-21. Maude Maitly. Oklahoma City—Oklahoma Co. Fair. Sept. 13-17. Harry P. James. Pawnee—Cotton Co. Free Fair. Sept. 9-12. A. C. Dow. Pawnee—Pawnee Co. Free Fair. Sept. 28-30. Joe Sharp. Perry—Moble Co. Free Fair. Sept. 10-12. Earl Vogt. Pond Creek—Grant Co. Free Fair. Sept. 15-19. Roy W. Davis. Sulphur—Geography Co. Free Fair. Sept. 10-12. C. E. Long. Sapulpa—Creek District Fair. Sept. 13-19. Clyde T. Patrick. Shawnee—Shawnee Co. Free Fair. Sept. 13-15. Wm. R. Baker. Tahlequah—Tahlequah Co. Free Fair. Sept. 10-12. Donald Tallent. Wagon Wheel—Wagon Wheel Co. Free Fair. Sept. 9-11. H. Dale Martin. SOUTH DAKOTA Aberdeen—Brown Co. 4-H Fair. Aug. 20-22. B. C. Smith. Gettysburg—Potter Co. Fair. Aug. 28-30. Mildred Tolber. Madison—Butte Co. Fair. Aug. 27-30. Winfield Long. Muroc—Jones Co. Fair Assn. Aug. 28-30. Neil Channey, American Legion. Webster—Day Co. Free Fair. Sept. 11-13. H. M. Hanson. TENNESSEE Cookeville—Putnam Co. Fair Assn. Sept. 2-4. T. B. Gentry. TEXAS New Boston—Bowie Co. Fair Assn. Aug. 26-30. Weldon McEved. VIRGINIA Weirwood—Central Northampton Fair Assn. Aug. 12-18. W. P. Jefferson, Cape Charles. WASHINGTON Dey Park—Dey Park Fair Assn. Sept. 6-7. Lois Chapman. Port Townsend—Jefferson Co. 4-H Club Fair. Aug. 15-17. C. H. Watkins. Chimum, Wash.

Clyde Beatty

Joe and Palo Alto, The Barbette ballet girls and several of the clowns got quite a work-out during First of May ceremonies in the backyard at East Los Angeles.

Mr. and Mrs. Jim Maddux prepared a dinner at their home and brought it to Milonga and Johnny Cline's trailer to serve. Clyde Beatty and Col. C. F. Cox's place near Watsonville, Calif. Each reeled in six bass. Mrs. Beatty caught two bass.

The George Hanneford's served a buffet supper in their living van in Mr. and Mrs. Tom Colleano. Mr. and Mrs. Billy Pape and Charlie Cox. Duke Law, Len Keeler, Karlo Wuebkes and Eddie Dullum were entertained at the home of Mr. and Mrs. Bill Weir, Seaside, Calif. Mrs. George Hanneford received two floral sprays on Mother's Day, one from her son, Tommy, and one from members of clown alley.

Under the Marquee

Orton & Monse Circus in 1898 and with the W. B. Reynolds Circus of 1905. Later he operated a show print company. Governor Peterson of Nebraska posed for pictures with the "twain" elephants delivered to Gil Gray's show at Lincoln.

Ted Milligan Jr., magic and punch with various shows, now is a tank commander with the Second Infantry Division in Korea. Boswell Bros. and Turnbull's circuses are playing to big business in South Africa. Mr. and Mrs. Stanley Boswell are in Europe on a talent search. George Pinder, Dennis Woods and Emanuel Mariani are with the Boswell show.

The late Clara A. Rank of Cedar Rapids, Ia., who had an interest in the Jay Gould Circus, bequeathed his interest in the show to Ralph Williams of Tip-ton, Ia. He also made some cash bequests.

Mill Hinkle played LaGrange, Ga., Friday thru Sunday (9-11) with his Oklahoma Ranch Wild West and Redco. Columnist Joe Beasmish devoted his newspaper space to the Frank Wirth circus during the show's Syracuse engagement and had nods for Ernie Anderson, circusian director; Mickey Sullivan, bandmaster; Clowns Charlie Frank, Charlie Young, Herb Taylor, Roy Barrett, Duich Jordan and Arden Bechar; The Great Arturo, Billy Barton, Mickey King, Kinko, Lucy Danlow, Capt. William Meyer, Will Hill, Frank Noel, Bill Buschman, Tibor's Seals, Kaye and Kaye, Bonny Paris, Louis and the Oliver Sisters; the Anandis; and the Monte Decas.

Ernie Wigans is 24-hour man with Cole & Walters. Gladys Wigans is handling banners — Harry Atwell, circus photographer, and his wife, left Friday (10) for a tour of Florida, which will include a stop at Sarasota.

Joe Martin, veteran columnist of The Wilmington (Del.) Sunday Star, and the paper's former editor publisher, devoted part of his Sunday (4) column, "Rambler" 'Round, to the old-time circus days. Recalling the long-ago visits of Forepaugh's, Sells-Flo-

and Buffalo Bill's Wild West Shows, Joe lamented the fact that this city would not see Ringling Bros. and Barnum & Bailey this year because of too little and too inaccessible space. With all the old circus lots built up now, said Joe, the folks who want to see the real Big Top will have to go to Philadelphia.

Charlie Davitt and Joe and Wally Beach caught Young Bros. Circus, sponsored by the Bela Grotto, at the Springfield, Mass. Auditorium, and visited with these acts; King Reynolds, wire; Waldo and Simonds, Clem Killings Donnelly, table rock; Kaalitti, aerialist; Bert Turner, Ronald and Rudy, Al Libby and Betty, Three London Girls and others. Show was booked by Stanley Waltham, Beach also caught the Frank Wirth Show in Hartford.

Jimmy DeForrest was called home to Knoxville Friday (16) because of serious injuries received by his wife in a fall. She is in Port Sanders Hospital. DeForrest will rejoin Wallace Bros. Circus as contracting agent later this season. He went to the Wallace show recently after closing with the Sturmak show.

Bronze Western Saddle Horses. Height and Deben Prices: 10 1/2" 8 1/2" 5 1/2" 4 1/2" 2 1/2" \$18.00 \$15.00 \$6.25 \$3.90 \$1.75. Special Closeout Bronco Mule Pack 4" long by 2 1/2" high \$4.00 each. 75% Discount Requested With Order. F.O.B. Chicago. Wholesale Only. COOK BROS., 816 W. Maxwell St., Chicago 8, Ill.

JAR DEALS and MATCH PAK DEALS PUNCHBOARDS PREMIUMS Make BIGGER PROFITS WITH Galentine! WRITE FOR CIRCULAR. GALENTINE NOVELTY CO., SOUTH BEND 24, IND.

SALESBOARDS 1000 In Double Fin ... Prof. \$50.00 0.30 1000 In Cherry Board ... Prof. 50.00 0.30 1000 In Barrel Board ... Prof. 50.00 1.30 1000 In Lug Lu Board, K.T. 1.50 1000 In J.P. Charles, X.T. ... Prof. 150.00 0.25 1000 In J.P. Circle Boards ... Prof. 20.00 1.00 1000 In J.P. Metal ... Prof. 20.00 3.25 1000 In J.P. Gold Boards ... Prof. 30.00 3.25 1000 In J.P. Wood ... Prof. 50.00 3.25 DE LUXE SALES CO., BLUE EARTH, MMN.

MIRACLE RING WORN BY PEOPLE OF ALL FAITHS SEE THE LORD'S PRAYER Magnified "100,000 Times" Brand New! Selling as fast as the Miracle Cross! SET with FULL CARAT size Sim. DIAMOND \$4.50 Ladies' Rings \$4.50 gross, or \$48 a gross Men's Rings \$7.50 doz. or \$84 a gross Available in beautiful, non-tarnish rhodium plate or 14 CARAT GOLD Fin. with SIM. DIAMOND center and the Lord's Prayer. NO FEDERAL TAX. Samples of both rings, \$2 postpaid. STERLING JEWELERS 94 E. Long Street, Columbus, Ohio Send for CATALOG.

No. 157 NEW BEACON TIGER DESIGN BLANKET \$3.40 each in Case Lots of 30. \$3.30 Each in Case Lots of 30. \$4.80 per Sample Postpaid. Case Lots of 30: No. 143 Leopard \$3.40 ea. No. 154 Halfway \$3.10 ea. No. 144 Tiger \$3.40 ea. No. 145 Magnet \$3.85 ea. No. 146 Mingo \$3.85 ea. For Sample add 50¢ per blanket. Less than case orders \$4.00 per blanket. Write for New 1952 Catalog. Now Ready—State Your Business in First Letter. 1952 North 2nd St., Milwaukee, Wisconsin.

BLIMP CAPS \$60.00 per gross. CHECKERED CAPS \$66.00 per gross. 1/2 with order, balance C.O.D. F.O.B. N.Y.C. GREENBERG 2939 Ocean Avenue, Brooklyn, New York

MAKE BIG MONEY NOW! PROVEN 150% PROFIT MAKER Swiss patent, Miraculous Rapid Heat and Ultra metals succeed in EVERLASTING Plasticity! 10-gram sized photo with heat, GUN boxed, Sample postpaid, \$1.60 (Retail \$2.00) Sample first first glass mail. Money back guarantee. FIRST CATALOG: Get started now, \$1.00 for sample and catalog. Stephen Products Co., 1947 Broadway, Dept. BM-2, N.Y. 23, N.Y.

PUNCHBOARDS Immediate Delivery! WE MANUFACTURE ALL TYPES OF BOARDS PEERLESS PRODUCTS, INC. 633 Plymouth Ct. Chicago 5, Illinois Phone: Harrison 12971

Save at Least Part of Each Week's Earnings—Buy U. S. Savings Stamps and Bonds

BEAUTIFUL CROSS

Advertisement for Beautiful Cross jewelry, featuring a cross pendant and various retail prices.

Advertisement for Providence Ring Co., featuring a diamond ring and contact information.

Advertisement for Calvert Luggage Co., Inc., featuring a cartoon character and luggage products.

Advertisement for Brass Wedding Rings by A. Leonard Co., featuring a ring image and pricing.

Advertisement for Sell Ultra-Blue Signs by L. Lowy, featuring a sign image and promotional offer.

Advertisement for Pandora's Box by Plasti-Cast Company, featuring a box image and promotional offer.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only...

MAIL ON HAND AT CINCINNATI OFFICE

- List of names and addresses for mail on hand at the Cincinnati office, including names like Moore, Florence Bell, Moore, Mrs. Fred...

Parcel Post

- List of names and addresses for parcel post mail, including names like Manley, H. A., Manley, H. A., Manley, H. A....

MAIL ON HAND AT NEW YORK OFFICE

- List of names and addresses for mail on hand at the New York office, including names like Banhart, Kenneth B., Banhart, Kenneth B....

MAIL ON HAND AT ST. LOUIS OFFICE

- List of names and addresses for mail on hand at the St. Louis office, including names like Adams, W. J., Adams, W. J., Adams, W. J....

- Continuation of the letter list, including names like Dumas, Richard, Dumas, Richard, Dumas, Richard...

MAIL ON HAND AT CHICAGO OFFICE

- List of names and addresses for mail on hand at the Chicago office, including names like Anderson, Mary, Anderson, Mary, Anderson, Mary...

DIRECT FROM MANUFACTURER

Advertisement for a watch, featuring an image of the watch and promotional text.

WANTED Good Novelty Agents

Advertisement for Alex Risoli, a novelty agent, featuring contact information and a list of products.

STATE SOUVENIRS

Advertisement for state souvenirs, featuring a map of Texas and various souvenir items.

Advertisement for a magnificent watch bracelet, featuring an image of the bracelet and pricing.

Advertisement for Drizzle Bib Ties, featuring an image of a tie and promotional text.

Advertisement for a horse clock, featuring an image of the clock and promotional text.

Advertisement for 1000 Piles of \$675, featuring a large number '1000' and promotional text.

Advertisement for Simulated Pearls, featuring an image of pearls and pricing.

Advertisement for Travel Decals, featuring an image of a decal and promotional text.

Advertisement for Photos, featuring an image of a photo and promotional text.

Extend Picket Line in L. A. Distrib Hassle

LOS ANGELES, May 17—Picketing of four distributors and jobbers by the International Brotherhood of Electrical Workers, Local 1052, has been extended with the Teamsters, Local 398, joining and the proposed unionization adding "warehousemen, drivers and miscellaneous employees" to that of service men, Hal Sherry, IBEW business manager, said.

The four firms involved are Paul A. Laymon Company, Badger Sales Company, C. A. Robinson Company, and Nickabob Company. At the last named firm, Sherry said that the pickets had been removed temporarily as it had been indicated that the firm would sign over the weekend. If no agreement is reached, the pickets will be returned on Monday, the union official declared.

Local 398 came into the picture only last week with the scope of the union drive being expanded. Under the original move, Sherry sought only the servicemen in the shops. The entrance of the Teamsters into the picture added warehousemen, drivers and miscellaneous employees. The last interpreted to include "clean up people" to the goal.

Ontario Comm. Tightens Rules On Coin Safety

ONTARIO, May 17.—The Ontario Hydro Electric Commission is tightening up on inspection of various electrically-operated coin-machines in the province of Ontario.

Inspections are made to check whether machines have 110-volt wiring. If they do not, and the change to 110-volt wiring is not made, the commission has the right to cut off the power supply to the machine on the location.

It isn't important whether the machine is 25 cycle or 60 cycle, the improvements have to be made on the machines. The regular American transformer is not Hydro-approved, the changes are required.

Under the regulations, no working part over 30 volts is allowed, unless boxed in. The cost for these changes average about \$40.

Calendar for Coinmen

- May 19-21—National Candy Wholesalers' Association, annual convention and exhibit, Palmer House, Chicago.
- May 19—Amusement Machine Operators' Association of Greater Baltimore, monthly meeting, Mandell-Balloy Restaurant, Baltimore.
- May 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- May 25—National Association of Bulk Vendors, regional meeting, Statler Hotel, St. Louis.
- May 26—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- May 26—Central States Phonograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.
- May 27—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
- June 5—Illinois Amusement Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.
- June 3-5—National Confectioners' Association, annual convention and exhibit, Conrad Hilton Hotel, Chicago.
- June 5—Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington.
- June 9—Wisconsin Phonograph Operators' Association, monthly meeting, Site to be announced.
- June 9—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.
- June 10—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
- June 10—California Music Guild, monthly meeting, 311 Club, Oakland.
- June 12—Michigan Automatic Phonograph Owners' Association, monthly meeting, Macabees Building, Detroit.
- June 12—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- June 12—Music Operators of Northern Illinois, monthly meeting, Double Joe's Restaurant, Route 14, Harvard, Ill.
- June 19—Progressive Music Guild of South Jersey, monthly meeting, Wall Whitman Hotel, Camden, N. J.
- June 26—Amusement Machine Operators' Association of Dade County, monthly meeting, El Commodoro Hotel, Miami.

CHICAGO COIN'S ORIGINAL TWIN STILL COVERED

CHICAGO, May 17.—Altho shuffle games in general are temporarily banned in locations here (The Billboard, May 17), at least one game appears to be legally protected by a court writ. This is the original Two Player Bowling Alley manufactured by Chicago Coin Machine Company.

In a recent hearing on the game, Circuit Judge Schnackenberg ruled that the game was still protected by an injunction. Following several calls last week, Chicago Coin officials advised operators, planning to put out the original two player, to first submit checks of \$25 per game to the city clerk with their applications for licenses.

Wholesalers Show Interest In Bank-Shot

UNION CITY, N. J., May 17.—American Shuffleboard Company here is concentrating heavy production facilities this week on its recently introduced nine-foot American Bank-Shot, according to Nick Melone, the firm's sales manager. The unit, first shown at the Chicago Coin Machine show, (Continued on page 87)

WHISTLE STOPS

Dennison Snack Chain Sets Jukes, Venders

CHICAGO, May 17.—Formation of the Whistle Stop Corporation of America was formally announced this week by its president Denny Dennison. The firm which will open the first of its nation-wide chain of snack type restaurants at 3334 W. Lawrence Avenue here, June 5, will house juke boxes and cigarette venders wherever local ordinances permit.

The budding chain is to offer a specialized line of approximately 30 items which will be served railroad style from small trains running on tracks in front of customers at the counters. All the restaurants will have train engine fronts and 30 stools. Actually the Whistle Stops are five

CHI MORALE PERKS UP

Feeling Grows Bowlers Will Gain Fall License

CHICAGO, May 17.—Following the low point reached in local game operating circles when shuffle units were ordered removed from locations May 5 (The Billboard, May 17), morale in the trade has gradually moved up and by Friday (18) there was considerable optimism the bowlers would be licensed this fall. Whereas, most operators felt the city would be down for some time to come, the general feeling this week was that cases to be heard in the State Supreme Court in September would prove shuffle games not among those consid-

ered outdated under the ordinance passed 17 years ago.

Meanwhile, many Chicago operators were storing their equipment and taking the long range view that the games would be back in the fall, the some were selling them to out-of-town coinmen or local distributors. Naturally, prices were lower than the accepted market price for related games a few months ago. One thing was obvious as the week drew to a close—those operators who wanted "out" had little trouble disposing of their wares, as coinmen from the neighboring

States of Iowa, Indiana and Wisconsin, were in town ready to pick up game bargains.

The recently formed Chicago Amusement Operators' Guild, led by three of its executive committee—Charley Schutz, Frank Roehke and Paul Golden—reaffirmed its avowed purpose, the licensing of shuffle games. This week some of the committee began a canvass of operators and distributors in an effort to raise money necessary to carry on the legal battle.

Still another point of conjecture was whether manufacturers would try to produce a new type game which would qualify even under the 1935 ordinance. However, most of the factory spokesmen pointed out this would be a foolish venture at this time.

ROUTES REVAMPING

Juke Demand Up In Mich. Resorts

DETROIT, May 17.—Summer-type locations in Michigan present a more individualized picture than ever before.

Localization of operations, so that one firm operates in a fairly small geographical area, has been materializing with increasing frequency. It is estimated that about 15 firms are now operating in the Michigan resort areas, each tending to concentrate into about a two-county area, depending upon

the population. With the exception of the more populous counties, there is little overlapping of routes.

This trend has resulted in a more economical servicing of routes. It has also afforded more appeal to the public and tended to build sales.

Demand Up

There has been a significant demand for equipment for the up-State resort areas in the past couple of weeks, with at least one distributor reporting the stockroom "cleaned out."

Locations run a wide variety, with amusement parks as probably the first choice, but more typical for the average operator are restaurants and taverns. Dance halls are infrequent in the area, with taverns taking the spotlight. Typical dairy bars or similar types of stores catering to a younger patronage also are receiving additional attention.

Juke boxes are, of course, a prime favorite in these recreation area locations. They provide a local market for used equipment to some extent, with operators ready to turn them in the fall. If the spot has an adequate play potential, new equipment goes in, even though the spot may be running for only a few months.

This same emphasis upon up-to-date appeal prevails in record selection. The patrons of summer locations are just as sophisticated and their money is just as good as those of the city or other permanent locations—and operators see that they get the latest hits.

Better Service

The recent trend toward speedy mail delivery service of records (Continued on page 87)

Dial Scoring Features New Chi Coin Game

CHICAGO, May 17.—Chicago Coin Machine Company announced production last week on a new Six Player Deluxe Bowling Alley, a shuffle game featuring easy to read individual scores on dial units.

Made with a playfield of Formica, the new six player has 20-30 scoring, special illuminated boxes for strikes and spares and also a box for high score of the week. The oversized plastic pins retract and disappear when the puck slides thru the scoring zone.

The game is played like regulation bowling. Therefore, each player is given 10 frames and 300 is a perfect score. The only (Continued on page 87)

IKI Appoints 6 to Handle Insect Units

CHICAGO, May 17.—Insect Killers, Inc., generally known as IKI, Edgerton, Wis., manufacturer of a dual-purpose insect killer, exhibited its latest model pest-control units at the National Restaurant Convention at Navy Pier here May 5.

Ken Poulsen, the firm's factory agent who covers seven States for IKI—Wisconsin, Illinois, Missouri, Indiana, Ohio, Tennessee and Texas—announced the following distributors had been named: Dan McFall, Chicago; (Continued on page 87)

Set World Wide Deluxe Formica Field Delivery

CHICAGO, May 17.—Because of the sharply rising demand for first line Formica replacement tops for shuffle games, World Wide Distributors announced that it is now having the durable tops made to its own specifications. Initial shipments of the Formica fields will begin next week.

At Stern of the company stressed the tops are the deluxe model and are available for United 2, 3 and 6 player games as well as Chicago Coin and Universal rebound games. He added that he was so convinced of the importance of the replacement fields that World Wide had made a large investment in tools and screening materials.

Ky. Bell Owner Wins Writ

MIDDLESBORO, Ky., May 17.—A local bell machine owner carried his battle over seized equipment to the Kentucky Court of Appeals this week and obtained an order restraining Fayette County Judge Joseph Bradley from taking any action in regard to 2,000 units stored in Lexington warehouses.

The temporary order was granted by Appellate Judge Porter Sims at the request of the bell owner's attorney. It followed the refusal of Judge Bradley to permit the bell owner's intervention in a suit brought by Attorney General J. D. Buckham Jr. to have the 2,000 machines destroyed.

List American Bank-Shot Game Area Distribs

UNION CITY, N. J., May 17.—The American Shuffleboard Company announced it has stepped up its production on the Bank-Shot shuffleboard game and also listed the first eight firms appointed to distribute it.

The distributors are: Sandler Distributing Company, Des Moines; Klopp Novelty Company, Reading, Pa.; Bush Distributing Company, Miami and Jacksonville, Fla.; Purveyor Shuffleboard Company, Chicago; Culp Distributing Company, Oklahoma City; Coin Automatic Music Company, Johnson City, Tenn.; Miller—Newmark Distributing Company, Detroit and Grand Rapids, Mich.; and Service Games Company, Honolulu.

Bank-Shot is a new type cushion shuffleboard game introduced at the 1932 Coin Machine Exposition last February in Chicago. It is equipped with automatic scoring units and can be played by two or four players.

COOKIES BOLSTER SUMMER \$\$

Ops Sum Up Baked Sweets Vending Pic; Usage Grows

CHICAGO, May 17.—That intelligent stocking of cookies can increase over-all summer gross as much as 10 per cent was the consensus of candy and diversified operators during a spot check by Vendl, sister publication of The Billboard.

Operator experience proves that the products (cookies and candy) can be combined efficiently for a

better balanced seasonal operation.

The high points of the current cookie vending picture, as revealed by the survey, was summarized as follows:

1. Most cookie-using operators actively push cookies in summer.
2. Those doing so state the warm weather sales decline noticeably softened when cookies supplement candy columns.
3. All cookie-using routes indicated they would either (a) maintain present candy-cookie ratios or (b) expand the use of cookies in coming months.
4. None of the operators contacted plan to discontinue stocking cookies.
5. Compared with volume of three years ago, individual route cookie sales were 5 to 30 per cent greater in the first 1952 quarter.
6. Preferred cookie locations are (a) industrial plants with women workers; (b) plant offices

or (c) retail store employee areas.

A reversal of thinking on cookie usage has taken place among most Milwaukee operators, it was revealed. Two years ago, similar check revealed that cookies had made little headway as a vendible product there. Now a number of Milwaukee routes have added cookies for the first time, several during the last few months.

West Allis Vendors, for instance, is using cookies in about 50 per cent of its locations. Geiger Automatic Sales Company, which has been getting good results with crackers over the past year, reports intentions to add cookies, mainly in spots where it has coffee vendors.

Milwaukee operators, tho, had one point to make: They would like to see "something really new added to the line of cookies now on the market—something that would go better with coffee."

(Continued on page 88)

Smithco Sets Tube Type Ice Cream Machine

Develops Sleeve Filling Unit for Product Supplier

PEORIA, Ill., May 17.—Development and tentative July delivery of a new ice cream machine vending cylindrical tubes was announced this week by Charles C. Smith, head of Smithco, Inc., here. The vender, a non-selective design with a capacity of 280 to 300 tubes, will list for \$395 f. o. b.

A hinged panel permits front loading, which is effected by dropping the tubes into a single compartment from which they are dispensed via a gravity feed.

(Continued on page 78)

Exhibs, School Stand Highlight NCWA Meeting

CHICAGO, May 17.—With the opening of the seventh annual National Candy Wholesalers Association convention and exhibit Monday (19) at the Palmer House here, local operators will be afforded an opportunity of examining the latest in bar goods and hearing newest developments in anti-candy stands of school officials.

The convention, which closes Wednesday (21), features over 100 exhibits by candy manufacturers. These will be concentrated in the hotel's fourth floor exhibit hall.

A special discussion on discrimination toward candy in schools will be led by Robert K. Smith, chairman of the NCWA committee on the subject.

WARM WEATHER BUG-A-BOOS

Mallmann Cites Cup Vender Sanitation During Summer

CHICAGO, May 17.—Summer means added precautions for cold cup drink vender operations, Dr. W. L. Mallmann, professor of bacteriology and public health at Michigan State College, points out. Mallmann, who is doing re-

search on vending machines for the Cup Vending Division of the National Automatic Merchandising Association, cites details of hot weather sanitation for such equipment in a feature article in the May issue of Vend, sister publication of The Billboard.

Humid days prevent the drying of the sirups that are spilled in the vending area so that microorganisms find a place to develop, Mallmann states. To prevent the growth of such microorganisms, spilled sirups must be removed daily if the vending areas are to remain clean and free of odor.

Last summer, checking a cup vender which had a combination spout that vended the sirup and the carbonated water, Mallmann found a layer of mold growth on the rim of the spout. If the serviceman had cleaned the spout when he serviced the machine

(Continued on page 79)

Orange Juice Price Rises

NEW YORK, May 17.—The price of concentrated orange juice, after its downward trend in recent months, was boosted by at least two manufacturers this week. Snow Crop division of Clinton foods upped its per case price on take-home 6 ounce cans from \$1.45 to \$1.58. General Foods' Birdseye division also in-

(Continued on page 79)

BLUE SKY IN KANSAS

Curious Qp Answers Easy Money Teaser

HILLSBORO, Kan., May 17.—What happens when an established operator answers a promotional advertisement for bulk equipment in the Business Opportunity columns of a local newspaper? Harry Dyck, Hillsboro Vending Enterprises found out recently when he replied to an ad in the Hutchinson Herald.

"Man or woman to fill our nut machines that are on location. Spare time of four hours a week will net you \$400 a month. This job could work into a full time occupation with higher paying possibilities."

Writing in care of the paper, Dyck received an airmail letter from Los Angeles in reply. It stated that a salesman would get in touch with him in a few weeks. The "touch" was a long distance one; the salesman called by phone from Hutchinson, 65 miles distant. Dyck was expected to rush right out to meet the representative. When the salesman was told he (Dyck) could not make it, it was revealed that a new man was being started in another town, McPherson, only 27 miles away. Would Dyck meet the salesman there the next day?

Before answering, Dyck asked the salesman where his route was located (the one being offered Dyck). After a period of stuttering, the representative asked Dyck if he "was in the vending business." Upon receiving an affirmative answer, the salesman declared, "oh, well, I'll see you then," and hung up.

Two days later, Dyck lost sev-

eral locations in McPherson "because they wanted to give a local man the first chance."

"The funniest part was that the locations were my poorest installations," Dyck said. "I have not seen nor heard from the salesman since," he added.

In a move against the plus-profit promoter last week, the Los Angeles Times established a policy requiring classified vending machine advertisers be screened by the Better Business Bureau before acceptance (The Billboard, May 17).

Soft Drink Bottlers Active in Cup Field

CHICAGO, May 17.—Soft drink bottlers, many of them franchised by major brand sirup manufacturers, have become increasingly active in the cup vending field during the past year. A check with soft drink cup vender manufacturers and bottlers this week revealed the growth of bulk vending of beverages in what was heretofore almost exclusively a bottled drink vending field.

One producer of cup vendors told The Billboard that his sales to bottlers jumped 100 per cent this year to date, compared with the same period in 1951. Another said orders from bottlers for the first three months this year totaled 15 machines; his total sales of cup equipment to bottlers last year numbered 12 machines.

Bottlers buying cold drink cup machines, however, are not selling the equipment to locations, as has been the widespread practice with bottler-sponsored bottle drink machines. Instead, they are retaining ownership of the cup equipment and placing them in high volume locations, many of which were retained by bot-

SUDS, BASEBALL MIX WITH CIGS

NEW YORK, May 17.—Tavern dwellers who follow the baseball fortunes of the New York Giants, Boston Red Sox and Los Angeles Angels are fair game for vending machine commercials. At least that's the theory that the makers of Chesterfield cigarettes subscribe to. Suds-loving ball fans, listening to or watching the video version of the game, are told by the announcer to "stroll over to that vending machine and get yourself some Chesterfields." Experienced viewers reportedly can keep one eye on the pitcher (the one on the mound), the other on the amber brew and pull the Chesterfield lever at the same time.

Mass. Cig Tax Division Sets Machine Check

Cig Vender Census Planned by State Operators' Group

BOSTON, May 17.—Ralph H. Caspole, director of the Massachusetts Cigarette Tax Division, informed members of the Cigarette Merchandisers' Association of Massachusetts at their May meeting that he plans to have special investigators check record keeping, reporting and accounting on all cigarette vending machines in the State.

Caspole said he felt "this method of checking and scrutinizing records will improve conditions in the industry." He declared that some operators "can't account for

(Continued on page 79)

ters only after substituting the larger capacity bulk units for bottle vendors.

In many instances, bottlers purchased cup vendors and kept them in reserve for just such "location insurance."

One of the largest sirup companies has indirectly added its sponsorship to cup vending. Its chief executive recently financed the purchase of a route of cup machines to be operated by a member of his family.

NAMA Regions X, XI Set a Conclave

LOS ANGELES, May 17.—The National Automatic Merchandising Association Regions X and XI will hold a combined meeting here June 3-4 in the Embassy Room of the Hotel Ambassador. For the second year, exhibits by vending machine suppliers, manufacturers and distributors will be a feature.

Arch Riddell, secretary for the Joint Regional Conclave, is working on the program with the complete list of events to be made available soon. Registration will get underway at the hotel at 9:30 a.m. June 3. The morning will be devoted to viewing exhibits, this year limited to 40 with space provided free of charge.

Henry Davidson, chairman of Region X (Los Angeles) will be chairman of the luncheon the first of the two day session. The first conclave session will start at 2 p.m. with Robert D. Kerley as chairman and Zenn Kaufman, merchandising director of the Philip Morris Company, speaking on "Showmanship in Business."

Richardson And Cross Acquire Juice Bar Co.

Will Sell Cookies Thru J-B Units; Bugs Worked Out

NEW YORK, May 17.—Howard Richardson and Jack M. Cross this week acquired full control of the Juice Bar Sales Corporation, exclusive marketing agent for the Juice Bar Corporation. Richardson continues as president of the sales firm, with Cross taking over the vice-presidency while continuing as president of the Juice Bar Corporation.

Richardson and Cross obtained control of Juice Bar Sales by purchasing the stock interest held by the Telecoin Corporation since the formation of the firm about two years ago. At the completion of the sale, the offices of Juice Bar Sales were moved from the Telecoin headquarters on East 44th Street to 270 Madison Avenue.

Cookies, packed in cylindrical form shortly will be available for vending thru the Juice Bar units, Richardson and Cross said. Bugs encountered in setting up the novel packing in the past have been worked out.

A deal recently completed thru

(Continued on page 79)

Design Small Item Tray for Fruit-O-Matic

LOS ANGELES May 17.—J. C. de Graaf sales manager of Fruit-O-Matic Manufacturing Company, announced that a new merchandise basket tray has been designed for the firm's refrigerated fruit vender.

The tray fits into the machine's present merchandise basket as a companion piece. It is designed to handle two or three small fruits or a cellophane-type package of cherries, grapes, dates, prunes, etc. De Graaf said the tray eliminates the cost of packaging two or three plums, apricots or other small fruits. Too, the tray makes it possible to vend as a group two or three fruits such as plums, apricots, tangerines or cherries, grapes, dates, etc.

The tray may also be used to vend items other than fruit. It can accommodate a package or piece of merchandise at least 3 3/4 inches long by 3 inches in diameter.

Other speakers will discuss bulk vending problems, the sales tax situation and other taxes.

Jack Gordon, chairman of Region XI (San Francisco Bay area) will be the chairman of the luncheon the second day and the speaker will be William Parker, Los Angeles chief of police.

At the afternoon business session Riddell will preside and 5-cent candy will key the discussion. Ten cent candy also will be a subject along with the possibilities of cup operator's manufacturing their own sirups.

Aaron Goldman will be the featured speaker during the closing afternoon session. His subject will be "Premiums and Coupons and the Vender."

Sessions will end with the "Colossal Banquet" in the Embassy Room. Riddell said several acts will provide entertainment. Reservations are being made for the event with Riddell handling the details thru his offices at 140 North Fair Oaks Avenue, Pasadena 1, Calif.

Only COMPLETE RAZOR BLADE VENDING MACHINE Program



A stable, year-round repeat business, returns its cost in 4 months! Get extra profits from present locations, almost no extra time needed. Ask your distributor or write us direct.

NOTE: Other flat package vendors too. Write. Get into this profitable business now.

National Sanitary Sales
 4307 W. Lawrence Ave. Chicago 10, Ill.

NEW ICE AGE Vender Puts Glacier in Parking Lot

WESTFIELD, Mass. May 17.—A miniature glacier made its appearance on Bartlett Street here when the new Gladwin & Lane self-service ice machine became over-generous.

A customer received a 25-pound block of ice thru the chute, but as he started to walk into the mechanism went back into action and another block of ice arrived on the scene. He started to lift the "dividend" out of the tray — when another block slipped down the chute and forced the first one out on the ground. Another followed, and then another. The machine was just getting warmed up and continued to pour out ice until it began to occupy a considerable portion of the parking area.

After the first 10 or so blocks the customer retreated to the nearest phone and put in a hurried call to the firm's after-hours service number. Eventually the moving glacier was stopped and the ice was salvaged by the company which explained the machine was not properly adjusted.

Jumbo Vender Rates Set for Sale or Lease

NEW YORK, May 17. — Elmer, the Electric Merchant, probably the world's largest vending machine, is set for distribution in this country on an outright sale basis of \$7,500 or on a lease basis of 10 per cent of gross. Distributors are the Telecoin Corporation.

Elmer measures 8 feet 9 inches in both length and width and is 4 feet 9 inches high. It vend up to 25 articles at one sale with a total purchase limit of \$2.40 and an individual item limit of \$1.89.

The first Elmer arrived in this country about six months ago. There are three here now. So far none have been placed on location.

However the manufacturer, T. S. Skillman of Australia, says there are six in operation Down Under and two in the United Kingdom.

ELMIRA, N. Y. May 17.—Thatcher Glass Manufacturing Company announced the appointment of Philip Hatch as assistant to David Parfitt, vice-president in charge of sales. Hatch was formerly with Ball Bros., Muncie, Ind., as sales manager of the commercial container division.

Walter Buzzett was appointed sales manager of Thatcher Beer and Beverage Container Division; he previously held the same post in the firm's Milk Container Division.

IN STOCK VICTOR'S

New BABY GRAND CHICLE TREETS VENDOR

JUMBO 100

\$13.45 ea. 100 or more, \$13.00 each

ORDER NOW

PARKWAY MACHINE CORP.
 219 Erie St. Baltimore 2, Md.

Beich Gets Patent On Heat Resistant Confection Process

BLOOMINGTON, Ill. May 17.—Paul F. Beich Company has been assigned a patented heat resistant candy process by its inventor, Justin Alikonis, also of Bloomington.

The process provides a stabilized plastic type confection of a chewy variety which will not soften or run at high temperatures. Stability is attained without addition of gums, starches or chemical stabilizers formerly employed, and without incorporating non-nutritive material. The taste, purity or texture of the confection is not changed thru use of the new process, it is claimed.

NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Planning Cards • Commemorative Photo Lockets • Pins and Jewels • Buttons • Paper and Jewels

Over 100 the finest and most complete line in the country. Immediate delivery! Send 35c for complete samples for low, low, low prices.

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BUY THE BEST!

- OAK'S ACORN The finest 1/2 & 1/4 Bulk Vender
- LEAF GUM Chewy and Chlorophyll CHARMES
- MIN. CAPSULES Single Snaps & Combs. Best of all the best!

IMMEDIATE DELIVERY

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3-1000 cup DRINK-O-MAT COCA-COLA MACHINES

1948 MODEL—HAVE NEVER BEEN IN USE. PRICED AT \$3500 EACH. F.O.B. Nashville, Tenn.

EDWIN YOUNG
 Graybar Lane
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HERE ARE THE MOST SENSATIONAL CIGARETTE MACHINE BUYS EVER OFFERED!

- Silver Queen Operation King Size Included
- Uneeda Model E 8 COLS. 224 Pack Cap. \$80.00
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- Uneeda Model 500 13 COLS. 250 Pack Cap. \$95.00

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 Counter or wall Models—no Bases.
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 Unneeda Candy, 107 9/16 Cap. \$4.00
 Rowe Candy, 120 Bar Cap. \$3.00

All Equipment Unconditionally Guaranteed. Terms, Prices, & Dep. Set. C.O.D.

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 "The Nation's Leading Distributor of Vending Machines"
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The only completely die cast aluminum precision built

ALL-PURPOSE VENDOR

- Vends all bulk mints—nuts, gum balls, sandy charms.
- Polished, easy-to-clean merchandise chute.
- Temperproof! Held by top lock and body clamps only.
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East & Midwest: 86-2, ARLINGTON, Conn. 06424
 2033 Fifth Ave. Pittsburgh, Pa. 15211
 Pacific Coast Distributor: OPERATIONS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles

H. K. HART ENGRAVED BUBBLE BALL GUM

with 74 personal names & 6 special bonus names

Free samples and prices on request!

H. K. HART STANDARD CHEW BALL GUM NOW TRADEMARKED

H. K. HART CONFECTIONS, INC.
 540-B 39th Street • Union City, N. J. Union 5-1119
 Longacre 4-7155

BRAND NEW CHARM SENSATION!

IMPORTANT!

THE GREATEST EVER INTRODUCED!

CHARM USERS EVERYWHERE

GET INTO THE SWING OF THE SEASON WITH MINIATURE STRIPS OF BASEBALL STARS. A COLLECTION SERIES COMBINED WITH AN EXCITING BALL GAME THE KIDS WILL LOVE TO PLAY. 120 DIFFERENT STARS. THE BACKS HAVE A PICTURE OF A BASEBALL DIAMOND AND COME IN FOUR DIFFERENT COLORS. BE THE FIRST IN YOUR TERRITORY WITH THIS BRAND NEW MONEY-MAKER. WRITE, PHONE, WIRE YOUR ORDERS. MINIMUM ORDER TWO THOUSAND STRIPS. 1/3 DEPOSIT, BALANCE C.O.D. F.O.B. PITTSBURGH. \$12.50 PER THOUSAND.

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 ATLANTIC 1-8478

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New BABY GRAND CHICLE TREETS VENDOR

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 2124 Market St. Philadelphia 3 Pa.
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SMOKESHOP "612"

PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Year Out and Mail This Ad for Details

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NOW! THREE PURPOSE BABY GRAND

Vending the 336 count Chloro Treets 2 for 1c. Chloro Chews 270 count Ball Gum or Chicle Treets 2 for 1c. EITHER WITH NO ALTERATIONS.

LEAF CHLORO CHEWS, 210 count Chlorophyll. 60c per lb.
 CHLORO TREETS, 336 count squares. 52c per lb.
 CHICLE TREETS, Six flavors. 45c per lb.

Occals furnished with Chlorophyll Gum

\$13.00 EA. 100 OR MORE \$12.00 EA.

1/3 deposit, balance C.O.D., F.O.B. Dallas

GRAFF VENDING SUPPLY CO.
 2841 W. DAVIS STREET DALLAS, TEXAS

We Proudly Present our Newest **BOOK and MAGAZINE CHARMS**

24 assorted—both sides

You'd swear you were looking at copies of The Saturday Evening Post, Life, Look, Popular Mechanics 112 assorted, in full color reproductions!

You'd think you were reading Tom Sawyer, Treasure Island, Robinson Crusoe, Wizard of Oz 112 assorted in four-color jackets! because they look so real.

\$12.50 per 1,000 e.o.b. Jamaica, N. Y. immediate delivery.

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★ EVERYTHING FOR THE OPERATOR


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The Right Combination
for
More Profits—Steadier Income

VICTOR

BABY GRAND CHICLE TREETS CHLORO TREETS



See It at Your Victor Distributor
or Write for Full Details to

VICTOR VENDING CORPORATION

3701-13 W. Grand Avenue
Chicago 39, Illinois

Mfrs. of the famous line of TOPPER Venders.

THE BILLBOARD Index of Advertised Used Machine Prices

• **Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, 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 17	Issue of May 10	Issue of May 3	Issue of April 26
Adams Gem				
Ajax Electric (15 col.)	\$150.00	\$150.00	79.50	\$39.50
Ajax Hot Nut, Se.			19.50	19.50
Baron Phillips Cigar Mach.			52.50	
75 Cigars	185.00	185.00		
C-9 Electric (9 col.)			7.50	15.00
Champion Ball Game, 3c.			15.00	9.95
Colombes Dum, Se.				8.00
Colombes Peanut, 1c.			8.00	8.00
Colombes 4c2, 1c both			8.50	8.00
Colombes 4c2, 5c both				
DuGrener Challenger, 5c	22.50	22.50	22.50	22.50
DuGrener (13 col.)			80.00	79.00
DuGrener Champion (9 col.)			92.50	92.50
DuGrener Champion (11 col.)	120.00	120.00	92.50	115.00
DuGrener Model 5 (7 col.)			120.00	85.00
DuGrener Model W (9 col.)	69.50	69.50	69.50	69.50
DuGrener YD, (7 col.)			85.00	85.00
Eastern Electric		155.00	158.00	155.00
East Fast Est.	99.00	99.00	99.00	99.00
Etowah, 1c.	6.95	6.95	6.45	6.95
Exhibit Card Vender, 1c.			15.00	15.00
Fox Vindicator	119.50	119.50	119.50	119.50
Kerney (9 col.) Elec.		105.00	69.50	69.50
Kovis Shop Show		7.45	7.45	7.45
Master 5c	7.45		8.50	8.50
Master Novelties, 1c.			10.00	10.00
Master No. 2 1c & 5c vend.			10.00	10.00
Mills Candy (5 col.)		79.50	79.50	79.50
Mint Pop	135.00			
Motorcade Card Vender			19.50	29.50
(12 col.)				
National Elec. Cig. Mach.	125.00	125.00	125.00	125.00
(9 col.)			105.00	85.00
National 9-A (9 col.)		85.00	85.00	85.00
National 750	85.00	100.00	79.50	85.00
National 930	125.00	125.00	79.50	100.00
National 950	85.00	110.00	85.00	110.00
National 950	115.00	140.00	85.00	140.00
National PK (8 col.)			145.00	145.00
New York Stamp, 1c & 3c			12.50	12.50
Northwestern 33 Ball Game	7.45	7.50	7.45	7.50
Northwestern 33 1c Prand.			7.50	7.50
Northwestern Deluxe 1c and 3c	13.95	13.95	13.95	15.00
Northwestern Model 90 1c and 3c			6.95	6.95
Phillips Cigar, 10c.		61.50	19.50	19.50
Pop Card Set	49.00	69.50	69.50	69.50
PK (10 col.)		125.00	125.00	125.00
Rose Candy (8 col.)			100.00	125.00
Rose Crusader (10 col.)	155.00	155.00	155.00	155.00
Rose Gum & Mint, 5c.			19.50	19.50
Rose Imperial (8 col.)			85.00	85.00
Rose Imperial (10 col.)			92.50	95.00
Rose Imperial (12 col.)			75.00	92.50
Rose Imperial (14 col.)	145.00	145.00	135.00	145.00
Rose President (10 col.)			92.50	115.00
Rose Royal (6 col.)	130.00	130.00	115.00	130.00
Rose Royal (8 col.)			80.00	95.00
Rose Royal (10 col.)	140.00	140.00	115.00	140.00
Rose Royal (12 col.)			95.00	140.00
Shipman Duplex Stamp 1c and 3c			22.50	22.50
Shipman 3-Way Stamp Vender			39.50	39.50
Silver King Bulk 1c.			8.50	8.50
Silver King 5c.			8.50	8.50
Silver King Choco King, 1c.			8.50	8.50
Silver King Hot Nut, 5c.			12.50	12.50
Silver King Master	22.50	22.50	19.50	22.50
Sires Brush-Up	50.00	50.00	50.00	50.00
Ureeda Model A (8 col.)			60.00	60.00
Ureeda Model A (10 col.)			85.00	85.00
Ureeda Model A (12 col.)	92.50	92.50	90.00	95.00
Ureeda Model A (14 col.)	80.00	80.00	70.00	70.00
Ureeda Model B (8 col.)	95.00	95.00	82.50	82.50
Ureeda (9 col.) Model 500	79.50	110.00	85.00	97.50
Ureeda (15 col.) Model 500	110.00	110.00	79.50	85.00
Ureeda Monarch (9 col.)	125.00	125.00		
Ureeda Monarch (12 col.)			40.00	40.00
Ureeda Pat (4 col.)			59.50	59.50
Ureeda Pat (5 col.)			70.00	70.00
Ureeda Pat (6 col.)				
Ureeda Pat, Model 500 (7 col.)	95.00	130.00	85.00	130.00
U-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	49.50	49.50	49.50	49.50
Y-Olar Ball Game, 1c.			6.00	6.00

WHAT ARE you VENDING?

Stick Gum? Ball Gum? Tea Gum? Bulk Merchandise? Mint? Stamps? Perfume, Combs, Sanitary Products or other Merchandise?

ADVANCE
Is the Vendor for You

Want more information? Write today to...

J. SCHOENBACH
Factory Distributor of
Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
President 2-2900

BABY GRAND

CHICLE MACHINE
CASE OF FOUR
\$52.00

NEW
★
CHLOROPHYL

CHICLE CHEWS—VEND 3 FOR 1c
25 LB. CTNS. \$21.18
100 LB. \$84.00

CHAMPION NUT & CHOCOLATE CO.
1100 Tremont St.
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WE HAVE VICTOR'S

New
BABY GRAND
CHICLE
TREETS
VENDOR

also
NEW
VICTOR'S
JUMBO 100

SAMPLE \$13.45

For more, \$19.00 each
also on Largest Lot—Write
BIRMINGHAM VENDING CO.
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HAND LOTION & HAIR OIL
DISPENSER
FOR
PUBLIC WASHROOMS

New Available
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Proven money
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Unlimited loca-
tion, Washman-
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Operators!

A COMPLETE PHOTO STUDIO IN 1 UNIT!

The Original
**Auto-Photo
STUDIO**

★ It's in the Money—700% Gross Profit!
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★ The Industrial Leader in Personnel Identification!

Auto-Photo Vendors look over 12,000 25c strips in 2 weeks time... with the photo machine that offers 4 prints for 25c in just 2 minutes! Completely automatic—easy for the customer, easy for the operator! Commercially profitable developing at less than 3c per strip! Write for information today!

Contact Auto Photo Co. for distributor nearest you

Auto-Photo Company Dept. 102
1444 50. SAN PEDRO STREET - LOS ANGELES 15, CALIFORNIA

**Co-Op Shop Aid
In Nut Drop**

HARTFORD, Conn. May 17.—A. J. Berube, Ajax Service, which operates music machines and stamp venders, reports he has reduced expenses by renting out part of his shop area to other smaller operators.

As another "overhead saver," Berube today collects biweekly instead of weekly, "I'm able to cut down on gasoline and other car costs thru this method," he said.

Sweets' Net Earnings

HOBOKEN, N. J., May 17.—Sweets Company of America earned a net income of \$65,632 for the first quarter this year. It had a net profit of \$73,981 for the like 1951 period.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy, Gum & Nuts
Beverages
Tobacco
New Products
Industry News
Market Place
Advertiser's Edition

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
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Foreign rates upon request. 994

Name.....
Address.....
City..... Zone..... State.....
Occupation.....

SOMEWHERE IN THE WORLD...

There's a buyer for your talents—services—or merchandise.

Others are you'll find him among the 67,000 who read THE BILLBOARD carried columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

Pistachios

3 SPECIAL GRADES FOR VENDORS

ask for ZALOOM'S

- 4 STAR JUMBO VENDORS MIX
- 3 STAR "BUDS"

Perfect The Finest and Fastest Selling Pistachios, Red and White, DELICIOUSLY ROASTED AND SALTED

Packed 5-lb. Moisture-Proof Bags 12 5-lb. Bags to Carton

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY

ZALOOM'S STATIONERY

JOS. A. ZALOOM & CO.
America's Original Masters in Blasting and Selling of Pistachio Nuts

8 JAY STREET NEW YORK 13, N. Y.
Mikmas 3-7646

Baby Grand, \$13.00 ea.

Packed 4 vendors to case. Sample-filled with gum—\$15.95.

CHLORO TREEETS 336 Pcs. to pound vend 2 for 1c.

CHLOROPHYLL BALL GUM 210 Pcs. to pound vend 1 for 1c.

WRITE FOR PRICES

Bernard K. Billerman
4709 E. 27th Kansas City, Mo.

ATTENTION
Attend the meeting of the **NATIONAL ASSOCIATION OF BULK VENDORS MID-WEST**

Hotel Statler St. Louis, Mo.
May 25, Sunday, May 25

This will be an 11 o'clock brunch.

HELP YOURSELF TO MORE VENDING PROFITS

Get **VEND** Every Month
Three Money-Saving Subscriptions

More vending men in all phases of the industry are using the money-saving money-making ideas in **VEND** every month—to insure profits—to be up to date on every important development in the field.

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Spacarb School Builds Interest

BOSTON, May 17. — Advance reservations for the Monday and Tuesday (5-6) service school sessions to be conducted by factory personnel indicate capacity audiences in the quarters of Spacarb of New England, E. C. (Med) Williams, firm's president and sponsor, reported here this week.

Sessions will cover all phases of manufacture and operation of the new series D-53 cup drink dispenser. Bert Mills coffee bars and Fred Hebel multi-flavor ice cream market.

New Charms

males, are part of the company's program which will see the release of one new series each week during this month. The plan got its start Wednesday (7), when Eppy announced its line of two-sided Heart Charms, priced at \$4 per thousand in assorted plastic, and \$6.50 per thousand in 24k gold plate.

Two other additions in the series. Cameo and Cross Charms, will be made available within the next week or two, says Samuel Eppy.

Richardson-Cross

Tom Fitzpatrick, sales manager of Nedrick's, provides for the vending of that firm's pure orange drink in six-ounce cans thru Juice Bar units.

Other products vend thru the Juice Bar unit include Medo-Milk, whole fresh milk in cans.

American Tobacco Net

NEW YORK, May 17.—American Tobacco Company earned a net income of \$6,417,000 during the 1952 quarter ended March 31. Common share earnings were 87 cents. For the like quarter last year, net income was \$7,027,000, with common share earnings 97 cents.

MILITARY CHARMS

New Redesigned in ALL RANKS from CORPORAL to GENERAL

Plastic \$2.75 per M
Copper Plated \$3.25 per M
Silver Plated \$5.50 per M
Gold Plated \$6.00 per M

This timely series rates a 21-gun saluted Every kid with a friend or relative in service will grab 'em. New, thicker charm vend perfectly in any machine. For vending profits order **MILITARY CHARMS** now!

SIRENS! Bright red plastic with metal insert \$5 gr.

WHISTLES! Two-tone, colorful plastic, inch length. Works like a charm, vend. \$10 per M like a charm

ALL PRICES F.O.B. FACTORY N.Y.C.

PAUL A. PRICE CO.
220 Broadway New York 38, N. Y.

THE MARBLE SEASON'S HERE!

Get on the Bandwagon with these specials. Vend perfectly in all ball gum machines.

Agate—Glass—Assorted

COLORED MARBLES
 Barrel of 50,000 9/16" \$49.00
 Barrel of 40,000 5/8" 39.00
 Keg of 21,000 9/16" 21.00
 Keg of 17,000 5/8" 19.00

FULL CASH WITH ORDER.
D.D. Factory.
Shipments made at once.

ROY TORR LANSDOWNE, PA.

Available Now!

1c or 3c
ACORN
ALL PURPOSE
BULK MERCHANDISE

Featuring the new **WHITE FLASH** BRUSH HOUSING

Complete
COIN MACHINE EXCHANGE
912 Milwaukee Ave. • Chicago 22, Ill.

Warm Weather

Continued from page 76

every day, no mold growth would have appeared.

Even under the most favorable growing conditions, molds develop so slowly that visual growth would not likely occur within a 24-hour period if the spouts were cleaned and sanitized properly each day.

Another summer "must" for cup soft drink vendors especially, is that they be located in areas free of insects. They should be protected against insects, especially where the compressor is located in the same compartment as the vending area. The ventilating openings near the compressor should be screened with insect-proof netting. Also such screens should be brushed every time the machine is serviced so that all passage is not obstructed. Mailman declared.

Rubber gaskets on the doors should be checked for proper seal so that they are insect-proof. The door on the vending area should be checked for proper closing.

Each time the machine is serviced a lookout should be kept for insects or evidence of insects inside the vender. The appearance of insects should be immediately followed by examination for breaks in the insect proofing and in thorough cleaning to destroy any eggs or larvae.

Also the waste-cup receptacle should be cleaned, not only by removing the used cups but by washing and sanitizing to prevent the growth of molds, yeasts and bacteria on the walls of the container. The use of disposable water-proof liners in the used cup container, however, eliminates the nuisance of daily cleaning.

The same procedure is needed for sirup tanks. At each filling it is advisable to examine the walls and cover of the tank for mold growth. If mold growth appears, discard the sirup and sanitize thoroughly to eliminate the possibility of vending a poor quality drink with a moldy taste.

Smithco Sets

Continued from page 76

system employing a release door and rollers. The cabinet, in yellow enamel, is 37 inches high, 28 inches wide and 20 inches deep. Manual delivery is controlled by a lever and a coin mechanism accepting two nickels or a dime. Two casters are fitted to the bottom rear of the cabinet; two screw type levelers are on the front. Four-inch fibre-glass insulation is used in the cabinet.

The vender will be produced for Smithco by Ice Cooling Appliances Corporation, Morrison, Ill. Sales will be handled by Smithco, or thru area representatives to be appointed.

The Ice cream tubes, 1 5/16 inches in diameter and 6 inches long, are vanilla with chocolate or cold judge centers. The cardboard sleeve of each tube is perforated, permitting the tube to be broken in half for easy consumption. Ice cream is pushed out of the tube as it is eaten.

To facilitate product supply, Smithco has also designed and patented a tube filling machine, which ice cream manufacturers may lease from Smithco to load the special cardboard tubes.

According to the Smithco program, supply and sales are guaranteed respectively to the operator and the ice cream company. Prior to lease placement of the filling machine with an ice cream producer in a given area, Smithco guarantees the supplier that a minimum of 100 vendors will be available in his area. Operators in that area thus will have an established source of supply, Smith stated.

Under the name Smith Enterprises, the firm built its first 10 pilot models of fully automatic tube-type ice cream vendors in 1941. In 1950 and 1951, the first manual machines were designed, with 50 units of the improved models now on test thru the Peoria area, according to Smith.

Smithco, Inc., has headquarters at 7015 Jefferson Building in Peoria.

Mass. Cig Tax

Continued from page 76

their cigarettes and some are including in short counts."

The survey is being undertaken preparatory to expected demands for taxation from next year's Legislature. Foster said, and the purpose is to prove that tax will not produce as much return as the legislators predicted.

At the present time, cigarette operators in Massachusetts are operating at a 25-cent price although there are a few 27-cent machines in the top spots. "Our OPS ceiling price is 27 cents but we are not going for the ceiling" the executive director said.

Orange Juice

Continued from page 76

increased its orange juice price but did not report price details.

Minute Maid, which reduced juice prices along with the other producers, is holding to the lower price level, however. The \$1.45 price continued, and there are no plans for changing it, according to company spokesmen.

The \$1.25 per case reduction on Minute Maid's concentrate in 32 ounce cans (12 to the case) announced last February is also being retained. The large size cans are used by franchised Minute Maid juice vender operators, who will continue paying the \$9.25 case price. The reduction from the former \$10.50 level means ingredient cost is about 30 per cent for the operator.

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGINC, Chicago

Promotion Salesmen

If you present deal doesn't average you \$2000.00 net monthly. Write us! State experience—we furnish every thing. Our boys drive Cadillac. Earn big money selling discount. No competition. Exclusive! Write: BOX 62-141, Lakeside 188 Randolph Street, Chicago 1, Illinois.

30-DAY MONEY BACK TRIAL

Northwestern Model 49

Sensational 1c-5c-10c
Price: LESS THAN 25¢
\$17.35

Try this famous vender for 30 days. If it doesn't earn MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

GUARANTEED USED MACHINES

DELUXE 1c and 5c Combination..... \$19.95	CHALLENGER, 5c, 10c. \$22.00
ROSELAND, 1c	MUSTER (10c New) 22.00
MASTER 5c	ESQUIRE, 1c 6.99

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO 50 Per LB.	SPANISH PASTRY 25 Per LB.	BALL GUM, All Sizes
ZENOBIA PISTACHIO 40 Per LB.	ALMONDS, 400 Count	200 Lbs. Min.
ZENOBIA PISTACHIO 30 Per LB.	ITALIAN CHICKEN	Prepared - Per Lb. \$ 3.50
PISTACHIO ASTAR	PEAS, Boston	ADAMS GUM, All
PISTACHIO Vendors	BARRED	Flavors, 100 Count 47
MAX	BANBOW PEANUTS	WRIGHT'S GUM, All
PISTACHIO 3 Star	BOSTON BAREE	Flavors, 100 Count 47
CASHW, Whole	BEANS	BURCHARD CHOCO.
CASHW, BUTS	JULY BEANS	EAT, 100 Count
MIXED NUTS	LICORICE LOZENGES	HERSHEY'S CHOCO.
VIRGINIA PEANUTS	MINIMUM ORDER, 25 Boxes	LATE, 100 Count 1.30

Complete Line of Party, Supplies, Stand, Globes, Brackets, Charms, etc.

TIME PAYMENT PLAN AVAILABLE—TRADE-IN ACCEPTED.

NORTHWESTERN

SALES AND SERVICE COMPANY
MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chicago 4-0142
4105 169th AVENUE, BROOKLYN, N. Y. • GEdevery 8-3600

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



WEIGHT 165 LBS.

\$25

DOWN

Balance \$10 Monthly

400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
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30-DAY MONEY BACK TRIAL

Northwestern Model 49

Sensational 1c-5c-10c
Price: LESS THAN 25¢
\$17.35

Try this famous vender for 30 days. If it doesn't earn MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

GUARANTEED USED MACHINES

DELUXE 1c and 5c Combination..... \$19.95	CHALLENGER, 5c, 10c. \$22.00
ROSELAND, 1c	MUSTER (10c New) 22.00
MASTER 5c	ESQUIRE, 1c 6.99

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO 50 Per LB.	SPANISH PASTRY 25 Per LB.	BALL GUM, All Sizes
ZENOBIA PISTACHIO 40 Per LB.	ALMONDS, 400 Count	200 Lbs. Min.
ZENOBIA PISTACHIO 30 Per LB.	ITALIAN CHICKEN	Prepared - Per Lb. \$ 3.50
PISTACHIO ASTAR	PEAS, Boston	ADAMS GUM, All
PISTACHIO Vendors	BARRED	Flavors, 100 Count 47
MAX	BANBOW PEANUTS	WRIGHT'S GUM, All
PISTACHIO 3 Star	BOSTON BAREE	Flavors, 100 Count 47
CASHW, Whole	BEANS	BURCHARD CHOCO.
CASHW, BUTS	JULY BEANS	EAT, 100 Count
MIXED NUTS	LICORICE LOZENGES	HERSHEY'S CHOCO.
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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Operator Throngs Attend Debut of New Seeburg Juke

100-Select Model Features New Tone Leveler; Spotlight Distrib Showings

CHICAGO, May 17.—Showing of the J. P. Seeburg Corporation's new 100-select, 45 r.p.m. Select-o-Matic this week drew throngs of operators to the company's distributorships across the nation. The new model, the M100C, features an automatic tone compensator, a new yellow-blue color scheme for the player mechanism, decorative frosted plexiglas corner pilasters, a vertical glass rod speaker grill and a glass dome ex-

tending back to the rear panel. It has almost exactly the same dimensions as the 100B, but is 10 pounds lighter. Colored plastic cylinders, driven by a single gear chain drive revolve within the corner pilasters. The price of the new model remains the same as the 100B.

The debut of the new model also marked the Seeburg Corporation's 50th anniversary. Operators attending the showings were given commemorative gold-plated money clips, special packages of cigarettes and a booklet highlighting the firm's 50 years.

The booklet paid tribute to the long-lasting relationships the firm has had with many of its employees, distributors and customers. It cited the fact that one employee has been with the firm 43 years, four others for more

than 35 years and that 66% per cent of its distributors have been associated with Seeburg for more than 10 years. The firm's services to national defense production during the last two World Wars and the present emergency also were cited.

Altho most Seeburg distributors introduced the new machine at showings Saturday, Sunday and Monday (10-11-12), others were held during the week. Dis-

(Continued on page 82)

Steel Industry Labor Strife Hits Juke Take

Economic Forces Cause Location Op Biz Slump

CHICAGO, May 17.—The immediate, day-by-day problems of doing business in a particular field, such as juke box operations, often tends to obscure long range economic forces at play.

However, such economic forces have a direct and sometimes pointed impact, collection-wise on operators. This direct tie-in between economic movements and one operator's collections, for example, was highlighted by the current labor difficulties in the steel industry.

Ray Cunliffe, head of the Brown Music Company and co-president of the Chicago Oper-

(Continued on page 83)

Mich. Resort Operating Shows Shifting Trend

• Continued from page 75

has been a valued aid in this direction. With the record men realizing the importance of getting their merchandise into the hands of operators in up-State and rural locations, special attention is given to the means of making this possible.

Average size of the summer-type route is small—running from an estimated 10 to 75 machines. Diversified operation, juke boxes and games, is typical, with vendors less frequently in the same operation. Servicing standards run from three to seven days between established calls, which is adequate. The expenses of travel over a long route have encouraged this concentrated operation with more frequent service. It is believed that the majority of such operations, at least in the Southern part of the State, are serviced by union men.

One significant trend noted in up-State areas has been the development of the independent Arcade. The big amusement parks usually have an Arcade operator, sometimes affiliated with the park management.

Typical split of commission, most operators say, is on a 50-50 basis in the amusement field. One report indicated similar percentages exist in the juke box field. In general, guarantees or minimums appeared to be less in favor than in typical year-round locations, because of the seasonal nature of the business.

Vending

Vending operations in summer locations appear inviting to the operator who has spare equipment, but this field appears more restricted. Most satisfactory was the balanced route operation with equipment moved in the summer from bowling alleys and some other city spots to up-State resort spots. Candy, cigarette, gum and nut vending was reported good, with cold drinks in some specialized locations also doing well. Typical among these were golf

courses. Surprisingly, ice cream vending appeared to be neglected in these seasonal spots.

Amusement rather than service merchandising is apparently still the prime draw with the summer spots in Michigan. Difficulties of closing down the year-round locations in order to put equipment elsewhere for a few months make the problem a serious one for the average operator. One type of machine found to be well adapted to summer operation has been popcorn in a limited quantity. With some of the best popcorn locations dropping off for the hot months, an opportunity to balance business seasonally has been developed by a few shrewd operators.

SUMMER LOCATIONS BLOSSOM

Survey Shows Growing Trend To Year-Round Operations

CHICAGO, May 17.—The annual opening of locations in summer resort and vacation areas is in full swing, but a survey of juke box operators in these areas indicated an apparently growing tendency for year-round operations in this field.

Operators in California, Oregon, Wisconsin, Illinois, Michigan, and other parts of the nation reported that the advent of summer weather had not made any difference location-wise, many of their outlying week-end and extended vacation spots remaining open 12 months out of the year.

Only one of three Chicago operators with routes running into the surrounding lake area reported the opening of summer locations. The other two operators

NJBM Seeks Major Diskery Commitments

• Continued from page 17

by Gordon MacRae for Capitol and the disk was featured in boxes of members of the Automatic Music Operators' Association, the New York phonograph trade group. Since then, Young said, he has received assurances that operator associations in other parts of the country will back material the publishing firm gets on wax. He said the juke box support will be co-ordinated with radio promotion for maximum effect.

Small Chance

While there currently seems to be small chance that juke-royalty legislation will pass Congress, operators are apparently co-operating with Young as a hedge against its possible revival. The American Society of Composers, Authors and Publishers has given no indication that it has abandoned the fight to amend the Copyright Act, and more recently, the Songwriters' Protective Association tagged juke royalties as one of its most important aims.

Northern Ill. Ops Hold Meet

CHICAGO, May 17.—Some 22 members attended the Music Operators of Northern Illinois monthly meeting Thursday (8) at the McNairy Country Club, McHenry, Ill. The main topic of conversation, according to Bob Lindelof, president, were new machines on the market and the need for better location service. It was emphasized, he said, that operators must not neglect, service-wise, their slower spots.

The next meeting will be held June 12 at Double Joe's tavern, 3½ miles north of Harvard, Ill., on Route 14.

said their locations had remained open the year-round. Locations Expanded In some cases the new year-round locations expanded to appeal to winter sports loving persons. In others, the locations remain open to serve the local residents despite the great fall in tourist trade. In the latter case, the net result appears to be one which forces the operator to keep his machine running to hold his location.

Sizable numbers of summer locations close during the winter months, but the full impact of their opening apparently is felt only by small county operators who live and work in the heart of these areas.

Bob Lindelof, head of the Gen-

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

MGM TO HYPO R.&B. RELEASES. To gain stronger foothold, the diskery plans an r.&b. disk with every release (Music Department).

VICTOR OPENS SUMMER DRIVE. Will concentrate on singles on three fields, kicks off with first disks (Music Department).

FOUR STAR RECORDS TRIES BONUS PLAN. Test gives juke ops discounts from shop, may become national (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

THE WESTCHESTER WAY

Coin Ops Conquer 3 Tough Problems

PORT CHESTER, N. Y., May 17.—Two years ago the outlook for juke box operators in New York's prosperous Westchester County was pretty grim. Expenses were up, grosses were down and cut-throat was the word to best describe the competition.

Today the picture has changed sharply. Grosses have remained steady at near-record levels and Westchester County operators are plowing money into new equipment and are friendly, the still intense, competitors.

In the spring of 1950 when Westchester operators made a practice of getting business by offering the locations more money than their competitors, 10 leading county music machine men decided to do something about it.

List Goals

With the approval of New York's Supreme Court they organized the Westchester Operators Guild and incorporated in June, 1950. Their goals were three-fold:

1. To eliminate chaotic, cut-throat competition.
2. To improve working conditions for operators and their employees.

3. To stabilize the coin-operated music and amusement machine industry in the county.

Today 28 operators, controlling over 90 per cent of Westchester County's juke boxes, are Guild members. According to Malcolm Wein, Guild's counsel, this represents 1,500 juke boxes and 700 cigarette vending machines.

The operators prosperly is reflected in the Guild's policy of urging its members to replace old machines with a three-year maximum for any machine. In this way, explained Wein, the operator always has a valuable inventory on hand and the location has modern, attractive equipment.

Wein thinks 1951-52 purchases may have set a county record and adds that operators are well up on their payments.

A change has been effected in the operator-location financial split set-up. Two years ago a straight 50-50 share of gross receipts was the practice. Now the operator usually takes "front money," with the location taking a matching sum and the 50-50 split going into operation from that point.

The Guild is now working on a promotional deal with the New

(Continued on page 83)

OLD MACHINE POLICY

Pitt Distribs Junk Most Prewar Used Juke Boxes

Wornout, obsolete juke boxes taken in on trades by distributors have posed a mounting problem since 1946-'47. Here is the seventh in a series of articles on how distributors across the nation meet the situation.

By LEON M. LEFFINGWELL

PITTSBURGH, May 17.—Distributors here look on trade-ins as one means of maintaining good will as the new machine market expands. In line with this policy they accept but junk old equipment or recondition those ma-

chines in sufficiently good condition to break even on a resale.

In the main the distributors' "yardstick" is prewar and postwar equipment. Most prewar boxes are junked.

At the Wurplitz outlet, Russell Smith, vice-president and sales manager, said the firm broke up 35 prewar juke boxes the first week in April. The firm has found that most prewar machines will not sell and are not worth the time and effort to repair.

For example, Smith said, if his firm spends \$30 to recondition a prewar machine and sells it for \$40, it realizes no profit.

Postwar Jukes

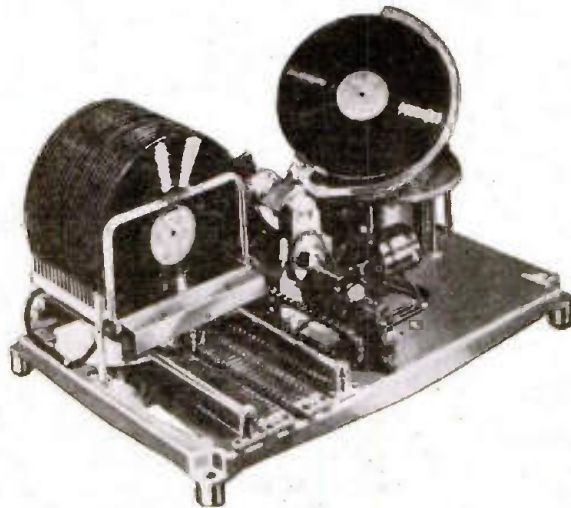
However, postwar machines are another story and Smith said if these are fixed up so that they can be put on location, they sell easily to operators with second and third-run locations. It generally costs the firm \$35 to repair these machines.

Phil Greenberg, owner of Atlas Novelty Company which perhaps sells more used machines than any other distributor in this area, reported the firm found no demand for prewar machines. The big market is for multiple-play boxes, he said.

Greenberg feels that most progressive operators have disposed of their prewar equipment and consequently the firm only accepts standard postwar machines for trade-ins. He said there was no profit on used machines.

At the Banner Specialty Company, Sales Manager Herbert Rosenthal said the only used equipment accepted by the firm must be in good working condition with not more than two or three hours reconditioning work required.

(Continued on page 83)



NO UPHEAVALS! NO BOMBSHELLS!

The AMI record changer *quietly* puts an end to many of the operator's service troubles. A sturdy stalwart, it advocates only the overthrow of overhead. Never radically changed for change's sake, this dependable mechanism is constantly improved; with all the old good kept and the new good steadily added.



The "D" is available in 80 and 40 selections, blond or mahogany cabinets.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

EVANS JUBILEE AIDS CEREBRAL PALSY DRIVE

CHICAGO, May 17.—The H. C. Evans Company donated the use of a 40-selection Jubilee model juke box over the last week-end to a 2 1/2-hour telethon conducted over a local TV station for the Cerebral Palsy Fund.

The Jubilee was used for dancing at the Fox Bros. Central Amusement and Furniture store where many of the telethon's activities took place. Contributors to the fund got to dance with pretty models.

Several times during the marathon program the Jubilee appeared on the TV screens when the cameras switched from the station to the furniture store. More than \$231,000 was pledged to the fund during the course of the program.

Cleveland Op Board To Meet Tuesday

CLEVELAND, May 17.—A meeting of the executive board of the Cleveland Phonograph Merchants' Association will be held Wednesday (20) at the Hollenden Hotel here and the group's next general meeting is scheduled for Thursday, June 5.

Monday (12), some 60 members of the association, their wives and Carl Ertman, manager of the record department at Main Line, Inc., RCA distributor, staged a party at the Sky Way Lounge. The occasion was a welcome for the Three Sons, recording artists, and Bob Savage, Capitol male vocalist.

Steel Industry

Continued from page 82
ators' Association, says the steel industry's labor troubles, climaxed last week by a walkout and government seizure, have had a mounting adverse effect profit-wise.

While the situation is not alarming, Cunliffe feels there is real cause for concern and that the problems he is experiencing probably are typical of all operators with routes in steel producing areas.

Cunliffe operates a large route thruout Chicago's South Side steel producing territory, and he reports the economic situation in his area has been worsening ever since labor started negotiating with the major steel companies last fall.

The mill workers, apparently confused and doubtful over their status, are staying home and attempting to conserve income instead of spending as in the past.

Location Owners

This same drop-off in business, he says, is being experienced by tavern and restaurant location owners. The location owner's decline often has been greater, percentage-wise, than that of the juke boxes.

As further evidence of the uncertain economic situation among steel workers, Cunliffe says his retail appliance business has been dormant since fall. Instead of rising during the past Christmas season, it remained low and since has continued to fall.

The net picture painted by Cunliffe was one of increasing pressure collection-wise for his juke boxes and the revenue of other businesses dependent on that of the steel workers.

As the weekly income of steel workers in the Chicago area is reported to be in the neighborhood of \$8,000,000 to \$10,000,000, it can be seen that this pressure is considerable.

Improvement Prospect

Cunliffe feels the situation is not alarming momentarily because his collections have held up better percentage-wise than other businesses but he says it could become serious unless there is an improvement soon.

The immediate prospect for improvement is not bright. Resolutions of the steel-labor difficulties appear to depend on the view taken by the United States Supreme Court over the legality of the government's seizure of the steel industry.

No matter how the high court rules, it seems likely that ultimate peace will not be restored until both labor and steel arrive at their own workable solution.

Adapter Firm To Make Wall-Box Conversion

CHICAGO, May 17.—Standard Adapter Company here announced this week that it was set to convert any type of Seeburg 20-selection wall boxes to either 45 or 78-r.p.m. 100-selection play at \$35 per machine.

With each conversion, operators will get a menu designed to hold the additional 80 record titles, plus restaurant and tavern food and drink lists. The menus, bound for longer wear, had to be designed because the wall box itself has space for only 20 title strips.

Sidney Schneider, president and founder of the firm three years ago, emphasized that the three-wire conversion is not a kit but that the operator sends in his wall box and all work is done at the standard plant. No extra location wiring or other installations is involved; the conversion is performed within each box. However, because the present Seeburg 100 selection juke box is not equipped for wireless wall-box operation, operators converting 20-selection wireless wall boxes will have to install a three-wire cable to the juke box.

Tune Grouping

The first 20 tunes—the A-B combination—are listed on the wall box itself. When a customer desires to play the other C-D, E-F, G-H, I-K combination tunes, which are listed in the menu, he turns a switch on the box to the proper combination and punches the corresponding number button. The left row of buttons on the box covers the A, C, E, G, and I letter tunes and the right-hand row of buttons the other lettered tunes.

Schneider said the conversion works on either pre or postwar models of either the three-wire or wireless type.

The firm also manufactures a \$5 transmitter adapter for drive-in locations so that juke box music can be received on car radios.

Cincy Ops Nix Summer Meets

CINCINNATI, May 17.—Problems pertinent to industry operations were the discussion subjects at the regular monthly meeting of the Automatic Phonograph Operators' Association in the Hotel Sheraton-Gibson, Tuesday night (13). Following the general discussion period, the group voted to suspend its July, August and September meetings.

Next meeting of the association will be held June 10 and the next executive board session will be held May 27 in the group's offices in the Traction Building here.

In attendance at the meeting were Sam E. Chester, Nat Bartfield, Phil Ostand, Joe Westenhans, Tom Jackson, Charles Kanter, Fred Engel, Paul Fusstner, Milton Cole, Bill Harris, Frank Michaels, Norton Robinson, Lawrence Kane, Harvey Hobbs, Maurice Rose and Ike and Sam Klayman.

Mrs. Abe Villinsky, wife of the operator of A. & B. Music Company, is in Jewish Hospital, Ella Lantry, who is associated with Ohio Specialty Company, has returned from Kansas City, Mo. where she attended the funeral of her cousin, Marie Grace Ryan.

Fire Destroys Juke Box Parts, Records

ANDERSON, S. C., May 17.—A fire in a storage room of Keith's Music Store here Saturday (10) destroyed some \$8,000 worth of juke box parts and caused damage to \$40,000 worth of records. Several nearby business establishments also were damaged by fire, smoke and water.

CORRECTION

CHICAGO, May 17.—Inadvertently in last week's issue of The Billboard the frame of the record holder in Seeburg's restyled 100 was described in-

Summer Locations Blossom

Continued from page 80

used machines often are left in the spot. New machines generally are removed and are replaced the following spring.

The other two Chicago operators, Bert Bondioli of the B & B Novelty Company and Bob Gnarr of ABC Music Service, whose routes are in the same general area, reported their locations were going on a yearly basis.

Bondioli's locations stretch as far as 50 miles from his home base but are serviced on a regular basis. Most of his machines are in combination restaurant-tavern locations. The type of commission arrangements and the type of machine used depend on the amount of the take. If the location is a good one, it gets the newest equipment. The split generally is on a 50-50 basis.

Weekly Service

Altho many of the spots do not do much business during the winter, B & B keeps its machines out to insure holding the location and services them on a regular weekly basis. In some cases they have collectors, living in the area, service the machines.

Much of the success of an operator with these locations, according to Bondioli, depends on the collector. If he is liked, the relations are happy. A disliked collector can cause the loss of a location.

Because relations are on such a personal basis, Bondioli feels that at least as good service, if not better, is required than that supplied to city spots.

Los Angeles Operators

Los Angeles area operators reported their beach spots remain open the year round as well as such mountain resorts as Lake Arrowhead and Big Bear.

The same story holds for Western Oregon, described as the Paradise of the Pacific Northwest. Mountain resorts become ski meccas during the winter and the beaches draw patronage thruout the year. The beach trade, however, does increase somewhat during the summer with a corresponding expansion of eatery and tavern locations.

Altho some of the year-round spots have new machines, the tendency in Oregon is to use older machines. In the dude-ranch area, east of the Cascade Mountains, cafes and taverns are of a type calling for the most up-to-date equipment.

Commission practices vary with large scale operators more inclined to work on guarantees from marginal spots. Smaller operators are more inclined to take risks and the generally accepted commission is a 50-50 split.

Because of the vast distances, most operators stick close to their home base. Only the operators with large service staffs go far afield. Operators have found that

Westchester Way

Continued from page 80

Rochelle radio station, said Wehn, whereby Westchester operators are polled weekly on juke box favorites (from the financial, not the artistic viewpoint) and the tunes are plugged over the air.

The Guild has a heart. Last year it donated two juke boxes, \$100 and a supply of records to the Children's and Tuberculosis Grasslands Hospital in Valhalla and is always ready to lend county organizations juke boxes at no charge.

Guild Leaders

Officers are Carl Pavasi, president; Max Klein, vice-president; Seymour Pollack, secretary; Louis Tartaglia, treasurer, and James A. Smith, Frank De Muro, Arone Goldberg and Harold Rosenberg, members of the board of directors.

The most telling tribute to the Guild was paid by Max Klein when he confided to a reporter from The Billboard, "I just came back from a month's vacation in Florida. Two years ago I never would have dared to leave my business for that length of time. I wouldn't know what to expect. Now I have nothing to worry about."

correctly. It should have read: The frame of the record holder, formerly exposed, now is completely covered by a metal housing painted yellow. The player mechanism remains the same but is pointed blue.

Rock-Ola Jukes

Chi-to-Europe By Steamship

CHICAGO, May 17.—The possible growing importance of Chicago as a seaport for local juke box exporters was demonstrated here this week when a shipment of Rock-Ola Super Rockets left aboard the Norwegian S.S. Mafekjell for Rotterdam, Holland.

An official of Great Lakes Transatlantic, Inc., general agents in the U. S. for the Fjell Line, which operates the steamer, said the Rock-Ola shipment was the first consignment of coin-operated equipment to be shipped by ocean freighter via an inland waterway to Europe.

Art Weinand, vice-president in charge of sales for Rock-Ola, said the shipment was the first of its kind made by the company. Previously, the firm shipped export machines to Baltimore or New Orleans by rail to be placed on boats at these points.

Weinand cited the action as significant of the economies which may be possible if Chicago develops as a port and export equipment thus can be sent direct to its destination by the cheaper waterborne method.

The order was handled by the R. H. Belham Company of New York and will reach its destination in three to four weeks.



EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM

MUSIC . . . PLUS

Jubilees are made to do properly the one job that's vital to you . . . provide thoroughly acceptable music for your locations! As an Operator, your first consideration should be Jubilees, for out of their dependable, trouble free performance—in every respect—comes the fullest realization of profit on your investment!

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

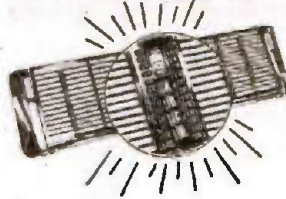
WATCH FOR IT!

EVANS' CENTURY 100/45
50 RECORDS—100 SELECTIONS
45 RPM

H. C. EVANS & CO.
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

**IT ADDS UP
FEATURE
BY
FEATURE
to the
BIGGEST
BUY
in the
BUSINESS**

104 TUNES



**MORE
THAN ANY OTHER
PHONOGRAPH**

WURLIMAGIC BRAIN

**PLAYS 45 AND
78 RPM RECORDS
INTERMIXED**



PLAY-STIMULATOR STYLING



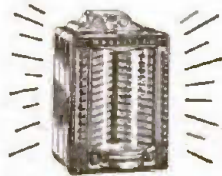
**MOST BEAUTIFUL
JUKE BOX EVER BUILT
ATTRACTS
PLAY ON SIGHT**

HIGH SPEED ACCESSIBILITY

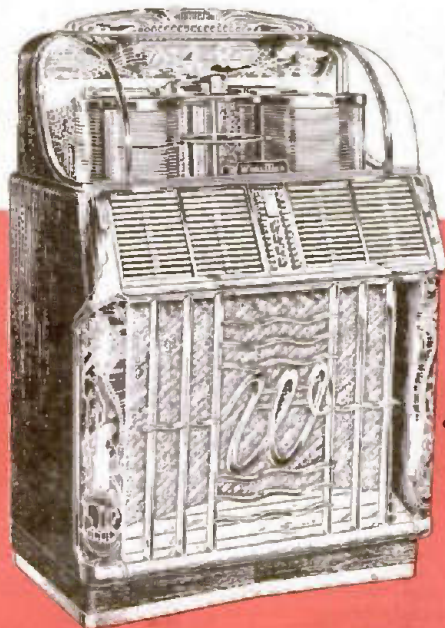
**ENGINEERED
THROUGHOUT FOR SUPER-
SPEED SERVICE TO SAVE
YOU TIME AND MONEY**



COIN CATCHING WALL BOX



**SHOWS 104 TUNE TITLES
ON ROTATING PAGES
SINGLE BUTTON SELECTION**



SEE YOUR NEAREST WURLITZER DISTRIBUTOR

Every Location Wants a

**WURLITZER
FIFTEEN HUNDRED**

The Rudolph Wurlitzer Company
North Tonawanda, New York

BETTER BUY from BANNER

Where you get... the Best NEW and RECONDITIONED Coin-Operated MACHINES for every purpose at the RIGHT PRICE

BANNER SPECIALTY COMPANY Endorsing Only the Very Best Since 1917 PHILADELPHIA • PITTSBURGH



METAL TYPER MACHINES

Rebuilt, Reconditioned Like New. All Work Guaranteed. Write for Prices. We carry in stock all parts and finest Alumina Discs.

STANDARD METAL TYPER CO. 1313 N. Western Ave. Chicago 22, Ill.

CLOSEOUT

- Seeburg '46 \$9.95
Seeburg '47 139.50
Rock-Ola '49 and '50 295.00
Seeburg Wall Boxes 22.50
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WIRE*PHONE*WRITE
DAVID ROSEN
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FOR SALE
25 T&C Popcorn Vending Machines in Good Condition, \$50 ea.
1 Viking Minuteman Popcorn Machine (automatic), \$100.
1 International Multistep Deluxe Photomatic. Excellent condition, \$500.

ONE BALLS
TURF KING \$148.00
WINNER 95.00
CHAMPION 60.00
CITATION 35.00

Wishing Well
NEW 3 ROLL BENCHMARK Amazing collection.
LEGALSNARE GAMES

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one item 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 orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine name and four columns of prices corresponding to different issue dates (May 17, May 10, May 3, April 26).

Table with columns for machine name and four columns of prices corresponding to different issue dates (May 17, May 10, May 3, April 26).

GIVE TO DAMON RUNYON CANCER FUND

	Issue of May 17	Issue of May 10	Issue of May 3	Issue of April 26
Watch My Line.....	124.50	135.00	137.50	139.50
Winner (Wholesale)	124.50	135.00	137.50	139.50
(Industries)	135.00	145.50	148.00	150.00
Wisconsin (United)	25.00	29.50	31.50	33.50
Yank (Williams)	25.00	29.50	31.50	33.50
Zingo (United)	275.00	325.00	325.00	325.00

Relax Controls On Aluminum, Metal Cans

WASHINGTON, May 17.—Twelve changes relaxing controls on metal cans were announced by the National Production Authority this week. Also there has been a declining demand for metal cans in some segments of the packing industry the past few months, NPA said. Limitation orders prevented other packers who needed more cans from taking up the slack. The new order calling for the use of lighter tin coatings on cans will enable the industry to produce a greater number of cans without increasing tin requirements, NPA said.

Early relaxation of controls over aluminum was recommended by the Prime Aluminum Products Industry Advisory Committee in a meeting with NPA this week. Industry members reported a softening demand and anticipated idle capacity if relaxation or decontrol action is not taken now. The committee suggested relaxation in the third quarter of this year, with possible complete decontrol of aluminum in the fourth quarter

Watling Kin Dies in Chi

CHICAGO, May 17.—Funeral services were held Tuesday (13) for Albert J. Watling, 45, who died May 10 following a heart ailment. He was the son of the late Tom Watling, founder of Watling Manufacturing Company.

Albert was affiliated with the manufacturing firm at one time. Other survivors include three brothers—Bill, superintendent of the Watling factory, Walter and Burns, and two sisters, Mrs. Frances McNally and Mrs. Bell Hankermeyer.

Interment was in Oakwood Cemetery here.

CLEVELAND, May 17.—Hupp Corporation's net income for the quarter ending March 31 was \$201,504. For the like 1951 quarter, net income was \$74,832.

of 1952 or the first quarter of 1953. Some industry representatives recommended the immediate decontrol of products which use a relatively small amount of aluminum such as foil paper and tubing.

Set Idaho City Bell Petition

LEWISTON, Ida., May 17.—A petition for the return of bell machines to Lewiston's fraternal clubs has been filed with the city clerk. It requires the city council to present the measure to voters at the June 9 municipal election.

The machines were banned last November following a hard-fought campaign.

Nestle Company Makes Bulk Division Changes

NEW YORK, May 17.—The Nestle Company, Inc., announced the additions and changes in sales personnel this week as it started a program of national expansion in its bulk division.

W. E. Fife, Jr. was transferred from Boston to Minneapolis, where he will be an assistant to Jo Grombach, M. A. Stafford will cover the Pacific Northwest with headquarters in Seattle.

R. H. Wilson will cover the New England territory with headquarters in Boston. W. F. Ratoff was named Metropolitan New York sales representative.

Wholesalers

Continued from page 75

is getting a big play in the Midwest, Melone adds.

Sales efforts to date mostly have been directed toward lining up coin machine wholesalers, and Melone reports 12 exclusive appointments already made. In the areas still considered "open," the sales exec says, American's regular distributors temporarily will continue to sell the unit on a non-exclusive basis. In some instances, these arrangements will be made permanent.

Scoring Zone

While similar to the regular shuffleboard game, Bank-Shot differs in several features. With the new unit, Melone says, games are finished considerably faster because of the new 5 and 10-point scoring zones, and because no powdered wax is needed to keep the laminated maple playing surface in shape. Ops also are said to like the folding leg idea which eases handling.

Among the wholesalers who have taken on the unit, Melone lists these: Sandier Distributing Company, Des Moines; Bush Distributing Company, Miami; Culp Distributing Company, Oklahoma City; Miller-Grand Distributing Company, Grand Rapids, Mich.; Kloppe Novelty Company, Reading, Pa.; Purveyor Shuffleboard Company, Chicago; Coin Automatic Music Company, Johnson City, Tenn., and Service Games, Honolulu.

Dial Scoring

Continued from page 75

deviation from the two shots permitted for each frame is when player makes a strike.

Chicago Coin has gone all out in an effort to simplify scoring-keeping on its backglass. Thus when one player is shooting his correct number is visible to all other players and no mixup is possible. The three dials in each of the player's scoring sections immediately register the change in score once the player has completed a frame. Fast rebound action of the puck after each shot, cuts playing time to the minimum. This feature, together with the instant totaling of scores makes the average time of play less than a minute per player.

Chicago Coin's new six player is designed for dime play per patron.

IKI Appoints

Continued from page 75

Clayton Beebe, Peoria, Ill., Louis Ritter, St. Louis; Peter Stone, Indianapolis; Harold Hayes, Dayton, O., and Roy Owen, Bristol, Tenn.

The IKI pest unit is automatic and continuous and is used for indoor control of flies, mosquitoes, gnats, millers, moths and other insects. Compact in size, it looks like a small modern wall lamp on location. It plugs into any 110-120 volt AC outlet and costs a few pennies a month to operate. It lists for \$15.95.

THE MARKET PLACE
for the
COIN MACHINE INDUSTRY

The National Exchange
for Coin Machine
Personal Products,
Services and
Opportunities

**CLASSIFIED
ADVERTISING**

Agents & Distributors

NEW AND USED 16-54 CANDY, NUT, BALL GUM VENDERS BOUGHT, SOLD, EXCHANGED.

All Parts—Chain—Coin Wrappers—Coin Counters—Ball Gum—Tab Gum—Panned Candies—Cast Iron Stands—Top Plates for 2 Vendors—Top Plates for 3 Vendors.

All Prices F.O.B. Factory.

1/2 DEPOT, Balance C.O.D.

Distributors of Northwestern Model 49 and Tab Gum Vendors

2700 W. Lake St. Chicago 12, Ill.

Business Opportunities

Sacrifice—Pokeroll Game and APT Rifle Range; long established; 34 Tables, 6 rifle units; all A-1 condition; excellent location; Coney Island area; no competition; low rent; high receipts; perfect for family operation; selling for personal reasons; active territory; Lucky's Pokeroll, Boardwalk and First Road, Brighton Beach, Brooklyn 24, E. 101st St., 7-1088

Stamp folders direct from manufacturer: lowest prices; send for prices and samples. Simon Rubin, 817 West End Ave., New York, N. Y.

Stamp folders, direct from manufacturer: unlimited quantities; immediate delivery; prices low. Vendo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOUAT 7-1448.

Help Wanted

Mechanic, thoroughly experienced in all types of machines, including 100's, amplifiers, pins and shuffle games; no drinkers or drifters; start immediately; references. See Phonograph Co., 1432 Main St., Jacksonville, Fla.

Positions Wanted

Route Management, 20 years' experience; complete knowledge vending business; expert mechanical ability; A-1 references; married; steady; South or Southwest preferred. Box 519, c/o Billboard, 188 W. Randolph, Chicago 1.

Routes For Sale

For Sale—Ink Box and Pin Ball Route; in continuous operation for the past 8 years; fine equipment; good territory; good reason for selling. Write 124 W. Main, Sedan, Kan.

Parts, Supplies & Services

Attention, Bulk Vendors—See Web Boston baked beans, red hot rainbow peanuts, banana salted and unsalted, pistachios, burnt peanuts and cherry nuts; write for lowest prices and pack. Texas Candy & Nut Co., McKinney, Tex.

Burglar Alarms—Seven type use cigarette machines; can be adapted to other type machines; needs no electric or battery; easy installation; proven results; the seven types before they are multiplified; the machine for full information write Joe Nesbitt, 2919 S. Ewing, Dallas, Tex.

Coin Machine Operators—One stop premium merchandise, records, new and used games, used phonographs, parts, service; write for price lists. Hastings Distributing Co., 6100 W. Bluemound Rd., Milwaukee 13, Wis.

Heath Drop Chute and Switch, 5c, 10c or 25c play; Heath Feather struck push pull type, 1c, 2c, 5c, 10c or 25c play; immediate delivery from stock. Heath Distributing Co., 234 Third St., Macon, Ga.

KING SIZE CONVERSIONS

For side shift and stand Rowe and all National cigarette machines, \$2.50. Rowe Rowel back unit and Stewart-Maguire, \$1.50. Frank Arcotium Jr.

CIGARETTE VENDING MACHINE SERVICE

1000 Keeler Ave. Bartlesville, Okla.

Used Coin-Operated Equipment

A-1 Bargain Cigarette and Candy Vending Machines—all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Does This Ad Hit Your Eye?

You can have an ad like this in the next issue of The Billboard for as little as \$25.20. Smaller ads, not boxed, but with large type, for as little as \$2.40. For details see the "Handy Order Form" on this page.

Want to Buy

Breath Pallet Machines—any type, any quantity, top cash. Dalton, 2710 Fairgust Rd., Brooklyn 10, N. Y.

Want to Buy—All late model phonographs for cash, state quantity, condition and price in letter. Seacrest Distributors, 1200-B North Ave., Elizabeth, N. J.

Want to Buy—The coin vending and counting machine. In lots of 100. Robert J. Raleigh, 3322 Nicholas St., Indianapolis 18, Ind.

**To Order Your Market Place Ad
USE THIS HANDY FORM TODAY**

1: First, print or type your message here, signing five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 4 additional words.

2: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement. It gets your message to the power and punch:

Display-Classified

Regular-Classified

3: Now check off the classification you want your advertisement to appear under:

Agents and Distributors Wanted

Help Wanted

Parks, Supplies and Services

Positions Wanted

Routes for Sale

Used Coin-Operated Equipment

Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issues of The Billboard:

Gentlemen: Run this advertisement in your "Market Place" as indicated below:

Next issue only

Next 3 issues

Next 52 issues

Bill me

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Payment _____ Signed: _____

ADVERTISING RATES

REGULAR-CLASSIFIED

Usual wanted style, one insertion, no display. First line set in 6 sp. col. balance of 11 lines.

Per word..... \$ 20

3 or more CONSECUTIVE or 24 insertions, set wide..... 10

35 CONSECUTIVE insertions, per word line..... 10

per word line..... 10

minimum \$2

DISPLAY-CLASSIFIED

Any advertisement using display method or white space. Figure space between available rates. 13 rate orders permitted only on ads of 28 lines or more.

Per word line..... \$1.00

3 or more CONSECUTIVE or 24 insertions, per word line..... 15

35 CONSECUTIVE insertions, per word line..... 10

per word line..... 10

if inch results for each line

Send all orders and inquiries to: COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.

The Billboard

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

Shuffle Games

Table listing various shuffle games and their prices across multiple columns. Includes items like ABC Bowler, Baseball, Bowling Champ, etc.

FOLK TALENT AND TUNES

Continued from page 34. On Sundays this summer, Ollie Combs has just started a live and d. j. seg over KATY, San Luis Obispo, Calif. He works dates thru the area with his own band, the Round-Up Gang...

LOW-PRICED MONEY-MAKERS

Advertisement for shuffleboard machines. Lists models like UNITED 6-PLAYER, DELUXE 6-PLAYER, and SHUFFLE SLUGGER with prices. Also includes 'WANTED FOR CASH' and 'ROCK-OLA SHUFFLEBOARDS'.

PURVEYOR Shuffleboard Co.

4322-24 W. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 10, ILL.

Advertisement for NATIONAL RECONDITIONED SHUFFLE GAME VALUES. Lists various models and their prices, such as UNITED 4 Player, KENNEY Deluxe League Bowler, etc.

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSITY BLVD. (Phone: Birmingham 1-6446) CHICAGO 74

EVERY PIECE GUARANTEED

Advertisement for PARKER DISTRIBUTING COMPANY. Lists various games and their prices, including TURF KING, WIN-A-WIN, CHAMPION, etc.

ATLAS MUSIC COMPANY

Advertisement for ATLAS MUSIC COMPANY. Lists various music-related items and their prices, such as UNITED 4 Player, Wurlitzer 1110, etc.

WHY PAY MORE?

Advertisement for ARCADE SALES CO. Promotes 'CHECK OUR PRICES AND SAVE!' and lists various arcade games and their prices.

Advertisement for FORMICA FLIPPER BUTTON SHIELDS. Includes a price tag of \$1.25 and contact information for Nate Schneller, Inc.

Give to the Damon Runyon Cancer Fund

Advertisement for BINGO GAMES. Lists various bingo game models and their prices.

Advertisement for IMMEDIATE SHIPMENT GOTTLIEB CROSSROADS. Promotes fast shipping and quality products.

Advertisement for NATIONAL COIN MACHINE EXCHANGE. Promotes a wide selection of coin machines.

Advertisement for ATLAS MUSIC COMPANY. Promotes a variety of music and entertainment products.

Advertisement for ARCADE SALES CO. Promotes a large selection of arcade games.

• BUY and SAVE • at WORLD WIDE

Terrific Savings in SHUFFLE GAMES

UNITED	BALLY	KEENEY
DELUXE 516 PLAYER.....\$275	HOOK BOWLER.....\$135	DE LUKE LEAGUE 6235 BOWLER.....\$215
516 PLAYER.....\$145	SPEED BOWLER.....45	SIX PLAYER.....245
PIVE PLAYER.....110	SHUFFLE CHAMP.....45	SIX LEAGUE 2115 BOWLER.....155
FOUR PLAYER.....130	SHUFFLE KING.....145	LEAGUE BOWLER Fly-By.....150
TWIN SHUFFLE.....110	Univ. HI SCORE.....\$125	DUCK PIN.....75
516B ALLEY SHUFFLE EXPRESS 31	Univ. SUPER TWIN 49	DOUBLE BOWLER.....65
CHI Coin & PLAYER with FORMICA.....\$75	Williams DOUBLE HEADER.....50	KING PIN.....45
CHI Coin HORSE SHOES.....135		

CONVERSIONS for Shuffleboards!!

Keeneey & PLAYER REBOUND ATTACHMENT for short shuffleboard, (1 like Now).....\$75

Keeneey & PLAYER ATTACHMENT for long shuffleboard.....75

Keeneey BOWLING CHAMP 3 PLAYER ATTACHMENT, Long Board

WANT TO BUY FOR CASH

Bally SPOTLITE
Bally BRIGHT SPOT
Bally CONY ISLAND
Bally BRIGHT LIGHT
URRAD A.B.C.
Seeburg SHOOT THE BEAR
LATS & BALLS

The Only De Luxe ORIGINAL GENUINE FORMICA

NOW AT THE NEW LOW QUANTITY PRICE — ONE OR A HUNDRED

8' GAME 22.50 9' GAME 24.50

Accept No Substitutes.
New skill screened top—smoother, stronger surface eliminates costly resurfacing, waxing and decals. Available United 2, 4, 5, & Player; Universal & Chi Coin Rebound.

NEW GAMES

Bally ATLANTIC CITY
CHI Coin WHIE KIDS
Outrigger CROSSROADS
Bally FUTURITY
United DELUXE & PLAYER
Williams SHOOT THE MOON.....\$190
Williams HOBBY FEATHERS.....315

ARCADE

Exhibit 312 SHOOTER.....\$195
Exhibit SILVER BULLETS.....145
Exhibit DALE GUNS 75
CHI Coin PISTOL 95

Reguar FORMICA TOPS

Low Price—Genuine
8' Game 9' Game
\$18.90 \$19.90
LIMITED QUANTITY.
Available in Universal, CHI Coin Rebound.

WILLIAMS NEWEST MAJORETTES

Exciting—High score game with points scored for regular, Extra! Extra! Kickout bonus! Plus thumper bonus! Flip-guns. Special Star model.

WILLIAMS NEW MUSIC MITE

Modern design—smooth tone
Ten 45 RPM records. Selector, accumulator and control buttons.
\$4. 10r, 25r
Play
\$145 \$175

FOREIGN BUYERS

BEST VALUES ALWAYS
Our years of experience with world wide foreign purchases insure of complete satisfaction. You may select from the largest stock of games anywhere. Professional packers assure safe arrival. Prices start at \$39.50.



for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Baby Face.....\$25.00	Puncher.....\$129.50
Camel Caravan.....65.00	Winners.....125.00
TWO.....27.50	Lily's Line.....175.00
Tenri.....85.00	Nips & Run.....115.00
Caroline.....85.00	Centaur.....65.00
Monterray.....35.50	Shower.....115.00
Chromasia ICC.....75.50	Knockouts.....115.00
SWARMS.....62.50	Spot Bowler.....115.00
Champion (Bally).....90.00	Harvest Time.....15.00
Bowling Champ.....75.00	Nifty.....125.00
Green Gloves.....100.00	

BOWLING GAMES

Keeneey League Bowlers.....\$175.00

We Shall Be Pleased to Demonstrate This New Equipment
Keeneey Electric Bowling Keeneey Television Atlantic City—Crossroads
Yonder
Keeneey Deluxe 3 Player Bowlers

ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE BELMONT 1800

WURLITZER

The New 1500 Phonograph

Bally's

ATLANTIC CITY

COVEN

distributing company
3181 Elston Chicago 18, Ill.
Independence 3-2210

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Coinmen You Know

Chicago

Bob Lindelof, president of the Music Operators of Northern Illinois, got away after considerable trouble Wednesday (14) for a two week fishing trip to Canada. Bob's troubles, the usual last-minute problems, included losing the key to his garage where his trailer and fishing equipment were stored. Bob is making the trip with three companions and hopes to bag northern pike and trout.

An interstaff shuffle has switched some familiar faces to different sections of the Coven Distributing Company headquarters here. Willie Delega has been moved from the parts department to Coven's one-stop record section and Joe Schuman now is on the parts staff.

President Roy McGinnis, J. H. Keeneey & Company, is having a routine hospital checkup. John Conroe reports plant action—a fast tempo. Firm is currently producing cigarette vendors. Super Deluxe League Bowler (4-player), a large screen TV line and equipment for the Armed Forces. Paul Huebsch reports a steady flow of out of town visitors dropping in for game conferences.

At Empire Coin Machine Exchange firm has been making a lot of shuffle game shipments domestically and pinballs and shuffle units for foreign consumption. Gil Kirt and Vince Shay are awaiting their sample shipments of the Evans Century. Howie Freer and Stanley Levin were working out an itinerary for Levin's next road trip and handling orders of local and out of town operators.

World Wide Distributors was a beehive of activity with the firm on both a buying and selling spree. Firm has lined up a lot of key shuffle and bingo games and is looking for more. This double activity has kept Al Stern, Monty West, Len Micon and Fred Skor extra busy. Firm is really enthused over its Formica field set-up which now enables World Wide to offer operators deluxe replacement tops made to its own rigid specifications (see separate story).

Herb Perkins, Purveyor Shuffleboard, reports mounting interest in the American Bank-Shot game. He just received a couple of carloads of them. Perkins also notes a rising interest in conventional shuffleboard play in city locations.

First Distributors had steady activity all week and operators from out of the city were coming in with trucks for late model shuffle and novelty games. Wally Finke and his partner, Joe Klins, handled with premium manager Mal Finke over a sales campaign for the summer but stressed game sales were brisk.

Ted Rubenstein, Marvel Manufacturing Company, was another who noted the zooming interest in shuffleboard locally. Marvel is concentrating on the scoreboard end of the trade and has both wall and overhead models rolling off the assembly lines.

Washington

Larry Rosenthal, of Larstan Vendors, reports business has nearly doubled that of last year. Jack Wolf, of Fun Arcade, opines that the World Series machines are good for business.

The Washington Music Guild held its monthly meeting May 1, reports president Leonard Abrams. Sam Cohen, of Nelson & Company, local Capitol records distributor, believes Leo Paul's "Carrioca" will be a big hit.

Jack Spitzer, who operates in Virginia, says business is good. Michael Coin Devices, headed by Michael Bushdid, is testing several new machines. Jim Schwartz, of Schwartz Bros., local Mercury distributor, reports "Kiss of Fire" by Georgia Gibbs still selling fast.

The Quality Music Company is doing moderate to slow business, says Max Silverman. Jim Bohanan, of Southern Wholesalers,

local Victor records distributor, was pleased that Rise Stevens visited local record shops during a recent trip to Washington.

The Westway Vending Company was represented at the regional meetings of the NAMA by Sid Lotenberg. Lotenberg is getting new machines for the summer ice cream business. Meyer Gelfand was re-elected chairman of the NAMA region at the recent meeting.

George Cervantes, of Southern Wholesalers, local Victor records distributor, hosted several operators who were in to hear Eddie Fisher and Tony Martin's new recordings. James H. Bowen, Kwik Kafé of Washington, has several new locations pending.

Larry Rosenthal, of Larstan Vendors, went on a buying spree in New York recently. Obviously, business is fine! Westway Vending, headed by Sid Lotenberg, is replacing old equipment. Lotenberg reports that Washington's warmest week this year brought the best business in the history of his company. Michael Bushdid, Michael Coin Devices, has purchased several new Gottlieb machines. The Washington Music Guild, headed by Leonard Abrams, held its monthly meeting May 8 at the Guild office.

Jim Schwarz, of Schwartz Bros., local Mercury distributor, believes that Al Martini's latest recording will be a success. Jack Spitzer, who operates in near-by Virginia, says business is on the upswing.

Houston

The Nunn Amusement Company has opened an office at 1716 Broadway Street, Houston. Owner W. M. Nunn has been operating music here since 1946. A. Sage, manager of the Houston branch S. H. Lynch & Company, is back from the Seeburg meeting and showing of the New Seeburg M100C cabinet held in Chicago last week. His wife accompanied him on the trip.

Bill Williams, local shuffleboard manufacturer and Harold Horton, Wurlitzer salesman for Steele Distributing Company, had all the luck on a fishing trip at Aransas Pass last week. They literally filled their boat with a catch of mackerel and ling.

Cleveland

Mr. and Mrs. M. S. Gisser of Cleveland Coin Machine made a flying trip to Chicago to visit manufacturers and also spent a day in Columbus with Wolf Solomon at Central High. During Gisser's absence everyone was busy crating equipment to fill shipments for orders from Europe. Visitors last week included J. T. Gordon from Willard and Lou Berger of Lorain.

AMI's 80 D has proved to be in great demand. Stanley Knowl, manager of Cleveland Coin Machine's Toledo office, has been doing a bang-up job selling the AMI 80 D as well as all the other equipment handled. Dave Liewling, of the Cleveland staff, has moved into a new bungalow on Wilmington Road,

South Euclid, and is looking for assistance in seeding his lawn... The Lief Music Company expects to receive their new Evans 100 Selection machines around June 1.

Detroit

Mr. and Mrs. Henry C. Lemke celebrated their 33d wedding anniversary last week with a party at their home attended by over a hundred guests. Lemke is an old line operator. Dale Sauve, of A. P. Sauve & Son, expects to have the new Evans 100-play juke box on display here within the next week. Arthur P. Sauve has returned from a four months' stay in Florida. Michael Weinberger, Leo's Amusement, is in Providence Hospital, recuperating following a heart attack. Charles Anusach, Howard B. Kirk and Jerrald R. Bilger are forming the Vend Distributing Company.

F. Stanley Collins, who has long operated a diversified vending route in Southeastern Michigan, has cut his radius of operation to about 35 miles, giving up much of his Western area, which formerly ran to double this distance. With less emphasis on nut vending, Collins, whose bulk of trade has recently been in candy and cigarette vending, has moved into new fields in line with present trends, including milk, coffee and fruit juice vending.

J. R. Pieters has closed the local office of King-Pin Distributing Company, which was in charge of Joe Auton, and is concentrating activities in the main office at Kalamazoo. George Skinas, formerly of Detroit and now a Saginaw operator, has achieved probably the State's deepest sunbat by his year of outdoor life in the Saginaw area. James A. Passanante, head of Gayco Distributors, is making his fifth trip to Florida so far this year to check on his Miami interests. Mrs. Passanante, who has spent much of the winter in the University Hospital, Ann Arbor, is now in improved health.

James Jeffrey, Jeff's Music, old-time operator still active in the business, is leaving June 1 with Mrs. Jeffrey for a month's auto trip in California. Karl A. Wariatta, now with a Detroit factory, recently established a small vending route under the name of Kaw Vending Company. Specializing in penny ball and gum vendors, Wariatta is starting with a small route and plans gradual expansion.

Indianapolis

The Southern Automatic Music Company, has on display Exhibit Supply's Twin Rotation, Gottlieb's Cross Roads, Williams' Olympic and United's new De Luxe six-player bowling game. All games. Sam Weinberger reports, have won operator approval. While business is good, there is room for improvement, he said.

The Sicking Company, Inc., Mrs. Lottie Berman stated, has found demand good for games. Little America has opened its Arcade in full swing. It is located in the outlying district and attracts motorists with its ample parking space. This spot has

WHAT'S NEW IN COIN MACHINES!
WHAT ARE THEY GETTING FOR USED EQUIPMENT!
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in
The Billboard

**Order NOW at LOW Subscription Rates
Fill in and Mail Coupon today!**

The Billboard, 2160 Parkway St., Cincinnati 22, Ohio.
 Please send me The Billboard for one year at \$10.
 Check here for trial subscription—12 weeks at \$1.
Foreign rates upon request.

Name.....
Address.....
City..... Zone..... State.....
Occupation.....

added all the latest of games and many new coin-operated devices for children such as mechanical horses.

Saturday, (10) the Shaffer Music Company, held its spring opening, displaying the new Seeburg Phonograph. Operators attended the showing from all parts of the State, and enjoyed a buffet luncheon and refreshments. J. I. Mc Clelland, Seeburg representative, was on hand to answer any questions and explain the operation of the new phonograph. Edward Shaffer, from the Columbus, O. Shaffer office and Edward Flynn also were in the reception line.

Hartford, Conn.

Albert S. Gange, formerly with Decca Records, has been named sales manager of the record department at Radio and Appliance

Distributors, East Hartford RCA Victor wholesale distributor. Gange will direct sales of records in this area.

Lenny Berens, general manager of Seaboard Distributors Corporation, reports completion of a highly successful promotion stunt with Radio Station WKNB, with a record player and long-playing records given to winning participants. Ralph Colucci, chairman of the Seaboard board, is back from a four-week vacation trek thru Arkansas and Texas.

Mary Everett, secretary to Ralph Colucci, of Seaboard Distributors Corporation, is planning on a motor trip vacation this summer. Colucci is beaming over the news that he was recently photographed with Dixie Dean, ball player turned sportscaster. Ralph said he met Dixie while in Texas

on vacation, and they got to chatting about business and the coin machine industry in particular.

A total of \$622,780 was reported at the first workers of Roskin Distributors, campaign meeting of the 1952 Hartford Jewish Federation Campaign, at Emanuel Synagogue. Sam Roskin chairman, described the figure as "very encouraging." If the increase can be maintained the goal of \$1,000,000 will be a reality," he said.

Mac Perlman, Atlantic-New York Corporation, Hartford distributors for Seeburg, is home from a quick business trip out to the Seeburg offices in Chicago. Mac planned to go down to the Belmont-Plaza Hotel, New York, May 18.

Lou Chack, general manager, General Amusement Game Company, is sporting a new wardrobe of spring suits, shoes, and hats. In keeping with his long-standing sartorial record in the Connecticut coin machine field... Mary Fish, mother of Operator Abe Fish, is planning a Connecticut shoreline sojourn. Abe is talking of spending his week-ends in New London, and three New London coin operators, Irv Galtzer, Frank Marks and Byron Athanasian, plan to take Fish on a few deep-sea fishing trips.

Syd Greenbaum, Radio and Appliance Distributors, served as producer of a variety revue staged by the Business and Professional Young People's League of the Emanuel Synagogue... Alex Golden, operating Vets Amusement, Meriden, is a new CSCA member.

CSCA is sending three representatives, Fish, Jim Tolissano, president, and Joe Daniels, Waterbury, to the testimonial dinner for Sidney Levine, Music Operators of America general counsel, in New York on June 10. CSCA has reinstated two members, Nick Albertino and Kimberly Amusement, both of New Haven. Some 47 members from the central part of the State attended a recent get-together in Meriden.

Milwaukee Because of an error in copy transmission, three lines of an item about the marriage of two Wisconsin couples were dropped out of this column The Billboard, May 3 issue.

The item should have read as follows:

Mr. and Mrs. Jack Stroiman, of the Stroiman vending firm, traveled to Montreal a few weeks back, to attend the wedding of their son Theodore to Miss Marilyn Cohen of that city.

Another Wisconsinite in the marriage columns in a recent month was Earl Much of Much Candy Company, Marion, Wis. Earl was wed to Miss Willadene Zawie and soon after the couple left for a five-week honeymoon jaunt to Florida.

No official word has been received as yet but due to the slim attendance at recent meetings of the Wisconsin Phonograph Operators' Association, the sessions may be switched to a semi-monthly basis instead of monthly, at least during the summer vacation period.

Newest one-stop record shop, which is being opened with a strong bid for music machine business, is the re-located Music Mart, operated by veteran record dealer, Barney Kuehn. New Music Mart location is at 2669 N. 3rd Street, and will be set up as a self-service music store, handling a long list of labels. Shop is three times as large as the former location, and is described by Barney as one of the largest music outlets in town.

Al Rauth is the new counter-man greeting disk buyers at the Ken-Tone Distributors, run by Ken Wendel. The firm handles local sales for MGM, London, Ken-Tone and a host of other labels at the wholesale level. Mitchell Novelty's veteran coin machine service and routeman, Andy Hood, was on the receiving end of congratulations from his friends last week on the occasion of his daughter's marriage.

Frank Bartnik, head of Banaco Music, is spending several weeks at his camp near Port Arthur, Can He flew up there in his private Cessna and is spending (Continued on page 92)

Always More for Your Money...at FIRST! SHUFFLE GAMES KEENEY SUPER DELUXE LEAGUE BOWLER EXHIBIT TWIN ROTATION KEENEY 4 PLAYER LEAGUE BOWLER United 4 PLAYER SUPER SHUFF ALLEY Chi. Coin DE LUXE 4 PLAYER RECONDITIONED AND RESURFACED... KEENEY DELUXE LEAGUE BOWLER... CHICAGO COIN... WILLIAMS... VENDING... RINGO 5 BALLS... Bally ATLANTIC CITY UNITED BOWLER... RECONDITIONED... SHUFFLE GAME FORMICA TOPS... CLOSEOUT... DISTRIBUTORS, WRITE MIKE MUNVES CORP.

DAN STEWART COMPANY Distributors for Rock-Ola, Exhibit, United, Williams, Genco, Chicago Coin, Automatic Products Co., & Downey Johnson... WE ARE NOW DELIVERING... MUSIC... SHUFFLES & REBOUNDS... CHAMP... CIGARETTE MACHINES... EVANS' PROFIT STIMULATING COUNTER GAMES... NOT COIN OPERATED! TAX FREE! NO LICENSE REQUIRED!

EVANS' PROFIT STIMULATING COUNTER GAMES... MIAMI COLOR... Good for Clubs, Fraternal Organizations, Church Conventions or wherever people congregate! Write for descriptive literature. H. C. EVANS & CO., 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

Where are 45 Phonographs being sold? You'll get the low-down on How 45's are doing in the Export Market in The Billboard Summer Export Quarterly Dated June 7th Deadline-May 29th

SPIN YOUR WAY TO PROFITS with the SPINNING, FLYING BALLS NEW DELUXE MODEL SET-SHOT BASKETBALL... \$349.50... DISTRIBUTORS, WRITE MIKE MUNVES CORP. 577 Tenth Ave. (at 42nd St.), BRYANT 9-8077 New York 18, N. Y.

GENCO 2621 NORTH ASHLAND AVE. CHICAGO 14, ILL.

GENUINE SCIENTIFIC Q-BALL TABLES

LATEST MODEL

**Brand New
In Original Cases!**

**Rebuilds with New
Factory Guarantee!**

**UNBELIEVABLE SAVINGS
WHILE THEY LAST!**

SHOOTING GALLERY FOR SALE

**GALLERY—Made by THE leading manufacturer of shooting galleries.
Overall Width, 22 ft. Height, 15 ft. Depth (front to back) 40 to 50 ft.**

Sectional steel sidewalls, floor, and ceiling with 3 rows of lights (10 outlets per row) protected by steel sections. Extra steel sections on hand to increase length of gallery. Gallery targets include gas candles, moving ducks, moving ships, moving animals, one rotating candle, 15 bull-eyes equipped with gongs, revolving silver balls, revolving moons with stars attached, parachutes, airplanes and others. All moving parts driven by a one h.p. motor. All parts of steel.

GUNS and Accessories:

- 15 Remington Automatic Rifle, Model 241
- 15 Winchester Pump Rifle, Model 82A
- 2150 Loading Tubes to Accommodate .22 Cal. Shells
- 1 Winchester Automatic Gun Loaders (Western Label)
- Repair Tools and Extra Parts, Firing Pins, etc.

GUN COUNTER:

Overall length, 22 in., width, 32 inches; height, 42 inches. Equipped to handle ten rifles, but can accommodate fourteen if necessary. Recessed space on top of counter for cash register. Rear of counter has 18 drawers. Top of counter covered with 1/2" double layer inlaid, trimmed with stainless steel.

DISPLAY:

20 FT. EXACT REPRODUCTION OF WINCHESTER BOLT ACTION RIFLE WITH NEON TRIMMINGS

LESS
THAN
6 MONTHS
OLD

A
REAL BUY
AT THIS
SPECIAL
PRICE

\$9,995.00
F.O.B., NEW YORK

SIMON SALES, INC.

627 TENTH AVENUE • NEW YORK 18, N. Y. • PHONE PLAZA 7-5660

Write
Wire
or
Phone

What's the Price of Coffee in BRAZIL?

Did you know that the coffee market in Brazil directly affects you as an exporter of coin machines?

You'll read about the factors affecting Exports in all parts of the world in



The Billboard Summer Export Quarterly

Dated June 7th
Deadline May 29th

FOREIGN BUYERS!

We lose no time in
filling your
orders... our service
is quick, efficient
and reliable.

It's smart to do business with the firm that does the most for YOU.

In addition to all the latest equipment, we have available for your selection more than 400 pin games at all times, as well as a complete line of music machines, arcade equipment and alleys.

REMEMBER: For export and domestic business it is now International and Scott-CROSSE!

Write for free price list and order forms

INTERNATIONAL AMUSEMENT CO. SCOTT-CROSSE COMPANY

1423 SPRING GARDEN STREET Rittenhouse 6-7712 PHILADELPHIA 30, PA.
Branch: 906 Capouse Avenue, Scranton, Pa.

SPECIAL!
"POP" CORN SEZ
10¢ VENDORS
RECONDITIONED
LIKE NEW!
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SPECIAL-PANORAMS
Guaranteed Reconditioned
WRITE

NEW—WRITE

G.C. 4-Player
Darts
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Golfball Cross-roads
Bally Atlantic City

C. White King
Exhibit Big
Branches
Kenney Super De-1224 Lane, Bost.
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grocery Spot \$435
Coney Island 428
Leader 395
Benny 4-Way Matrix
Kenney 3-Way Bowling Champ
United 4, 8 and 6-Players
United 4-Player Desk size
Kenney DeLuxe Bowler
Bally Hook Bowler
Williams Double Header

Spot L.H. \$150
Medley 305
Bright Lights 345

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CLAYT NEMEROFF & CHARLEY PIER
MONARCH
COIN MACHINE, INC.
2357-59 W. Lincoln Ave., Chicago 14, Ill.
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**WE GOT 'EM
BUT GOING FAST**

BRIGHT LITES\$375
BRIGHT SPOTS\$475
ORDER NOW!

NEW UNITED 4 PLAYER
NEW KENNEY 4 PLAYER
NEW KENNEY SUPER
NEW KENNEY 4 WAY CONY
NEW KENNEY CIB VENDOR

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COIN MACHINE EXCHANGE**
523 N. HIGH Columbus 18, Ohio
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Look at These Prices!

King Ma. \$250.00
Gon
Worap
Harpers 350.00
Hay Banners 215.00
Sea Jackey 295.00
County Fair 285.00

Patrol \$225.00
Jaf Gun 250.00
ABC 275.00
Pith' Em 6
Calk' Em 185.00

Deposit, Balance C.O.D.
Lehigh Specialty Co.
826 N. Broad St., Philadelphia 30, Pa.

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CLOSEOUTS

Special Bally 175.00
Jackey 175.00
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SPECIAL

Rock-Ola Shuffle Lane (as is) 610.00
Rock-Ola Shuffle Junie (as is) 18.00
United Shuffle Alley (as is) 19.00
Kenney, Seaburg, Wards
Rock-Ola 30 Record Pre War
Photograph (as is) 35.00

IDEAL NOVELTY CO.
2827 Locust St. St. Louis 2, Mo.
R Franklin 3566

**WILLIAMS GAMES
Ready for Location**

IMMEDIATE DELIVERY

Pinch \$114.50
Shu She 124.50
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Star Series 79.50
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Freshie 74.50
Toccon 69.50
Lucky Innin 74.50
Dallas 64.50
Georgia 109.50
Dreamy
St. Louis
Socday
Bear-Wa-Belly
Fighting Phils

ALSO A COMPLETE LINE OF SHUFFLE ALLEYS
Philadelphia Specialties Co.
499 ANDERSON AVE.
CLIFFSIDE PARK, N. J.
Cliffside 6-2892

**ARCADE
and LOCATION EQUIPMENT**

Midway Movies
Pin-Up Movies (new)
Pin (reconditioned)
Chl. Coin Player
Dale Gun Exhibit
Cater. Chl. Coin
Grip Classifier
Heavy Mitter
Knockout
Metal

YOUR TICKET TO
SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!



Proved
IT PRODUCES
MORE MONEY
MUCH LONGER!

a WINNER

that captures choice locations
and lures **MORE MONEY**
into your cash boxes!



Williams
OLYMPICS
WITH 8 WAYS TO SCORE REPLAYS!

- ★ **FOUR TRAP HOLES** score 1 replay when a ball rests in each trap hole.
- ★ **FOUR FULL TRAP HOLES** light up Thumper Bumpers to advance diver across and up out of pool for 1 replay.
- ★ **THREE ROLL-OVER BUTTONS** advance the Bonus and 2 become "special" when lit and score replays.
- ★ **TWO FLIPPERS** bounce ball back into play.



CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE ST.
CHICAGO 24, ILL.

- ★ **SPELL O-L-Y-M-P-I-C-S** and shoot for High Score!
- ★ **ONE ROLL-OVER LANE** at bottom good for 1 "special" when lit or for 5 "Extra Special" when lit.

WRITE-WIRE-PHONE
See Your
Williams
Distributor
NOW!

S. L. LONDON MUSIC COMPANY, Inc.
NOW the EXCLUSIVE DISTRIBUTOR for

WISCONSIN,
MINNESOTA and
UPPER MICHIGAN

on Keeney's
Super De Luxe
BIG BOWLER
and

Keeney's Electrically Operated
CIGARETTE VENDOR

Order these **PROFIT MAKERS** for
IMMEDIATE DELIVERY

S. L. LONDON MUSIC COMPANY, Inc.

3130 WEST LISBON AVENUE
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**Shaffer Specials In
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<p>SEEBURG</p> <p>M-100-A WRITE Completely Reconditioned</p>	<p>WURLITZER</p> <p>1015 \$149.50 7100 299.50 1217-48 Sel. Hideaway 325.00 1017 Hideaway 149.50</p>
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Write for Complete List of Lute Model Phonographs
Terms: 25% Certified Deposit, Balance C.O.D.

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COLUMBUS, OHIO | CINCINNATI, OHIO | INDIANAPOLIS, IND.
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when answering ads . . .
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GOTTLIEB'S CROSSROADS

5 BALL-TRAP HOLES
 In the CROSSROADS CIRCLE—
 Center hole scores 1 million—
 4 outer holes score 1/2 million.

All holes light and responding Roll-Over Buttons for Super High Score.

FILL the outer Ball-Traps for 1 REPLAY.
 FILL ALL 5 BALL-TRAPS for 3 REPLAYS.
 Make 1 to 7 SEQUENCE—light bottom Replay Roll-Over.



- 2 MYSTERY HIGH SCORING "POP" BUMPERS
- 2 POINT SCORING CYCLOWAY KICKERS
- 2 SUPER POWER FLIPPER



REPLAYS of HIGH SCORE up to 2 MILLION

DELIVERY NOW FROM YOUR DISTRIBUTOR—**ORDER TODAY!**

D. Gottlieb & Co.
 1140-50 N. KOSTNER AVE.
 CHICAGO 51, ILLINOIS
 "There is no substitute for Quality!"

The Man Who Buys From LONDON
 Is the One with the Smile—Every Time!

TAKE YOUR CHOICE!

San Pine Shuffle Alley	\$24.50 EA.	Pin Boy Shuffle Bowler	
Bowling League Shuffle Lane		Bowlette Twin Shuffle	

SHUFFLE GAMES

Shuffle Express		Date Gun	\$65.00
Chicago Coin Bowling	\$49.50 EACH	All Star Baseball	49.50
Alloy Universal Twin Bowler		Tri-Score	WRITE
Daluxe Bowler		Stop 'n' Go	
Speed Bowler			

NEW LOW PRICES!

Cincinnati	\$35.00	Montezuma	\$39.50	Carroll Caravan	\$65.00
Black Girl	\$45.00	Summertime	39.50	Three Feathers	65.00
Katzenberg	49.50	Virginia	39.50	Floating Power	65.00
Wisconsin	29.50	Tennessee	49.50	Charmain	65.00
Twin Action	39.50	Dallas	79.50	Samba	65.00
Merry Widow	39.50	Maryland	79.50	Morocco	65.00
Seven Ball	39.50	Lucky Innings	39.50	Swanee	65.00
Trade Winds	39.50	Baltimore	39.50	Alka In Woods	39.50
Spin Ball	39.50	Major League Base	39.50	Land	39.50
Crazy Ball	39.50	Ball	39.50	Lady Robin Hood	39.50
Catalina	39.50	Moan Glow	39.50	Humpty Dumpty	39.50
Scorpy	39.50	Al Fata	49.50	Telecard	65.00
Dev-Wa Dmty	39.50	Aqueduct	49.50	Hit Parade	65.00

TERMS: 1/3 Deposit Balance C.O.D.

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Joe Ash

We ship to all parts of the world and are thoroughly familiar with export procedures. We deliver only top quality equipment, properly crated; and guarantee prompt and efficient service. Send us your requirements. They'll be met satisfactorily from our complete stock.

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

Buckley Manufacturing Co.
 1923 W. Lake St. Chicago 26, Ill.

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY, S. E. PENNA. & DELAWARE.

ACTIVE AMUSEMENT MACHINES CO.
 666 N. Broad Street, Philadelphia 20, Pa. Phone: TRINMONT 7-4493

"You can always depend on Active—ALLWAYS!"

GUARANTEED USED ONE BALLS
 Ready for Location at Lowest Prices

TURF KING	\$199.50
WINNER	124.50
CHAMPION	99.50
PHOTO FINISH	89.50
CITATION	74.50
GOLD CUP	64.50
JOCKEY SPECIAL	54.50

U.S. deposit with all orders

SICKING, INC.
 America's Oldest Distributor
 Established 1895
 1401 Central Pkwy. Cincinnati 14, Ohio

What'll They Have?
 You won't want to miss finding out What the Export Buyer Wants.

You'll find it in

The Billboard
 Summer Export Quarterly

Dated June 7th
 Deadline—May 29th

GIVE TO DAMON RUNYON CANCER FUND

Let Us Arrange a **FREE DEMONSTRATION** of the Kamey Daluxe Electric **CIGARETTE VENDOR**

* For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: a 432 pack capacity * Easy loading with swing-up top & 3-way match vending * Alternate front and rear column vending * Quick price change & Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 1600 W. 50th St. Chicago 32, Ill.

All the news of your industry every week in The Billboard...
 SUBSCRIBE TODAY... see page 3 for rates

Ride **THE CHAMPION**
 by Bally.
FOR BIGGEST COIN-HORSE PROFITS

**REALISTIC
 WESTERN PONY**

**SPEED-CONTROL
 LOW SPEED START**
 PULL REINS FOR DESIRED GAIT, MEDIUM
 OR FAST TROT—LIVELY GALLOP

STRONG AS STEEL
 REINFORCED PLASTIC HORSE
 BEAUTIFUL,
 DURABLE FINISH

OPERATES ON
**1 DIME
 OR
 2 NICKELS**
 NATIONAL
 SLUG REJECTOR

**LIFE-
 LIKE
 ACTION**

FLOOR SPACE
 ONLY
 22 IN. BY 49 IN.

**REAL SADDLE
 RICHLY ORNAMENTED
 BOX-TYPE STIRRUP WITH
 EXTRA LEATHER LOOP
 FOR SHORT RIDERS**

RIDE
THE CHAMPION
 10¢

**SIMPLE,
 STURDY
 MECHANISM**
 EASILY ACCESSIBLE
 FROM ALL 4 SIDES



Operators everywhere are
 earning fat profits with
ATLANTIC CITY.
 Order from your
 Bally distribu-
 tor today.

Bally
atlantic city

NEWEST 3-CARD 5-BALL REPLAY HIT

NEW DOUBLE-SCORE
 FEATURE GETS BIG, FAST EXTRA PLAY

NEW STYLE "SPOTTEM" APPEAL
 ATTRACTS EXTRA COINS EVERY GAME
 POSSIBLE TO SPOT
 SIX NUMBERS

POPULAR "CORNERS" IDEA
 PROMOTES PLENTY EXTRA-COIN PLAY
 CORNER NUMBERS SCORE 200

EXTRA BALLS FEATURE
 WITH ADVANCING ARROW SUSPENSE GETS EXTRA PLAY

POPULAR "IN-LINE" SKILL-SCORES
 3-IN-LINE, 4-IN-LINE, 5-IN-LINE

Bally MANUFACTURING COMPANY
 DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

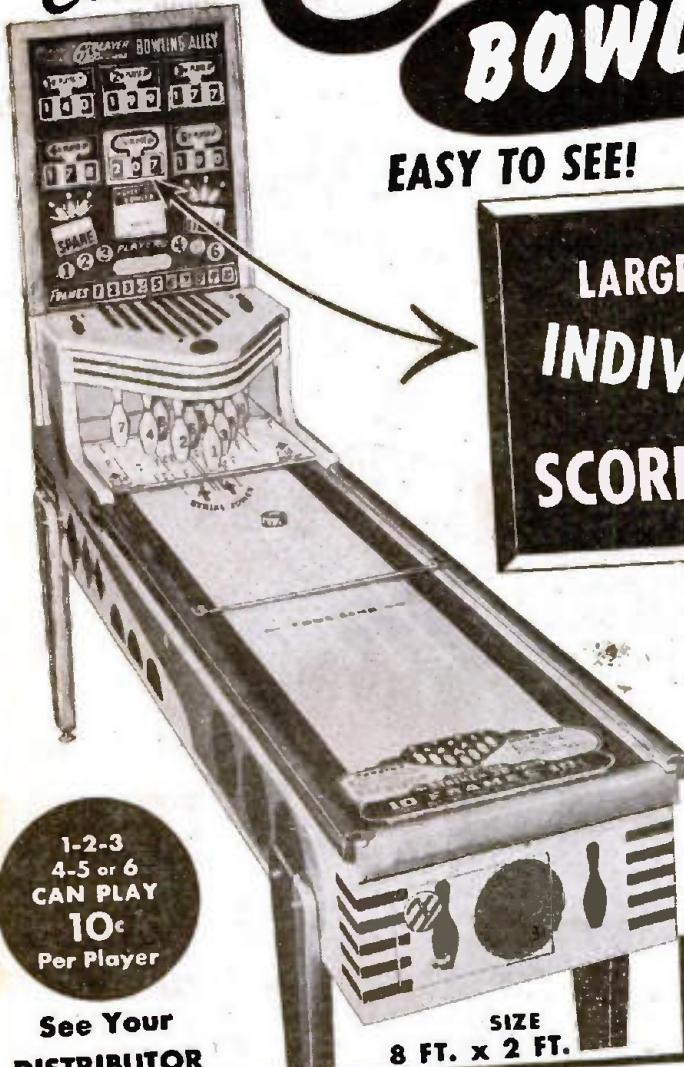
Chicago Coin's

6 PLAYER DELUXE BOWLING ALLEY

EASY TO SEE! EASY TO READ!

LARGE-LITED
INDIVIDUAL
SCORE DIALS

there is
no doubt..
WHICH PLAYER
IS SHOOTING
there is
no doubt..
AS TO INDIVIDUAL
PLAYER'S SCORE



1-2-3
4-5 or 6
CAN PLAY
10c
Per Player

See Your
DISTRIBUTOR

SIZE
8 FT. x 2 FT.

- WITH EVERY POSSIBLE FEATURE
- 1 FORMICA PLAYFIELD
 - 2 JUMBO "FLY-AWAY" PINS
 - 3 HIGH SCORE OF THE WEEK
PLAYER WRITES NAME ON SCORE GLASS
 - 4 REBOUND ACTION 20-30 SCORING
 - 5 STRIKE & SPARE "FLICKER LITES"
 - 6 7-10 SPLIT PICK-UP

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

★ ★ BADGER BARGAINS ★ ★

Wurlitzer Model 1120	\$495.00	Sally Big inning	\$125.00
Wurlitzer Model 1120B	299.50	Sally Turf Kings	200.50
Wurlitzer Model 1818	189.50	Quizzer With Film	65.50
Exhibit Desk	92.50	Sally Citizens	65.50
Gottlieb King Arthur	92.50	Sally Futurition, New	369.50
Petford Wall Boxes	175.00	Sally Bright Lites	124.50
Williams Game Mfg	79.50	Sally Champion	233.90
Sabril Six Shooter	99.50	Williams Navy Gun	279.50
Keeney Bowling Champ	149.50	Gottlieb Keanboat	99.50
Seaburg 100 Extra-Matic	149.50	Gottlieb Gamester	99.50
Genco Shuttle Target	195.00	Williams Navy Gun	279.50
Keeney 1-Way League Bowler	195.00	Sabril Gun Pistol	249.50
Keeney L.A.A. Line	60.00	Williams Navy Gun	279.50
Williams Double Header	295.00	Sally Sport-Lite	149.00
United A.C.	150.00	Universal S-87	149.00
Sabril Pony Kickout			

BADGER SALES CO. 281 WEST PICO BLVD LOS ANGELES, CALIF.
BADGER NOVELTY CO. 350 N. 26TH ST MILWAUKEE, WIS.

RIDE 'M COWBOY!



INDIAN COUNTRY

Designed by
World Famous Manufacturer of
Amusement Rides

The variable speed control allows the smallest child or teen-ager desire more action a gentle pull on the reins increases the motion to any desired speed. Our large factory and modern production methods allow us to sell at sensible prices. Write today for full information.

KING AMUSEMENT CO.
Mt. Clemens, Mich.

COBRA CARTRIDGES

Rebuilt and Reurtested, 75¢ each ORIGINAL PERFORMANCE GUARANTEED. In Store Service Via Mail.
ELECTRONIC INDUSTRIES
4511 N. 1st St. Phoenix, Arizona

CIGARETTE VENDERS

Silver Quarter Business	\$85.00
Neft 925, 9 col.	\$85.00
Neft 750, 7 col.	\$85.00
Uneda Pak 15 col.	\$110.00
Uneda Pak 500, 5 col.	\$95.00
Uneda Pak Monarch	110.00
17 Column Model 1	125.00
C. Electric, 5 col.	180.00
Keeney Electric	195.00
Keeney Electric, new	249.50
Alas Elec., 8 col.	150.00
13 Column Model 8	75.00
Uneda	85.00
13 Column Model 8	85.00
Uneda	79.00

CANDY VENDERS

10 National 9 Column Candy	\$60.00
10 Basic 8 Column Candy	60.00

JUMBO PIN GAMES

Aurora, new	\$145.00
Turf King	95.00
Winners	95.00
Citation	95.00
Gold Cup	75.00
Photo Finish	75.00
Champion	225.00
United Streets Chicago	225.00
Wm. S. Co. Chicago	250.00
Way Burner	250.00

ARCADE EQUIPMENT

Acce Bomber	65.00	Auto Valerograph	\$425.00
Ball-o-Ball, new	45.00	Auto. Drive Mobile	150.00
Ball-o-Ball, old	15.00	Star Soccer	100.00
Sally Big inning	95.00	Pop 822	100.00
Sally Defense	150.00	Star Pin	100.00
Sally Heavy hitter	45.00	Pinch m & Ball	185.00
Sally Heavy hitter	45.00	Quizzer & Film	100.00
Chl. Coin Hockey	75.00	Star's Brush Up	50.00
Chl. Coin Pistol	100.00	Sci. Pokerbox	49.00
Chickens Barn	125.00	Shed Your Way to Tokyo	100.00
Chl. Coin Badger	225.00	Silver Bullet	150.00
Chl. Coin Gamester	75.00	Seaburg Bear Gun	250.00
Dale Gun	75.00	Star Shooter	225.00
Edgie Pool Table	100.00	Suzanne Badactors	100.00
Ev. Super Bomber	100.00	Texas Lumber	50.00
Ev. Big Game, new	149.50	Ton	30.00
Ev. Pony Express, used	95.00	Lumbera Racer	95.00
Keeney Air Gun	125.00	Wm. Super	275.00
Keeney Air Gun	125.00	Wurlitzer Baseball	150.00
Jack Rabbit	75.00	Wm. Gay Recordio	150.00
Keeney A.B. Scat	400.00	Wurlitzer Baseball	150.00
Mute. Photo, late	400.00	Western Baseball	25.00
Mute. Photo, early	250.00		

BINGO GAMES FOR SALE

Brite Line	\$375.00
Coney Islands	475.00
Brite Sports	475.00
Spot Lite	300.00
Five Stars	275.00
A.S.C.	250.00

PIN GAMES

Big Top	\$ 60.00
Bannon	60.00
Centas	60.00
Chl. Coin Football	90.00
Fighting Irish	110.00
Pinball Power	55.00
Grand Award	40.00
Knock Out	40.00
Major League	50.00
Major League 49	70.00
Puddin' Head	60.00
Samba	50.00
Summer Time	35.00
Trials Action	40.00
Talcard	60.00
Tri-Score	90.00
Clan	64.50

MUSIC

1011 Wurlitzer	\$195.00
1000 Wurlitzer	195.00
1000 Wurlitzer	300.00
1000 Wurlitzer	300.00
1000 Wurlitzer	300.00
1000 Wurlitzer	300.00
1000 Wurlitzer	300.00

Terms: 1/8 deposit with all orders, balance C. O. D.

Cleveland Coin MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones Tower 1-6715

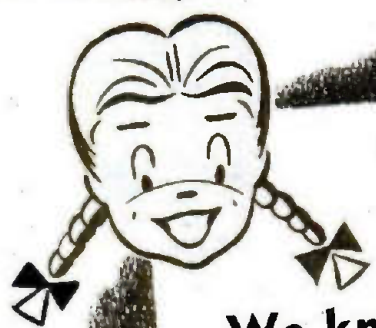
Now Delivering... our NEW MODEL ELECTRIC SCOREBOARDS

Two-faced-adjustable for all boards. Chrome tube supports. For 5c or 10c play by simple flip switch-over.
OVERHEAD MODELS...
Horseshell (15-21-50 pts.)
Marvel Score (15-21 pts.)
Horseshell (15-21-50 pts.) \$125.00 ea.
Marvel Score (15-21 pts.) \$125.00 ea.
MARVEL MFG. CO. 2845 W. FULLERTON, CHICAGO 47, ILL. Tel.: Dickson 2-2424

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard WHAT DO YOU HAVE TO SELL? Write The Billboard, 2160 Patterson St., Cleveland 20, OH

Materiale protetto da copyright

MARY IS HAPPY AND SAFE
RIDING "BIG BRONCO"



"BIG BRONCO" IS THE
HORSE FOR US.

We know it's safe because
it is approved by



UNDERWRITERS
LABORATORIES



"BIG BRONCO"
OPERATORS
ARE HAPPY



JIMMY IS A SAFE
"BIG BRONCO" COWBOY

AT ALL "BIG BRONCO"
LOCATIONS,
BUSINESS IS GOOD



"BIG BRONCO"

NOTE: Only EXHIBIT'S BIG
BRONCO can carry the UL
seal... every location demands
this mark of safety.

Dear Joe—
In answer to your ques-
tion, is "Big Bronco"
guaranteed? It sure is.
With a guarantee that
means something and is
backed by a 51-year repu-
tation of fair-dealing
plus the U.L. Label which
means "Big Bronco" is
SAFETY approved, not just
electrically but mechan-
ically as well. However,
don't take my word for it.
Ask the fellows who have
"Big Bronco" operations.
Glad to hear from you, Joe.
Write anytime.

Frank



IT TROTS!
PULL THE REINS—
IT GALLOPS!

See It Today at Your Nearest
Exhibit Distributor

ESTABLISHED 1901

THE EXHIBIT SUPPLY CO.

4218-30 W. LAKE STREET

CHICAGO 24, ILLINOIS

UNITED'S

6 PLAYER SUPER SHUFFLE ALLEY

ONE TO SIX
CAN PLAY
(10c per game,
each player)

BIG, BOLD ILLUMINATED SCORE INDICATORS

★
EACH PLAYER CAN SEE HIS SCORE

AT A GLANCE

HIGH SCORE

FOR THE WEEK

FEATURE

PLAYER WRITES NAME
ON BACK-GLASS

JUMBO

DISAPPEARING PINS

FAST REBOUND ACTION
20-30 SCORING

FORMICA PLAYBOARD

STRIKE OR SPARE
FLASHER LIGHTS

CAN PICK UP
7-10 SPLIT

SIZES

8 FT. BY 2 FT.
9 FT. BY 2 FT.

HIGHEST
SCORE
KEY
CONTROL

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

S

Only one
music system has
the *Selectomatic* mechanism



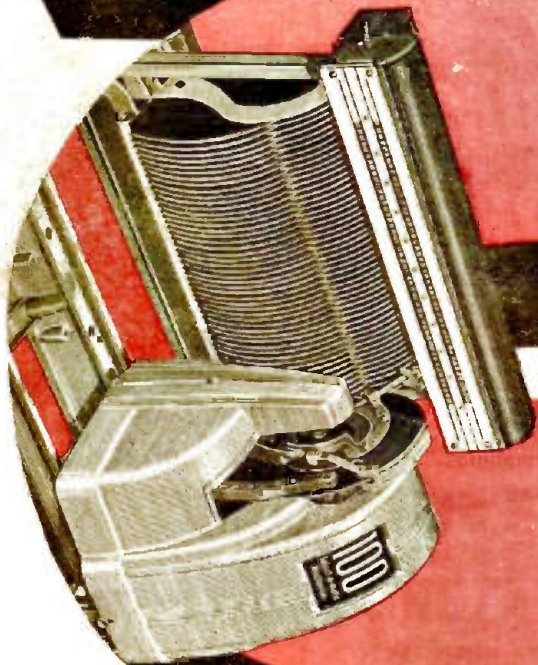
It's the music system
that has established
new standards of
performance
in the coin-operated
phonograph industry



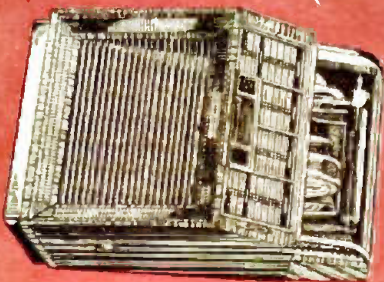
Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
1300 N. Dearborn St., Chicago 32

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS



at the phonograph



*anywhere
in the
location*



THE MOST COMPLETE MECHANISM
FOR THE COIN-OPERATED
PHONOGRAPH INDUSTRY