



The Billboard

JUNE 20, 1953  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE 25 CENTS

"Crucible," "Picnic" Tie in 10th Donaldson Awards Poll

Tornado Cuts Swath Thru Box Offices

NEW YORK, June 13.—Show business suffered mainly thru the loss of working hours this week as tornados of record force swept several sections of the nation. An anxious public for miles around the major storm centers in Michigan and Massachusetts refrained from patronizing entertainment units while martial law in the stricken areas curtailed all show activity.

While the loss of earnings was gauged in some quarters to run as high as several hundred thousand dollars, the actual physical damage to show business property will perhaps approximate no more than \$50,000 with one carnival unit, Ernie Farrow's Wallace Bros. Shows accounting for at least half of the total. It was battered by

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Como May Do Columbo Biog

HOLLYWOOD, June 13.—Indie pic producer Maurice Duke is paging Perry Como to portray Russ Columbo in the forthcoming biopic of the famed balladist of yesterday. Film is tagged "Prisoner of Love." It will be produced in color, be made available for wide-screen projection and is budgeted at \$750,000. Duke will enter negotiations with Como in New York next week.

No releasing arrangements for the projected film have been concluded, with either RKO or United Artists to handle the film.

SISTER PUBLICATION

The Billboard Buys Tide; Policy, Objectives Outlined

NEW YORK, June 13.—Following a period of negotiations, reports of which eventually reached the trade and daily papers, Tide, the magazine of sales and advertising, this week became the property of The Billboard Publishing Company. Beginning June 16 the fortnightly Tide will be operated as a separate division of this firm, with Reginald Clough, editor of the magazine since 1942, as publisher and Bill Littleford, co-publisher of The Billboard and Vend, monthly magazine in the vending machine field, as general manager. Tide's editorial and advertising staffs will remain intact and will work out of their present location at 232 Madison Avenue. The issue of Tide dated July 4 will be the first under the new ownership.

Morgan Browne, managing edi-

tor for the past three years, has been elevated to editor, and B. A. Bruns, veteran circulation manager of The Billboard and Vend, will be in charge of that department. Jake Weintz, veteran Tide advertising executive, will be advertising director, and Bruce Addison, advertising manager.

"We have been intrigued with Tide for some time," Bill Littleford said this week, "because we have a deep conviction in the growing need for an intelligent, interpretative advertising and marketing paper edited for top executives. Tide, to date, has served such a purpose to a large degree, and we are convinced it needs only confident ownership to enable its staff to solidify and strengthen its progress toward that objective. We feel The Bill-

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Industry Chalks Up Record Voting Year

'Town' Wins 9 Awards; Ewell, Booth, Mitchell, Russell Are Best Performers

By BOB FRANCIS
NEW YORK, June 13.—For the first time in 10 years, the theater electorate couldn't make up its collective mind which was the best play to arrive on Broadway during the preceding season. When the final tally of the balloting in the 10th Annual Donaldson Awards was made this week, the tabulators were amazed to find Arthur Miller's tragic inquiry into early New England bigotry, "The Crucible," and William Inge's dramatic dissection of small-town dissension, "Picnic," finishing far ahead of the field in a dead heat. An immediate recount and double-check was made. But the result proved that "Crucible" and "Picnic" polled precisely the same

number of votes, each tripling the return for their nearest competitor, "Camino Real." So duplicate awards are in order, with a gold key and scroll going to both authors Miller and Inge as co-winners of the past season's top-play honors.

However, even tying honors should be particularly gratifying to both top plays. Never before in the 10 years of their existence have the Donaldson Awards sparked such interest. Well over 3,000 ballots were filed. Practically every facet of the theatrical trades were represented in the voting, with ballots stemming from every branch of the business. This year's was really a wonderful response as a com-

(Continued on page 2)

Combines Move Up on Block TV Film Buying for Stations

NEW YORK, June 13.—The latest move in a growing trend toward co-operative TV film buying is the preparation of the Katz Agency, station rep, to set up such a service for its stations. The trend arises from the desire of stations' assuring themselves a flow of programs while keeping the costs down. If it matures, the trend might well upset the direct distributor-to-station relationship, which has been the hard core of TV film buying and selling, aside from national sponsorship.

The Katz venture follows the recent establishment of Vitapix Corporation as a station-owned film buying syndicate. Vitapix had been operating for many months as an ordinary film distributor.

Amalgamated

At the same time, an organization in New Haven, Conn., Amalgamated Buying Service, is moving to line up TV stations and expects to have 19 clients by the end of the month. Competent industry observers anticipate that as more stations come on the air, regional combines of various sorts will crop up for the purpose of buying film programing.

The purpose of these moves is

to keep down the cost of film programing for TV stations in the inevitably increasing number of multi-channel markets. The effect of program costs is indicated by an analysis of the Federal Communications Commission's revenue figures for 1952. The four networks taken together with their owned and operated

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Silvers Doesn't Jest at TV Now

NEW YORK, June 13.—Phil Silvers, whose portrayal of a TV comic in the legit musical "Top Banana," here and on the road, garnered acclaim, will get his chance to play the part in real life, if CBS-TV has its way. The network is currently discussing program ideas with Silvers to see if it can develop a strong formula for him. Silvers may be worked into a show that would employ skits to make use of his varied talents.

GALS FROM THE HILLS

Kitty & Goldie Start Country-Girl Search

NEW YORK, June 13.—Ever since Kitty Wells hit with a big-selling disk on "It Wasn't God Who Made Honky Tonk Angels" and Goldie Hill followed with "I Let the Stars Get in My Eyes," diskery a.&r. men have been scouring the hinterlands for additional girl country singers in hopes of coming up with one to rival the sales racked up by the two Decca artists.

There is a general feeling among the hillbilly recording men that the girls are due for a

big comeback again in the c.&w. field.

Results so far, according to diskery execs, have been excellent. Most of the gal singers have been moving better on records than they have in some years. While it is true, say the a.&r. men, that girl vocalists in any musical field are never as consistent in sales as are the male singers, the country field has always been a tough one for fern thrushes. Some, over the years,

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RINGLING HELPS DECCA 'CIRCUS' ALBUM'S PUSH

NEW YORK, June 13.—Decca Records has joined with the Ringling Bros. and Barnum & Bailey Circus in a promotion to push the diskery's new album "Circus Time," featuring the attraction's band, conducted by Merle Evans. Circus advance men will co-operate with Decca field staffers in contacting deejays, with Evans, leader of the band for many years, slated to make personal appearances en route.

1952 Marks Banner Record Retail Year

NEW YORK, June 13.—The total retail value of records sold during 1952 is ahead of the total racked up during the previous year, and the 45 and 33 speeds continued to forge ahead, as compared with conventional 78's, according to the President's Report to the 56th Annual Convention of the American Federation of Musicians.

During the period from January 1, 1952, to December 31, 1952, the number of records cut by AFM musicians hit a total of 175,775,375 and had a total retail sales value of \$163,776,287. This is an increase over the previous year, when a total of 169,145,143 disks were cut, with a total retail sales value of \$156,391,784.

During 1952, the number of 78 disks totaled 126,331,410 and had a retail sales value of \$98,055,537. This is a drop from the previous

year, when the 78's cut by AFM men totaled 127,974,752 and had

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'Picnic' Plays Tie; 'Town' Cops Nine in Musicals

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pletely democratic recognition of achievement by the theater to the theater.

Ten authors had plays reaching Broadway for the first time during the season. Of these, Peter Ustinov carried off first-play honors in the opinion of the voters for his satiric fantasy, "The Love of Four Colonels." Ustinov's play won by a handsome margin, but there were a flock of supporters for Frederick Knott's British melo, "Dial 'M' for Murder" in the runner-up position.

Tom Ewell

There was no question as to the impact Tom Ewell's hilarious portrait of the self-tortured, summer bachelor had on the minds of the electorate. Ewell's straying lamb of "The Seven Year Itch" was a hands down winner over his nearest competitor, Walter Slezak's benevolent murderer in "My Three Angels" as the year's best performance by an actor. So Ewell comes in for another key and scroll to match those conferred on him back in the 1946-'47 season for Best Supporting Actor honors in "John Loves Mary."

Since Shirley Booth has gathered in about every acting honor obtainable this year, it isn't odd that she should add the Donaldson accolade to her list. Just about three times as many of her co-workers in the theater voted her performance in "The Time of the Cuckoo" the year's best, as supported that of her closest competitor Geraldine Page in "Mid-Summer." Incidentally, her current scroll and key will make Miss Booth a three-time Best Actress winner. She took top honors in 1949-'50 for her magnificent stint in "Come Back Little Sheba" and scored again in the following year for her clowning in "A Tree Grows in Brooklyn." Thereby,

she set a record as the only actress to win a best performance award in both dramatic and musical fields.

Three for "Picnic"

Along with its tie for first place, "Picnic" receives additional honors via two fine contributions to its projection. Joshua Logan's sensitive direction of the Inge fable won him top acclaim for the season's best staging chore, and Kim Stanley's beautifully shaded portrait of the ugly-duckling young sister put her at the head of the list in the Best Supporting Actress category. Logan is no newcomer to directorial keys and scrolls, having carried off two

similar duplicate win back in 1949-'50 for "Kiss Me, Kate," this makes Ayers a five-time Donaldson scorer.

"Town's" Awards

The musical pattern this year ran true to form. For the last four years there has been one big favorite song-and-dancer which ran away with most of the honors. Back in 1948-'49 it was "South Pacific," with "The Consul," "Guys and Dolls" and "Pal Joey" following in that order. This season it is "Wonderful Town," with a smash win in nine out of 16 categories. As the year's best musical, "Town" polled over twice as many votes as its closest rival, and it likewise shed its glitter over a flock of contributors to it.

Its star, Rosalind Russell, back to the stage after too many years, is better than a five-to-one choice over her nearest opposition for the season's best song-and-dancer performance. George Abbott's staging of it rates him top musical direction honors by about the same margin. Edith Adams, personable newcomer, runs off with not only the year's musical debut accolade, but snares another key and scroll for the best musical supporting performance. Joseph Fields and Jerome Choderov are co-winners of keys and scrolls for "Town's" book, by a huge margin. Betty Comden and Adolph Green share similarly for its lyrics. Leonard Bernstein polls himself into a solid winning slot for its score. And Raoul Pene Du Bois draws another key and scroll for his scenic designs. In sum, "Town" really hit the award jackpot.

Other Musicals

However, "Town's" multiple honors take nothing away from the remaining great contributions in the musical field. Thomas Mitchell's performance as the amiable old doctor in "Hazel Flagg" is tabbed the best of the year by an actor in a musical. "Flagg" likewise shares the limelight via Jack Whiting's show-stopping portrait of a song-writing New York mayor, which wins the vet song-and-dance man an accolade for the best supporting performance music-comedy-wise, and via John Brascia's superlative stepping which has tabbed him the year's best dancer in the opinion of his conferees.

Ronny Graham's great clowning in "New Faces of 1952" makes him a runaway winner in the newcomer-to-Broadway musical class. And Jerome Robbins, via his excellent dance direction stint for "Two's Company," makes himself a fourth-time winner of a key and scroll, while Nora Kaye carries off top danseuse honors for her stepping of his patterns in the same show.

So winds up a 10th edition of the Annual Donaldson Awards. The gold keys and scrolls, annual emblems of the theater's best achievements, will be delivered next week.

FOUR TOPPERS FOR THE YEAR

- Best Play **THE CRUCIBLE AND PICNIC**
- Best "First" Play **THE LOVE OF FOUR COLONELS**
- Best Musical **WONDERFUL TOWN**

Previously for "Annie Get Your Gun" and "South Pacific." His runner-up this year is Elia Kazan for the staging chore on "Camino Real." Miss Stanley's closest competition came from Eileen Heckart of "In Any Language."

John Williams likewise carried off honors in the Best Supporting Actor sector by a substantial margin. His delightful under-playing of the impetuous Scotland Yard inspector was a highlight of the melo-thriller, "Dial 'M' for Murder," and the accolade is richly deserved.

Menasha Skulnik

It seems slightly ridiculous to award a veteran actor of Menasha Skulnik's standing with debut honors. However, a rule is a rule, and this is certainly Mr. Skulnik's initial appearance in a Broadway play. In any event, the voters have found his drolleries as that perplexed cloak-and-suiter in "The Fifth Season" ample reason to put him at the head of the season's debut list. Conversely, on the debut distaff side, Geraldine Page's bow-in in "Mid-Summer" was something of a stem bombshell. The lady had some off-Broadway reputation, but the day after "Mid-Summer's" unveiling, she was hotter than a dollar pistol. It isn't even extraordinary that she polled five times the number of votes of the contestant next in line.

And winding-up the Straight Play Division, Lemuel Ayers carries off a pair of keys and scrolls for his sets and costumes for the controversial Tennessee Williams fantasy, "Camino Real," and still another accolade in the Musical division for his body-drapings for "My Darlin' Aida." Counting a

'Real,' 'Porgy,' 'Murder' Head 2d Place List

Others Cop Honors For 2d-5th Wins In Various Fields

NEW YORK, June 13. — No report on the balloting in the Donaldson Awards would be complete without mention of those finishing in the top bracket of the returns. While the keys and scrolls, of course, go only to the winners, there is plenty of satisfaction in knowing that you had plenty of backers, even if you didn't make the winners' circle. Herewith, The Billboard notes the honor-standings of such candidates from second thru fifth place in each category.

Drama-wise, while "Crucible" (Continued on page 3)

THE WINNERS OF THE 10TH ANNUAL DONALDSON AWARDS

1952-1953

Straight Play Division

- Best Play (Tie) (THE CRUCIBLE (PICNIC))
- Best First Play THE LOVE OF FOUR COLONELS
- Best Direction JOSHUA LOGAN (Picnic)
- Best Performance—Actor TOM EWELL (Seven Year Itch)
- Best Performance—Actress SHIRLEY BOOTH (Time of the Cuckoo)
- Best Supporting Performance—Actor JOHN WILLIAMS (Dial 'M' for Murder)
- Best Supporting Performance—Actress KIM STANLEY (Picnic)
- Best Debut Performance—Actor MENASHA SKULNIK (The Fifth Season)
- Best Debut Performance—Actress GERALDINE PAGE (Mid-Summer)
- Best Scenic Designs LEMUEL AYERS (Camino Real)
- Best Costume Designs LEMUEL AYERS (Camino Real)

Musical Division

- Best Musical WONDERFUL TOWN
- Best Direction GEORGE ABBOTT (Wonderful Town)
- Best Performance—Actor THOMAS MITCHELL (Hazel Flagg)
- Best Performance—Actress ROSALIND RUSSELL (Wonderful Town)
- Best Supporting Performance—Actor JACK WHITING (Hazel Flagg)
- Best Supporting Performance—Actress EDITH ADAMS (Wonderful Town)
- Best Debut Performance—Actor RONNY GRAHAM (New Faces of 1952)
- Best Debut Performance—Actress EDITH ADAMS (Wonderful Town)
- Best Dancer JOHN BRASCIA (Hazel Flagg)
- Best Danseuse NORA KAYE (Two's Company)
- Best Book JOSEPH FIELDS and JEROME CHODEROV (Wonderful Town)
- Best Score LEONARD BERNSTEIN (Wonderful Town)
- Best Lyrics BETTY COMDEN and ADOLPH GREEN (Wonderful Town)
- Best Dance Direction JEROME ROBBINS (Two's Company)
- Best Scenic Designs RAOUL PENE DU BOIS (Wonderful Town)
- Best Costume Designs LEMUEL AYERS (My Darlin' Aida)

SEASON'S COUNT

Tally of Who's Who in Year's 73 Showings

NEW YORK, June 13.—Voters for the 10th Annual Donaldson Awards had 73 productions to choose from, exactly the same number as were eligible last year. This figure, of course, is the total number of attractions opening on Broadway between May 1, 1952, and April 30, 1953, the official Donaldson Award season. Of these, 55 were in the dramatic or straight play division and the remaining 18 were musicals.

Ten of the straight plays were revivals. Ten were imports, the latter including seven offerings by the Jean-Louis Barrault troupe from Paris, two by the National Theater of Greece and the bringing over of the English cast of Shaw's "Millionaires," headed by Katharine Hepburn. As was the case last year, three were off the regular dramatic beam, comprising two "readings," "John Brown's Body" and "Bleak House," and a monodrama, "Conscience," in which Maurice Schwartz made a brief appear-

AWARD ADS NOT SOLICITED

The Billboard does not solicit and will not accept advertising in connection with plays and persons voted winners in the 10th Annual Donaldson Awards.

ance. Novels and stories provided the basis for eight of them.

Of the 18 musicals, three were revues, eight were revivals and one was a specialty dance troupe from Bali. While this looks like a substantial increase over the 14 musical entrants of the previous season, it must be pointed out that the list included a rep of five Gilbert and Sullivan revivals by the S. M. Chartock troop.

There was a decided drop in material stemming from new scripting talent. Only 10 authors managed to get a first Broadway hearing for their wares, as against 17 during the previous year. These were divided between comedy and drama, five to four, with one melo completing the total. This season had Shakespearean revivals up three over last year, while Shaw renewals dropped from five to two. Only one other playwright was represented by more than one seasonal entrant, to wit: Sophocles, via the Greek invasion of "Electra" and "Oedipus Tyrannus."

Eighty-nine producers sponsored the season's openings, in (Continued on page 3)

LEADERS SERVE ON 10TH DONALDSON COMMITTEE

1952-1953

Following are the members of the 10th Annual Donaldson Awards Committee. They serve in an ex-officio capacity, as representatives of their respective branches of the industry. Their signatures appear on the winner's scrolls. But the committee has no hand in the selection of the winners. The Donaldson Award winners are chosen by a democratic poll of all the people in Broadway theater.

For the Theater

- | | |
|---|--|
| TOM EWELL
For the Actors | SHIRLEY BOOTH
For the Actresses |
| ROBERT WHITEHEAD
For the Producers | RICHARD WATTS JR.
For the Critics |
| AGNES DE MILLE
For the Dancers | ROBERT ALTON
For the Dancers |
| FREDERICK FOX
For the Scenic Designers | MILES WHITE
For the Costume Designers |
| ALFRED HARDING
For Actors' Equity | BEN IRVING
For Chorus Equity |
| JOHN EFFRAT
For the Stage Managers | OLIVER SAYLER
For the Press Agents and Managers |
| MORRIE SEAMON
For the Treasurers | JOHN McDOWELL
For the Stagehands |

For The Billboard

- | | |
|--|--------------------------------|
| ROGER S. LITTLEFORD JR.
WILLIAM D. LITTLEFORD
Publishers | ROBERT FRANCIS
Drama Editor |
|--|--------------------------------|

K. KEMPER
General Manager

BB Lauds Committee for Helping Perpetuate 'By-for Theater' Aim

NEW YORK, June 13.—Altho about everybody connected with the legitimate theater has become fairly familiar with the aims and operation of the Donaldson Awards over the last decade, it seems a sound notion to review their purpose annually, for the benefit of the newcomers who join the theatrical ranks each year.

Up to 10 years back, publicized recognition of theatrical achievement stemmed solely from limited and frequently self-perpetuating groups. The system seemed rather arbitrary, and in 1943 The Billboard decided to break with tradition by sponsoring a unique annual series of awards for seasonal top contributions to the Broadway theater, the winners of which would be selected by a truly democratic procedure. The judges of merit in this case were to be that great body, which hitherto had not been consulted in such matters, the craftsmen who work in and for the theater, and, consequently, those best able to

recognize and evaluate true excellence in their fellow workers.

A Memorial

The project was named the Annual Donaldson Awards, as a memorial to William H. Donaldson, founder of The Billboard and a particularly beloved figure in the show business of a generation ago. Its aim was single-purposed—to make possible the recognition of a Broadway season's best achievements via a consensus of all segments of the theater.

One point was obvious from the idea's inception. Since such sponsorship was undertaken by a theatrical trade paper, some suspicion of commercialism might creep into the picture. The Billboard, therefore, made it burningly clear that no advertising would be solicited or accepted from any play or individual award winner. This policy has been rigidly adhered to over the past 10 years. The Billboard has had no axe to grind, save that of a bid for general good will. It has merely assumed financial respon-

sibility for prizes, printing, distribution and tabulation, and general administration.

First Committee

So back in 1943, a first committee, comprising prominent representatives of the theatrical trades, got together to set up the machinery. A suitably inscribed gold key and an accompanying scroll were selected as individual prizes. The committee mapped out a balloting system whereby everyone in the theater from stagehands to producers would have an opportunity to vote. With each ballot was to be included an eligibility list in booklet form of all seasonal Broadway productions. Any play, actor or technician was declared eligible for honors in any of the 22 categories in which his contribution placed him. The Donaldson Awards were planned to be in every sense the theater's own recognition of its own.

Such was the original plan, and no deviation from it has been (Continued on page 3)

K. C. TV Strike Aids Theaters, Niteries, Radio

KANSAS CITY, Mo., June 13.—Kansas City's radio stations, nightclubs, and theaters feel that the strike here by the American Federation of Television & Radio Artists has "definitely increased" their own businesses. The strike against WDAF-TV, which began May 29, blackened the screen of Kansas City's only regular VHF television outlet. A new ultra high frequency station, KVTY-TV, went on the air June 4. Television stores reported they were "swamped" with requests to install adapters to enable the regular set owners to view TV.

Radio station officials, in particular, felt the TV strike had helped their businesses and increased their listening potential. Dr. Charles F. Church, KMBC-KFRM, said, for example, "We have no surveys to provide proof, but we feel it has definitely increased our listeners."

Joe Hartenbower, general manager of KCMO, KCMO-FM, which recently received a television grant itself, said he could vote an increase proven by enlarged advertising activity, and on news. At KCKN, Kansas City, Kan., George Stump, program director, said, "We have undoubtedly picked up our listening potential. We can tell by the number of phone calls, which have increased so much since the strike we have had to put in extra lines." At WHB, officials said that several companies which sold TV sets have had to cancel or cut back in programs due to the strike.

Kansas City theater managers also noted an increase in attendance since the TV screens were blackened. W. H. Hume, district booker for Fox Midwest Theaters, said they had noted a "40 per cent increase" on Wednesday, a fight night on TV. He said, however, that the strike would have shown much more effect had it been in (Continued on page 7)

AUTO RACING WINS TV EYE

CHICAGO, June 13.—Stock car racing drew up with wrestling and boxing as commercial television material this week in Chicago when the third station signed to carry weekly races.

WGN-TV will bring races from Santa Fe Park from 8 to 9:30 p.m., Thursdays, starting June 18, with the Studebaker Sales Company, Chicago, sponsoring. WBBM-TV carries a card from Soldier Field Sunday nights, sponsored by Household Finance, and WBKB carries the 87th Street speedway races Tuesday nights from 8 to 9:30, p.m., with Hauser Nash sponsoring.

Veep Priaulx Leaves ABC

NEW YORK, June 13.—C. Nicholas Priaulx, vicepresident of ABC, this week resigned his post, effective June 24. Priaulx had been considering retirement for some time, and decided to make the move, despite the urging of web toppers to remain. He plans an early trip to the Channel Islands, where he was born.

Priaulx joined ABC in October, 1943, when Edward J. Noble bought the Blue Network. Previously, he was vicepresident at WMCA, New York, during Noble's ownership of that outlet.

Favorable Public Reception To UHF Noted by NBC Exec

Research Head Sees Distinction Between UHF and VHF Disappearing

CLEVELAND, June 15.—The remarkable acceptance of UHF stations by viewers, both in cities without previous television service and in cities where it is now competing with VHF stations, was slated to be revealed graphically by Hugh Beville Jr., NBC director of research and planning, in a speech here to the Advertising Federation of America scheduled for Wednesday (17). Beville will predict flatly that in the comparatively near future, the distinction between UHF and VHF will disappear, with both the viewers and advertisers.

Beville will point out that KPTV, Portland, Ore., the first UHF station, after seven months on the air, is now programming for 33 per cent of the city's homes, or a total of 100,000 sets. In Wilkes-Barre, Pa., and Peoria, Ill. markets where some outside VHF service is available, he will state, 85 per cent of the sets in each city were converted for UHF reception within three months of the time UHF stations began programming.

Beville is slated to say that "as UHF stations increase power and otherwise improve their physical coverage, as strong local pro-

grams are developed to supplement network and film features, as the public gets UHF converters and new UHF-VHF receivers, we can expect the distinction of U vs. V to disappear, insofar as viewers are concerned. And in television, as in other media, advertisers will basically want to know how large an audience the station has. Many factors beyond whether a station is a UHF channel will determine the answer."

The NBC exec will note that Denver, the first post-freeze TV market, now has 60 per cent set saturation within only nine months after the freeze was lifted. Cleveland, on the other hand, took over 39 months, or more than four times as long, to reach the present Denver level. The research will conservatively anticipate that 90 per cent saturation can be expected in most markets within three years of their first local service, and that 85 per cent of the nation's homes will be within range of video service by the year's end.

Beville will also report on findings about brand-switching which NBC learned through studying a representative sample of 5,000 homes in February, 1952, and

again three months later. Studies were made of 85 different brands in 17 product categories, and NBC discovered that in many cases an advertiser had lost as many as half his original customers in the 90-day interval.

The NBC exec will allege that the direction of brand switching bears a definite relationship to exposure to TV advertising. Consequently, he will maintain, when potential customers start viewing they tend to start buying; when they stop viewing they tend to stop buying; when they continue viewing there is a strong tendency to continue buying.

OGLING

Rival Nets Eye Each Other's Creative Men

NEW YORK, June 13.—CBS-TV and NBC-TV this week were reportedly nibbling at each other's creative supports. The former web was said to be trying to see whether Goody Ace would play potsy on Madison Avenue in addition to his tie with Milton Berle. He has a contract with the comedian as a producer-writer, but has been on tap for consultation at NBC-TV for its comedy shows.

NBC-TV, meanwhile, was flashing its moneybelt at Cy Howard, a CBS-TV contractee, who is now working in the Paramount Pictures tent as a writer. Howard, however, is not now getting any loot from CBS-TV, due to an agreement he made with the web in order to get free for his picture assignment.

Should NBC-TV come to an agreement with him, it would have to buy his CBS-TV contract out, for it still has a year to run. Otherwise it will have to do without his services until the middle of 1954. Howard is known for his development of situation comedies.

GIMMICKS BY THE GALLON

Novel, Special Program Pitches Made in Pleas for UHF Permits

WASHINGTON, June 13.—Novel and specialized programming is the by-word of the bulk of contenders for UHF stations. With three UHF stations started within a week and with more than a third of all the applications for TV on file at Federal Communi-

cations Commission seeking UHF channels (The Billboard, June 13), the secret of coping with established VHF and network competition appears to be programming.

Most of the UHF contenders, applicants and grantees are prepared to offer a "gimmick" or a specialty seemingly overlooked by the webs. Spanish International Television Company, for example, proposes a Spanish language operation to appeal to Los Angeles' 425,000 Spanish-speaking people. WIND-TV hopes to install its own film processing service, currently unavailable in Chicago, so it can film local news and get it on the screen in a matter of hours.

Expanded sport and local news coverage is advocated by a number of prospective UHF operators who also look forward to improved TV film to help them out. In almost every case, the UHF

applicant has been a veteran AM broadcaster who apparently found it necessary from a competitive standpoint to seek a TV channel. Some applicants are ready to appeal to longhaired groups, while others are proposing to lure their listeners from farm groups, suburbanites and the like. In the nation's capital, for example, one of the contenders for a UHF channel to compete with four going VHF stations proposes to angle shows to areas in near-by Maryland and Virginia. Another contender would go high-brow, with daytime programs devoted exclusively to better type children's shows and a half-hour "cream" time nightly for adult education. Latest UHF stations to go on the air were: WFTV, Duluth, Minn. (Channel 38); WTVE, Elmira, N. Y. (Channel 24), and KCTY, Kansas City, (Channel 25).

Washington Once-Over

By BEN ATLAS

WASHINGTON, June 13.—Little chance is seen for passage of a bill hopped this week by Sen. Joseph R. McCarthy (R., Wis.) mandating radio and TV stations to make and keep recordings of all broadcasts. The bill directs the Federal Communications Commission to draft rules requiring the recordings. The bill was sent to slumber in Senate Interstate and Foreign Commerce Committee.

TV ELECTIONEERING GETS SENATORS' BOOST . . .

TV's soaring role in politics got its largest recognition on Capitol Hill the other day in a bill hopped by three senators proposing to hike the legal ceiling on campaign spending. Co-sponsors of the bill are Sens. Thomas C. Hennings (D., Mo.), Carl Hayden (D., Ariz.) and Robert C. Hendrickson (R., N. J.). All were members of a Senate subcommittee, headed by Hennings, which earlier this session recommended legislation to lift ceilings on campaign spending because of the growing use of TV and radio. Some of the nation's leading politicians told the senators that a political candidate might as well quit electioneering if he can't spend heavily for TV and radio. The Hennings subcommittee concluded that the current election laws have never been more thoroughly outmoded. Among the absurdities is the present statutory ceiling of \$3,000,000 on spending by each national campaign committee. One lawmaker estimated that there may have been as many as 75,000 different campaign committees operating in the last presidential and congressional campaigns, with each one of those committees spending up to its limitations under the law. Hennings and his colleagues insist that it would be a lot more honest to raise the ceilings and wipe out the law's loopholes. Their bill won't attract much attention this year, but watch it in 1954 when the politics start

limbering for the congressional election campaigns.

NEW HEARING CODE WILL GIVE TV THE NOD . . .

A formal code for telecasting and broadcasting congressional hearings has a good chance of evolving from a House rules subcommittee's study which got under way this week. The subcommittee is pretty sure to go along at least with current practice of allowing telecasts and broadcasts at the discretion of committee chairmen. The new subcommittee to study ways and means of assuring "fair play" for witnesses appearing before congressional committees was set up this week after a lively hearing on two separate proposals for new codes of committee procedure. Object of both proposed codes is to assure "maximum fairness, dignity and efficiency." The rival proposals were sponsored by Reps. Kenneth B. Keating (R., N. Y.) and Jacob J. Javits (R., N. Y.). Keating is neutral on the question of televising hearings. Javits is a strong proponent of orderly telecasts not only of hearings but also of House floor debate. Rep. Clarence Brown (R., O.), an influential figure on the Hill, went on record against televising hearings. The new "fair play" code subcommittee, appointed by House Rules Chairman Leo E. Allen (R., Ill.), is headed by Rep. Hugh D. Scott Jr. (R., Pa.), a former GOP national chairman, and includes Reps. J. Edgar Chenoweth (R., Colo.) and Howard W. Smith (D., Va.). All three members of the new study group presently go along with the idea of "orderly" telecasts of hearings, but one member indicates he favors giving a witness a chance to express an opinion on whether he objects to having his image transmitted to the nation's living rooms. The code draft won't be ready before Congress' second term.

B'ham News Buys Outlets

WASHINGTON, June 13.—Sale of WAPI, WAFM, WAFM-TV and booster stations by Ed Norton and Thad Holt, the Television Corporation, Birmingham, Ala., to the Birmingham News Company, for \$2,400,000 was approved this week by the Federal Communications Commission. Transfer cannot be consummated, the commission ruled, until the News "has divested itself of all interests in the licenses of WSGN and WSGN-FM and permit for WSGN-TV, all in Birmingham." The news received a construction permit for a new station on UHF Channel 42 last December.

Pearson Back to Ct. on 450G Rap

WASHINGTON, June 13.—Federal Court ruling in the District of Columbia which dismissed a \$450,000 defamation suit against commentator Drew Pearson was reversed by the U. S. Court of Appeals this week and sent back to the lower court for a jury trial. The suit stems from two broadcasts by Pearson in early 1949 in which Father Coughlin was mentioned. The action was brought by Mrs. Mary G. Garipey, Royal Oaks, Mich.

'Bait Advertising' Draws Fire of NARTB

WASHINGTON, June 13.—An immediate crackdown on "bait advertising" was urged here by the National Association of Radio and Television Broadcasters' TV Code Review Board. This type of advertising has been under sharp scrutiny by the Federal Trade Commission in recent months. The Television Code Review Board in the wake of a meeting here this week declared that "certain types of so-called 'bait advertising' are being offered to television stations throughout the country."

"Such advertising usually makes extravagant claims of the availability of specially priced merchandise," the board stated. "Wherein it has been found that prospective customers for such merchandise have been unable to purchase it upon inquiry—but that an effort has been made to 'trade up' to higher priced items, acceptance of such advertising exposes media to the loss of public confidence."

The board called to the attention of code subscribers the TV code's provision cautioning

against such advertising practices. The code advises telecasters to refuse the facilities "of this station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements." The code further advises television broadcasters to refuse their facilities "to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial segment of a community."

Tightening up of commercial provisions elsewhere in the code have been recommended by the review board (The Billboard, June 6). The recommendations go before the NARTB board of directors meeting here next week (17-19). Another major topic before the board will be subscription TV, a highly controversial subject. Describing the code's operation as a success, the board is preparing to issue its first progress report in a formal document to be made available to code subscribers, legislatures, government agencies, citizens' groups and the general public.

NEWS CAPSULES—COAST TO COAST

NBC to Launch O&O Plan in Aug.; Framer Claims P&G Show Copies His

NEW YORK, June 13.—NBC's new pooled programing, sales, merchandising, and promotion set-up for its owned and operated stations will be launched the first week of August. The plan, formulated at a meeting of the web's o&o brass here, tends to de-emphasize film programing in favor of live shows. Another unusual feature is a "talent bank," a sort of audition library headquartered here, which will make records and kine tests of performers available to all the o&o's. Three daily live shows and a special Saturday morning airer will be fed to the o&o's via cable, with Faye Emerson and Tex and Jinx scheduled from 2 to 3 p.m. and a nightly variety show spotted from 7 to 7:30. All three will originate in New York, while KNBH, Hollywood, will feed a live rodeo show, and WNBQ, Chicago, will air "Jet Pilot" and a science fiction show in the Saturday morning spot. NBC's new concept of o&o station operation evolved when Ted Cott, general manager of WNBT - WNBC, moved into the department last month. The co-ordinated set-up will be handled by Dick Pack, programing; Max Buck, merchandising, and an o&o publicity director, as yet not selected. Overall supervisor of the new project is NBC's o&o veepee Charles Denny.

CLAIMS SIMILARITY TO 'STRIKE IT' ...

NEW YORK — Walt Framer, packager of "Strike It Rich," this week sent a letter to NBC-TV claiming that "On Your Account," a new audience-participating program it is sustaining until Procter & Gamble takes over in July, is similar to his show. "Account" has been created by P. & G. Framer claims that on both programs the contestants must give a reason for wanting to win dough. He appoints out that the only unique part of his program is the contestant's motive and that when "Account" duplicates that feature it, in essence, duplicates his program. He also states that while "Account" was in initial stages of preparation he heard about the program's similarity to his property and made representations to NBC-TV about its closeness of format.

This, he maintains, was responsible for "Account" curtailing a phone gimmick which was similar to his "Heartline" device. His course, if persuasion does not succeed, would be threefold: To use Colgate, the sponsor of "Strike It Rich," as a persuader backed by the heavy spending they do on NBC-TV; to sue the sponsor, agency and network; to sue the stations.

FINDS NIGHT RADIO BETTER ...

NEW YORK—John Blair & Company, station rep, is beginning a heavy promotion of nighttime radio which the company believes is being overlooked by many advertisers who are overly enchanted with the results currently obtainable from morning

sponsorship. With the co-operation of Pulse, Blair has made a study of the 6-9 a.m. period versus the 6-9 p.m. period in a dozen major markets. Evening figures won out on all counts. Nighttime sets in use were from 5 to 125 per cent higher than morning. Ratings were 9 to 155 per cent higher at night. And listeners per set ranged from 6 to 28 per cent higher at night. The 12 cities covered in the study are all mature TV markets and among the top 50 metropolitan areas in population. The Blair station in each market, whose ratings were used for the study, is a one-rate station in every case.

SHOWS SOUGHT FOR CORNFETTI ...

NEW YORK — General Foods this week was searching for radio and TV properties for its new Cornfetti product. The advertiser is interested in daytime video for the breakfast food and may also buy the two open segments of "Beulah" on CBS radio, which already has been purchased by another division of General Foods. Young & Rubicam is the agency.

PM MULLS BUY IN 'POWER PLAN' ...

NEW YORK—Philip Morris is considering purchase of a participation in the CBS-radio "power plan" next season. The advertiser has cancelled "My Little Margie" on CBS Sundays 8:30-9 and which it also axed on CBS-TV. Philip Morris would probably replace Nescafe next season. The "power plan" line-up of programs will also be shuffled next season to include "My Friend Irma" instead of "Meet Millie."

PLOT KNIGHT'S WABD DUTIES ...

NEW YORK—Norman Knight, who takes over as manager of WABD July 22, will carry more of an administrative load than Dick Jones, his predecessor, according to Chris Witting, managing director of the Du Mont network. Jones had concentrated in the sales sphere, which left a great deal of the administrative responsibilities with Witting himself. Altho Knight is acknowledged strong sales-wise, Witting would like to get a lot of the

operating details off his own desk.

'53 TV SET SHIPMENTS IN BIG RISE OVER '52 ...

WASHINGTON — During the first four months of this year 2,452,508 television sets were shipped to dealers thruout the nation, compared with 1,564,516 sets shipped during the same months last year, the Radio-Television Manufacturers' Association reported this week. In April alone, 392,492 TV sets went to dealers against 287,004 units shipped in April, 1952. Seven States have passed the 100,000 mark since January, with New York leading with 231,998 sets, and Pennsylvania not far behind with 223,439. Other major consignments went to: California, 171,326; Texas, 158,415; Ohio, 150,495; Illinois, 145,052, and Michigan, 102,004.

At the same time, RTMA estimated that despite a downturn in sales during April, 2,100,620 TV sets and 1,851,673 radios (excluding automobile models) were sold at retail during the first four months of this year. Retailers sold 319,721 TV sets and 412,802 radios in April, as against 603,704 TV sets and 516,618 radios in March, RTMA said.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR ...

Leo Morgan, at times producer of "Colgate Comedy Hour" and "All Star Revue," has joined CBS-TV. His first assignment will be to produce the Red Buttons show next fall. ... Floyd Holm has been brought to the New York office of Compton Advertising from the West Coast and is slated for a high berth. ... Betty Forsling is resigning from the program department of ABC-TV to go into semi-retirement. ... Howard Connell has joined Hewitt, Ogilvy, Benson & Mather as exec producer of "The Kate Smith Hour" on NBC-TV. ... Dick Pack, program chief of WNBC-WNBT, New York, leaves for Hollywood Wednesday (17) to visit KNBH-KNBC in connection with NBC's pooled programing plan.

Battle Lines Form For NARBA Hearing

WASHINGTON, June 13. — Battle lines are forming for a Senate Foreign Relations Subcommittee's hearings July 1-2 on the proposed North American Regional Broadcasting - Agreement pact. Opposing State Department and Federal Communications commission witnesses who will urge ratification of the proposed treaty, will be Clear-Channel Broadcasting Service, an organization of 15 independently-owned

clear-channel stations. Col. John DeWitt, president of WSM, Inc., Nashville, CBS's chief engineering witness, is preparing to tell the committee that NARBA's proposal to assign stations to Cuba on nine U. S. clear channels would preclude further improvement to U. S. rural and farm areas which depend on clear-channel service for radio.

DeWitt will emphasize that the treaty gives Cuba the right to put stations on all U. S. clear channels if it wants to. He will base this premise on the fact that Cuba has not joined with Canada in agreeing that no country should assign a station to a clear channel within 650 miles of the border of another country. He will also point out that Mexico and Haiti are not signatories to the agreement, which, he contends, will "adversely affect" regional stations in the Southeastern States. The proposed NARBA pact has been the center of a seething controversy for a long time, and the upcoming hearing is certain to be a stormy one. CCBS has been bulwarked by several farm groups in its opposition to the proposed pact. State Department and FCC insist, however, that the pact does not threaten serious inroads on U. S. broadcasting. FCC Chairman Rosel Hyde will be a key witness. There is little chance that the subcommittee will reach a decision on the pact prior to the Congressional recess. The Senate Foreign Relations Subcommittee on NARBA is headed by Sen. Charles W. Tobey (R., N. H.) and includes Sens. William Langer (R., N. D.), Homer Ferguson (R., Mich.), J. W. Fulbright (D., Ark.), and Mike Mansfield (D., Mont.).

Excess Profits Tax 50-50 to Hang On

WASHINGTON, June 13.—Chances for extension of the excess profits tax are seen as 50-50 as the House Ways and Means Committee deliberates the fate in the wake of lengthy hearings which reached a climax this week with a plea from the TV broadcasting industry for an end to the tax. Congressional leaders are divided in their opinion as to whether the committee will let the tax die June 30 or go along with President Eisenhower's request for a half-year's extension of the tax.

John B. Poole, speaking for the Television Broadcasters' Tax Committee, an industry-wide group, urged the committee either to let the tax die or amend it to provide relief to which the TV broadcast industry is "entitled." Poole is a stockholder and director of Storer Broadcasting Company, of Birmingham, Mich., owner of four TV stations and seven radio stations.

Poole reminded the House Committee that radio broadcasters "pioneered and developed television during the base period tax years 1946-49, incurring losses which substantially depressed the companies' normal earnings from their radio operations." In 1949, he said, TV losses exceeded the earnings from radio. Therefore, he said, the industry rate of return "afforded no basis for relief as an alternative method of computing excess profits credit."

Poole said the tax law "has penalized the growth and development of new and small business enterprise, and for them it has caused the tax ceiling of 70 per cent to become the effective tax rate." "It has distorted the competitive relationship between members of the same industry," he said. "It has placed a premium upon base period experience and has penalized the present ability to compete."

He reminded the House committee that the industry's situation became so critical that a spe-

cial relief amendment was included in the revenue act of 1951. This permitted those engaged in television broadcasting prior to January 1, 1951, to reconstruct base period experience by eliminating the impact of television losses upon radio earnings. This relief formula if reasonably applied, said Poole, is "eminently fair and the gratitude of our industry since the passage of the 1951 act has been unlimited."

Poole said that the amendment, as presently applied by the Bureau of Internal Revenue, fails to give the relief anticipated and intended by Congress. Final regulations now effective the inequity continues and threatens to lead television broadcasters into serious financial straits.

NARTB Primer For Newsroom Use Thru Outlet Survey

WASHINGTON, June 13.—National Association of Radio and Television Broadcasters hopes to develop a primer for radio newsroom operation from results of a survey launched this week. The association sent out questionnaires this week to all AM and independent FM broadcasting stations, seeking detailed information about newsroom operations so as to learn current trends in news-gathering methods, editing and broadcasting.

Richard Allerton, manager of NARTB's research department, said: "If we are fortunate in securing the over-all co-operation and response hoped for, it is quite possible that the resulting information can be used as the basis for development of a primer for radio newsroom operation which would be of real value to stations in every type of market."

OPERATION SUCCESSFUL

Godfrey to Return July 6 On Morning CBS-TV Strip

NEW YORK, June 13.—Arthur Godfrey is expected to return to broadcasting on July 6. After having been successfully operated on in Boston, Godfrey will begin his performing again on his morning strip over the CBS-TV network. His initial nighttime work, after the surgery, will start on August 3 on "Talent Scouts."

It is not known exactly when he will be able to resume on "Godfrey and His Frineds" because of the exacting nature of the program, but if all goes well, it should be at most within another month. An interesting feature of his return is that he will probably broadcast from his home in Virginia and work in an arrangement to cut in his voice on radio with the video part of the show.

It is also conceivable that re-

mote cameras will be used at Godfrey's home as his recovery progresses. They would be coordinated with the studio video entertainment from New York. How quickly Godfrey gets on his feet and returns to the studio depends, of course, on how quickly he makes a complete recovery, something that cannot be evaluated at this moment. Godfrey discontinued his work this season on May 4 to rest up for the operation, which took place shortly thereafter.

Since he moved out, his daytime show has been emceed by Robert Q. Lewis, "Scouts" by Garry Moore, and "Godfrey and His Friends" by various top names at CBS-TV such as Jackie Gleason, Perry Como and Ed Sullivan. Reports are that his audiences have been holding up well.

viewers mean sales WGAL-TV NBC • CBS • ABC • DuMont • Lancaster, Pa. delivers an ever-growing audience. Proof is tremendous write-in response from this rich Pennsylvania market area. Write — Channel 8 WGAL AM TV FM Steinman Station • Clair McCollough, President Sales Representative MEEKER New York • Chicago • Los Angeles • San Francisco

Selling Allentown, Bethlehem, Easton WLEV-TV Bethlehem, Pa. the only single medium reaching the entire LEHIGH VALLEY A Steinman Station NBC TV affiliate Represented by ROBERT MEEKER Associates New York Chicago Los Angeles San Francisco

TWA Wins Plurality Among Free-Lance Web Scripters

HOLLYWOOD, June 13.—The Television Writers of America this week were a shade away from wrestling jurisdiction of free-lance network scripters from the Author's League of America. A surprising national vote in a National Labor Relations Board election, which was tallied here yesterday, showed 165 scripters voting for TWA, 140 for ALA, four voting for no-union, 17 ballots challenged by the ALA and seven challenged by the TWA. Total vote was 333.

This means that the TWA is actually three short of a majority, but opinion here is that when the NLRB starts going into the validity of the challenged tallies the TWA will stand a strong chance of winning. This is because the TWA should pick up enough votes from those challenged to further add to its total and put it in a majority, even tho the seven TWA challenged tallies will be ruled on first at a hearing. Should the seven TWA challenges be sustained, it again will have a majority.

A victory for TWA could mean that the dissident Radio Writers' Guild may take a walk from the ALA and join forces with the new TV scripter's union. RWG officials have consistently opposed ALA efforts to set up a union for live TV writers, claiming that there should be one union for both radio and TV scripters because their interests are identical. They have unofficially thrown

their support to the TWA during the election and have undoubtedly been a potent factor in its Eastern tally.

RWG's first move would be to have 30 per cent of their members file for a nation-wide NLRB election. It is also conceivable that newsroom staffers here, who are RWG members, would move even faster and petition the NLRB for a local election. Reports are that ABC newsroom writers have already met and are talking about such action.

The TWA has already scheduled a meeting in New York for June 26, which all members who voted in the NLRB election will be asked to attend. Nominations for officers will be held, and there will be discussion on contract demands. It is expected that the contract which the ALA concluded, but did not sign, with the

networks will in essence be the contract presented to the webs by the new union.

The situation, however, as regards scripters working for live packagers is still unclarified. The ALA has signed contracts with 24 packagers to cover scripters, but the TWA has already challenged the validity of those contracts and NLRB hearings are to be held shortly in Washington.

An ironic note to ALA loss of video writing jurisdiction, should the TWA prevail, is that the former union asked for the national election because it felt its New York support would be strong enough to overcome the latter group's West Coast following. The TWA is a Hollywood union and only claimed jurisdiction of live video scripters there until the ALA requested and obtained a national election.

Carter Buys 'Anyone Can'

NEW YORK, June 13.—Carter Products this week purchased "Anyone Can Win" from Prockter TV Enterprises for alternate-week slotting in the Tuesday 9-9:30 spot on CBS-TV. The other alternate-week program will be a CBS-TV sustainer, "Follow the Leader," featuring Vera Vague. Schick will return to the alternate time period in the fall, after taking a hiatus.

"City Hospital," the Carter show currently in the Tuesday time period, will be moved to its Thursdays 10:30-11 p.m. slot on the same web, where it will alternate with "Place That Face," a new game show sponsored by Toni.

Whether "Anyone Can Win," an audience-participation seg, stays on after the summer depends on its track record.

Murray, Young Package to Be Canceled

NEW YORK, June 13.—CBS-TV this week decided to allow its contracts with Ken Murray and Alan Young to lapse when they wind up at the end of this month. Both comedians have been alternating for Bristol-Myers on CBS-TV Sundays 9:30-10 p.m., but their ratings have not measured up and they have been dropped by the sponsor. CBS-TV owns the package. The sponsor is said to be interested in "Police Story" as a possible replacement.

Young, when he becomes a free agent, will go into video film production on a series that will star him. Murray, who has his fingers in several TV film projects, will undoubtedly also move into film, if he cannot avail himself of a deal with another network.

K. C. TV Strike Aids Theaters, Niteries, Radio

Continued from page 5

wintertime. "People just naturally go to the show more in summer to get cool." He added that the TV "fight fans" were "allowing their wives to drag them to a show" since they could no longer see their favorite boxers.

The Yellow Cab Company in Kansas City reported that it is "hauling more people downtown than ever before. And it's mostly to theaters." Most of the other theater people felt the same, altho a few could see little or no difference.

A. G. Eddy, one of the owners of Eddy's Restaurant in Kansas City, said the strike on television had "helped a little." For instance, he said that business had started "much earlier" this year. He could not say for certain whether this was a "hometown" crowd of former TV viewers, or people visiting recent Kansas City conventions.

Nitery Report

At the Trade Winds nitery, officials also reported a "definite jump" in attendance on Wednesday and Friday nights—TV fight nights. The Zephyr Room manager took a different view. "If anything," he said, "attendance has dropped."

Harry Sharp, manager of the Broadway Nineties, said the TV strike has had some effect on business increases, but pointed out crowds pick up naturally in the summer anyhow.

The Crossroads, Honolulu Moon and other Kansas City nightclubs also felt attendance was up because people were getting out now that television was off. The strike entered its 21st day Friday (12) with no mediation meetings being held and no progress reported.



TELEVISION'S FIRST GUEST STAR

It was 1927. Fifty people faced a blank screen in New York, waiting for the Bell System's public demonstration of the first intercity television transmission. Then they saw Secretary of Commerce Herbert Hoover smile from Washington, and the first signs of life stirred in a new industry.

The next twenty years were filled with research, further experiments and tests. Out of them came improved transmission techniques, using coaxial cable and radio relay.

By 1947, network-television was ready.

Even now, with some 34,000 channel miles crisscrossing the country, millions of dollars are going into building more and better facilities for tomorrow's needs.

Yet the cost of the service, furnished by the Long Lines Department of the American Telephone and Telegraph Company, is low. Bell System charges for the use of intercity television facilities average about ten cents a mile for a half-hour program time.



Walter Gifford, then president of the American Telephone and Telegraph Company, talks with Herbert Hoover in the first demonstration of intercity television transmission, between New York and Washington, D. C., April 17, 1927.

BELL TELEPHONE SYSTEM



PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

This One



WWJ
NBC AFFILIATE
in DETROIT
OWNED AND OPERATED BY
THE DETROIT NEWS
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THE GEORGE P. HOLLINGBERY CO.

THE BILLBOARD Radio-TV Show Charts

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

• Top 10 TV Shows Each Day of the Week in DETROIT

(848,000 TV Sets* Panel Size, 400)

... According to Videodex Reports

WJBK-TV	Storer Broadcasting Co.	CBS, Du Mont
WWJ-TV	Evening News Association	NBC
WXYZ-TV	American Broadcasting Co.	ABC

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

MAY, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

				Avg. Rtg.
1. WHAT'S MY LINE?	CBS	9:30-10:00	WJBK	39.6
2. COLGATE COMEDY HOUR	NBC	7:00-8:00	WWJ	35.3
3. TOAST OF THE TOWN	CBS	7:00-8:00	WJBK	30.4
4. TV PLAYHOUSE	NBC	8:00-9:00	WWJ	29.7
5. MR. PEEPERS	NBC	6:30-7:00	WWJ	23.9
6. SUPER CIRCUS	ABC	4:00-5:00	WXYZ	21.9
7. BOSTON BLACKIE (film)	Non-Net	9:00-9:30	WXYZ	21.6
8. RED SKELTON	NBC	6:00-6:30	WWJ	21.5
9. THE WEB	CBS	9:00-9:30	WJBK	20.4
10. PRIVATE SECRETARY	CBS	6:30-7:00	WJBK	19.6

MONDAY, SIGN-ON TO SIGN-OFF

1. I LOVE LUCY	CBS	8:00-8:30	WJBK	50.7
2. TALENT SCOUTS	CBS	7:30-8:00	WJBK	47.5
3. RED BUTTONS SHOW	CBS	8:30-9:00	WJBK	31.4
4. STUDIO ONE	CBS	9:00-10:00	WJBK	30.3
5. ROBERT MONTGOMERY PRESENTS	NBC	8:30-9:30	WWJ	23.1
6. BURNS AND ALLEN	CBS	7:00-7:30	WJBK	19.2
7. AUNTIE DEE	Non-Net	5:00-5:30	WXYZ	16.8
8. WILD BILL HICKOK	Non-Net	5:30-6:00	WXYZ	16.4
9. INSPECTOR MARK SABER	ABC	7:00-7:30	WXYZ	14.1
10. ARTHUR GODFREY (A.M.)	CBS	9:00-10:00	WJBK	11.9

TUESDAY, SIGN-ON TO SIGN-OFF

1. TEXACO STAR THEATER	NBC	7:00-8:00	WWJ	35.2
2. FIRESIDE THEATER	NBC	8:00-8:30	WWJ	30.2
3. CIRCLE THEATER	NBC	8:30-9:00	WWJ	27.5
4. TWO FOR THE MONEY	NBC	9:00-9:30	WWJ	24.0
5. DANGER	CBS	9:00-9:30	WJBK	22.7
6. KIT CARSON	Non-Net	6:00-6:30	WJBK	22.2
7. SUSPENSE	CBS	8:30-9:00	WJBK	20.4
8. CITY HOSPITAL	CBS	8:00-8:30	WJBK	18.6
9. THE NAME'S THE SAME	ABC	9:30-10:00	WXYZ	17.5
10. DOUGLAS FAIRBANKS (film)	Non-Net	9:30-10:00	WWJ	17.4

WEDNESDAY, SIGN-ON TO SIGN-OFF

1. GODFREY AND FRIENDS	CBS	7:30-8:00	WJBK	41.6
2. STRIKE IT RICH	CBS	8:00-8:30	WJBK	30.2
3. THIS IS YOUR LIFE	NBC	9:00-9:30	WWJ	29.1
4. BLUE RIBBON BOUTS	CBS	9:00-9:45	WJBK	27.8
5. KRAFT TV THEATER	NBC	8:00-9:00	WWJ	23.8
6. MAN AGAINST CRIME	CBS	8:30-9:00	WJBK	21.2
7. SUPERMAN	Non-Net	5:30-6:00	WXYZ	17.4
8. ARTHUR GODFREY (A.M.)	CBS	9:30-10:00	WJBK	16.3
9. AUNTIE DEE	Non-Net	5:00-5:30	WXYZ	15.6
10. PERRY COMO	CBS	6:45-7:00	WJBK	14.6

THURSDAY, SIGN-ON TO SIGN-OFF

1. DRAGNET	NBC	8:00-8:30	WWJ	42.1
2. GROUCHO MARX	NBC	7:00-7:30	WWJ	36.8
3. MY LITTLE MARGIE	NBC	9:00-9:30	WJBK	32.5
4. T-MEN IN ACTION	NBC	7:30-8:00	WWJ	32.4
5. BIG TOWN	CBS	8:30-9:00	WJBK	26.9
6. FORD THEATER	NBC	8:30-9:00	WWJ	23.4
7. LONE RANGER	ABC	6:30-7:00	WXYZ	19.8
8. LUX VIDEO THEATER	CBS	8:00-8:30	WJBK	18.0
9. WRESTLING	Non-Net	8:30-9:00	WXYZ	17.4
10. CISCO KID (film)	Non-Net	7:00-7:30	WXYZ	17.2

FRIDAY, SIGN-ON TO SIGN-OFF

1. OUR MISS BROOKS	CBS	8:30-9:00	WJBK	39.1
2. CAVALCADE OF SPORTS	NBC	9:00-10:00	WWJ	24.8
3. BIG STORY	NBC	8:00-8:30	WWJ	22.1
4. MR. & MRS. NORTH	CBS	9:00-9:30	WJBK	20.7
5. MY FRIEND IRMA	CBS	7:30-8:00	WJBK	19.6
6. PLAYHOUSE OF STARS	CBS	8:00-8:30	WJBK	18.2
7. MAMA	CBS	7:00-7:30	WJBK	17.6
8. PERRY COMO	CBS	6:45-7:00	WJBK	17.2
9. LIFE OF RILEY	NBC	7:30-8:00	WWJ	17.0
10. AUNTIE DEE	Non-Net	5:00-5:30	WXYZ	16.4

SATURDAY, SIGN-ON TO SIGN-OFF

1. YOUR SHOW OF SHOWS	NBC	8:00-9:30	WWJ	34.4
2. JACKIE GLEASON	CBS	7:00-8:00	WJBK	32.2
3. YOUR HIT PARADE	NBC	9:30-10:00	WWJ	31.8
4. KENTUCKY DERBY	CBS	4:15-4:45	WJBK	22.1
5. BIG TOP	CBS	11:00-12:00	WJBK	21.2
6. WRESTLING	Non-Net	7:30-8:00	WXYZ	18.1
7. LAUREL AND HARDY	Non-Net	6:00-6:30	WXYZ	15.1
8. BOXING	ABC	8:00-8:45	WXYZ	14.5
9. BALANCE YOUR BUDGET	CBS	9:00-9:30	WJBK	14.2
10. MY HERO	NBC	7:00-7:30	WWJ	14.1

* NBC Estimate for April, 1953.

NEXT WEEK

Top 10 TV Shows Each Day WASHINGTON

... According to Videodex

Top 5 Radio Shows Each Day in DETROIT

... According to Pulse

FOR FULL INFORMATION

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

For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York. For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington, or its Branch Offices at 516 5th Avenue, New York, and P. O. Box 6934, Los Angeles 22.


ABC Set for Sugar Bowl

NEW YORK, June 13. — Les Arries, ABC director of sports, this week set a deal for the web to get AM and TV coverage of the annual Sugar Bowl sports festivities next New Year's.

The deal involves the Sugar Bowl football game and other events in the annual carnival, such as boxing and basketball. The latter events will be selected specifically in the fall.

Origination from New Orleans will be by WDSU-TV. ABC-TV carried the grid classic last year, while the radio web has aired it for over a decade.

Smart Sponsors
SUCH AS
Cream of Wheat



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WRITE OR CALL
FOR YOUR
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OF RECENT
TV COMMERCIALS

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FILM INDUSTRIES
Chicago • St. Paul
Hollywood
Established, 1910

• Top 5 Radio Shows Each Day of the Week in DETROIT

(863,249 Radio Families*)

... According to Pulse Reports

CKLW	50,000 watts	MBS	WJR	50,000 watts	CBS
WCAR	1,000 watts	Ind.	WKMH	5,000 days, 1,000 nights	Ind.
WEXL	250 watts	Ind.	WWJ	5,000 watts	NBC
WJBK	250 watts	Ind.	WXYZ	5,000 watts	ABC
WJLB	250 watts	Ind.			

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

MARCH-APRIL, 1953

SUNDAY, 7 P.M. TO 12 P.M.

				Highest Gr. Hr. Rtg.
1. JACK BENNY	CBS	7:00-7:30	WJR	8.3
2. AMOS 'N' ANDY	CBS	7:30-8:00	WJR	8.0
3. E. BERGEN-C. MCCARTHY	CBS	8:00-8:30	WJR	7.8
4. HARRIS-FAYE	NBC	8:00-8:30	WWJ	7.5
5. MY LITTLE MARGIE	CBS	8:30-9:00	WJR	6.8

MONDAY, 7 P.M. TO 12 P.M.

1. LUX RADIO THEATER	CBS	9:00-10:00	WJR	7.8
2. BOB HAWK SHOW	CBS	10:00-10:30	WJR	6.3
3. GODFREY'S TALENT SCOUTS	CBS	8:30-9:00	WJR	5.5
4. SUSPENSE	CBS	8:00-8:30	WJR	5.3
4. JO STAFFORD	CBS	7:30-7:45	WJR	5.3

TUESDAY, 7 P.M. TO 12 P.M.

1. MARTIN & LEWIS	NBC	9:00-9:30	WWJ	6.3
1. FIBBER MCGEE & MOLLY	NBC	9:30-10:00	WWJ	6.3
3. MR. & MRS. NORTH	CBS	8:30-9:00	WJR	5.8
4. TWO FOR THE MONEY	NBC	10:00-10:30	WWJ	5.5
4. MY FRIEND IRMA	CBS	9:30-10:00	WJR	5.5

WEDNESDAY, 7 P.M. TO 12 P.M.

1. FBI IN PEACE & WAR	CBS	8:00-8:30	WJR	6.3
2. DR. CHRISTIAN	CBS	8:30-9:00	WJR	6.0
2. YOU BET YOUR LIFE	NBC	9:00-9:30	WWJ	6.0
2. THE BIG STORY	NBC	9:30-10:00	WWJ	6.0
5. EDWARD R. MURROW	CBS	7:45-8:00	WJR	5.8

THURSDAY, 7 P.M. TO 12 P.M.

1. JUDY CANOVA	NBC	10:00-10:30	WWJ	5.8
1. TRUTH OR CONSEQUENCES	NBC	9:00-9:30	WWJ	5.8
3. MEET MILLIE	CBS	8:00-8:30	WJR	5.5
3. BING CROSBY	CBS	9:30-10:00	WWJ	5.5
3. EDDIE CANTOR	NBC	9:30-10:00	WWJ	5.5

FRIDAY, 7 P.M. TO 12 P.M.

1. OZZIE AND HARRIET	ABC	9:00-9:30	WXYZ	5.8
2. CORLISS ARCHER	ABC	9:30-10:00	WXYZ	5.5
2. I WAS A COMMUNIST	Non-Net	8:00-8:30	WJR	5.5
4. BOXING	ABC	10:00-11:00	WXYZ	5.3
5. JUNIOR MISS	CBS	7:15-7:30	WJR	5.0
5. JO STAFFORD	CBS	7:30-7:45	WJR	5.0
5. MR. KEEN	CBS	8:30-9:00	WJR	5.0

SATURDAY, 7 P.M. TO 12 P.M.

1. GANGBUSTERS	CBS	9:00-9:30	WJR	5.5
2. BIG BARN FROLIC	Non-Net	9:30-10:30	WJR	5.3
3. GENE AUTRY	CBS	8:00-8:30	WJR	4.8
4. TARZAN	CBS	8:30-9:00	WJR	4.3
5. GRAND OLE OPRY	NBC	9:30-10:00	WWJ	4.0

MONDAY-FRIDAY, 6 A.M. TO 7 P.M.

1. ARTHUR GODFREY	CBS	10:00-11:30	WJR	8.2
2. MA PERKINS	CBS	1:15-1:30	WJR	7.0
3. YOUNG DR. MALONE	CBS	1:30-1:45	WJR	6.9
4. GRAND SLAM	CBS	11:30-11:45	WJR	6.7
4. NORA DRAKE	CBS	2:30-2:45	WJR	6.7
4. ROAD OF LIFE	CBS	1:00-1:15	WJR	6.7

SATURDAY, 6 A.M. TO 7 P.M.

1. CITY HOSPITAL	CBS	1:30-2:00	WJR	4.0
1. NEWS—J. WHITE	Non-Net	12:45-1:00	WJR	4.0
1. THEATER OF TODAY	CBS	12:00-12:30	WJR	4.0
1. GIVE AND TAKE	CBS	11:30-12:00	WJR	4.0
1. MUSIC WITH THE GIRLS	CBS	2:00-2:30	WJR	4.0
1. STARS OVER HOLLYWOOD	CBS	2:30-3:00	WJR	4.0

SUNDAY, 6 A.M. TO 7 P.M.

1. OUR MISS BROOKS	CBS	6:30-7:00	WJR	4.5
2. COUNTERSPY	NBC	5:30-6:00	WWJ	4.3
2. THE SHADOW	MBS	5:00-5:30	CKLW	4.3
4. WORLD NEWS, CHORAL SYMPHONY	CBS	5:30-6:00	WJR	4.0
4. THE GODFREY HOUR	CBS	4:30-5:00	WJR	4.0
4. TRUE DETECTIVE MYSTERIES	MBS	5:30-6:00	CKLW	4.0

* Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Wayne (excluding Detroit), Oakland and Macomb Counties.

BACK TO KSTP

Tootlers End Strike Vs. Minn. Outlet

MINNEAPOLIS, June 13.—The striking American Federation of Musicians tootlers yesterday (12) returned to work at KSTP-Radio-TV for the first time since April 5, 1950. The musicians had refused to cross a picket line set up more than three years by striking radio technicians affiliated with American Federation of Labor International Brotherhood of Electrical Workers.

The station has been picketed ever since and has been the scene of several outbreaks of violence in the last three years. Several months ago, the National Labor Relations Board conducted an election of the employees to determine whether they wanted the technicians' union to represent them. The union lost the election. A spokesman for the Minneapolis Music Union and the St. Paul Musicians Union said Friday (12), the musicians "waited three years and two months for the technicians to win the strike" and that "we can't stay out for the rest of our lives."

Hubbard Announcement

Before the strike, the station employed 13 musicians regularly. Stanley Hubbard, prexy and general manager of KSTP announced only that "the union musicians are back to work on a normal basis—that's all I can say."

Whether the decision of the musicians to cross the picket line will have any bearing on attitude of AFL central bodies in St. Paul and Minneapolis toward the station, remains to be seen.

Scott Buys Full NBC Slot

NEW YORK, June 13.—Scott Paper this week moved quickly and bought full sponsorship of Thursday 8:30-9 p.m. on NBC-TV, a slot in which it was alternating with "Cavalcade of America." Scott will alternate Patti Page and Robert Russell Bennett in the time period with two musical shows, the former pop music, and the latter musical comedy. J. Walter Thompson is the agency.

Ford to Release 2 Pix. OK'd for TV

DETROIT, June 13.—Two new films to be released by the Ford Motor Company August 1 have been cleared for television, according to word from the Ford News Bureau here. These are "The American Road," a documentary of changes in American life produced by the automobile since 1903, and "Anniversary," giving the story behind the company's forthcoming 50th Anniversary celebration. Pictures are 30 and 20 minutes respectively.

Release of the two films is marked by the appearance of an illustrated film catalog, listing 25 films in all, available thru the Ford film library service, including 23 older pictures. Running times are from 7 to 45 minutes, with subjects covering history, industry, agriculture and documentaries.

KSTP is listed as "unfair to labor."

Despite the action by the musicians, the radio technicians continued to picket the station Friday.

CBS 'Omnibus' Being Loaded For Fall Run

NEW YORK, June 13.—CBS-TV this week moved closer toward selling out "Omnibus" and began making sales headway with its Garry Moore daytime show.

Greyhound, one of the "Omnibus" sponsors last season, has agreed to co-sponsor again next fall, as has American Car and Foundry, another advertiser who participated in the property last season. Scott Paper remains a prospect for the show, altho its newly-pacted commitment with NBC-TV this week of alternating two shows may decide that advertiser against returning. And Willys may again buy the 1953-'54 model of "Omnibus," but no decision has been forthcoming. Only four sponsors will be needed this season as against five last fall.

Norge this week bought the Thursday 1:30-1:45 segment of Garry Moore. Masland, a client this season, is expected to continue on next fall and there are several other hot possibilities who may buy him shortly.

'Jeep' to Get Summer Slot

NEW YORK, June 13.—After a one-shot outing this week, NBC-TV has decided to give "My Son Jeep," a situation comedy, a summer sustaining run.

The stanza goes into the 7:30-8 p.m. Saturday time replacing "Ethel and Albert" for eight

NARTB to Make Second Pitch Vs. Restrictive Baseball Bill

WASHINGTON, June 13.—Fate of a bill to restrict baseball broadcasts and telecasts is uncertain, but the Senate Interstate and Foreign Commerce Committee, which this week reported the bill out favorably, has urged Senate approval. The National Association of Radio & Television Broadcasters, which strongly opposed the measure in hearing, is expected to state its position anew after polling members' views.

The legislation, proposed by Sen. Edwin Johnson (D., Colo.), a Minor League official, would allow professional baseball clubs or association of leagues to adopt the following rule: A club may not authorize broadcasts of its games from a station outside its home territory and within the home territory of any other club, major or minor, without the other club's consent. Semi-pro ball clubs, the annual World Series and All Star games, as well as baseball games for charity are excluded.

The rule, according to the committee's report this week, "is designed to protect the grassroots, the weak and the defenseless part of America's national game of baseball—the minor baseball leagues—from a destructive monopoly which is being created thru unrestricted broadcasts and telecasts of Major League games into Minor League territory." The report recognized that "radio and television have been and will continue to be helpful to baseball, if not overdone."

Reaction to the Wednesday showing, prior to President Eisenhower's video address, induced the move.

Johnson in writing the Committee's report charged that the Justice Department's anti-trust threats forced baseball in 1949 to relax its restrictive broadcasting rule of the 1930's, with the following "devastating" results: In 1949, 41,000,000 fans turned out to see 59 minor leagues play baseball in 454 communities; by 1952, only 25,000,000 fans saw 38 minor leagues play in 292 communities.

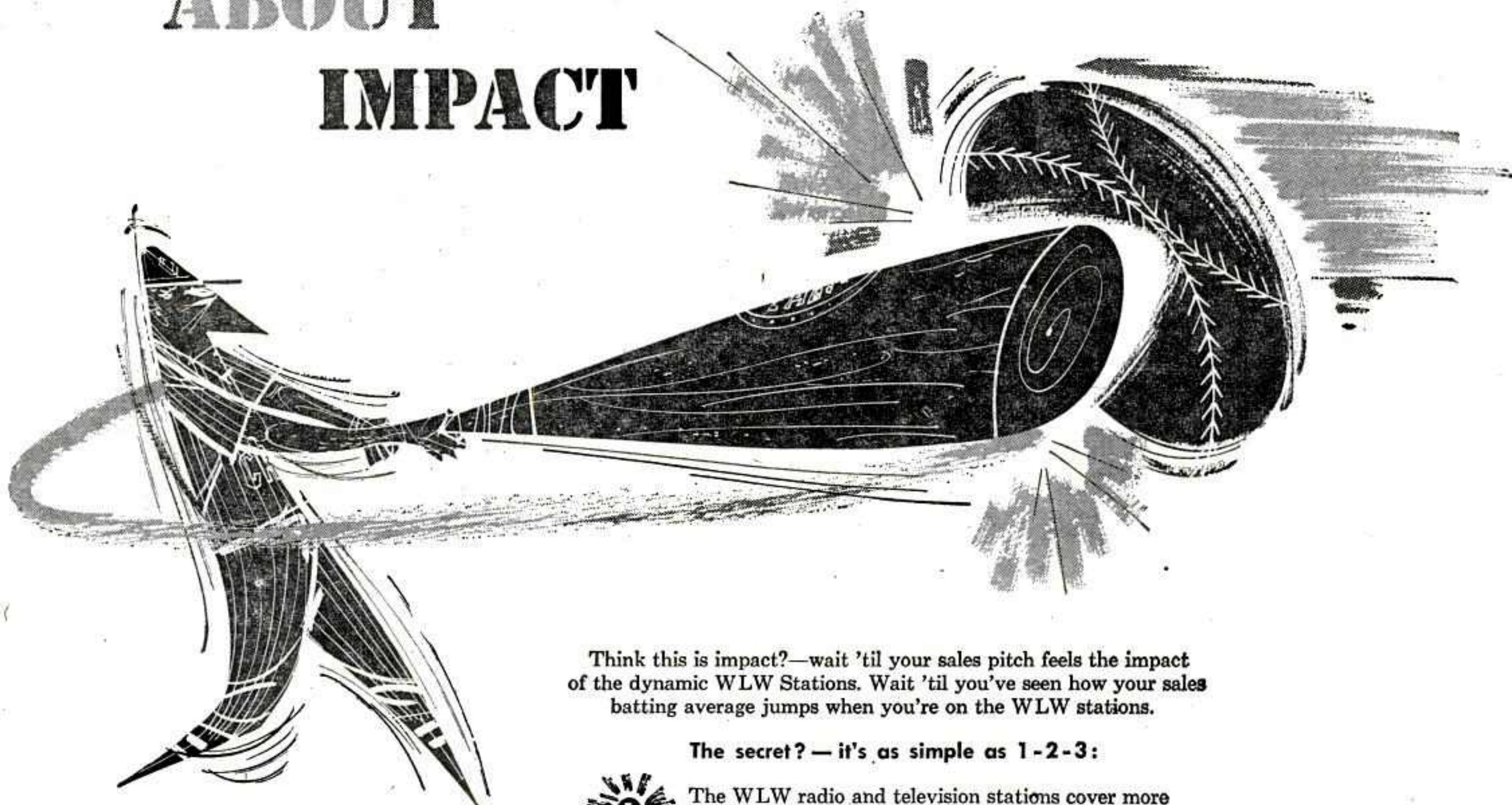
FCC Issues 6 More TV CP's

WASHINGTON, June 13.—Six more TV grants—three of them to New York—were issued this week by the Federal Communications Commission to boost to 488 total authorizations, including 380 postfreeze grants.

New York construction permits went to: Patroon Broadcasting Co., Inc., Albany, UHF Channel 23; Star Broadcasting Co., Inc., Rochester, N. Y., UHF Channel 15, and Van Curler Broadcasting Corp., Schenectady, N. Y., UHF Channel 35.

Other CP's were awarded: Fisher's Blend Stations, Inc., Seattle, VHF Channel 4; General Broadcasting Co., Lawrence, Mass., UHF Channel 72, and Premier Television, Inc., Evansville, Ind., UHF Channel 62.

TALK ABOUT IMPACT



Think this is impact?—wait 'til your sales pitch feels the impact of the dynamic WLW Stations. Wait 'til you've seen how your sales batting average jumps when you're on the WLW stations.

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So, when you think of impact, think of the Crosley WLW Stations.

as your ad dollar is directed, so your sales message "scores".

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD

Reed, UPT Set Unique Deal On TV-Film Pkg. Distribution

UPT to Defer Commissions on Sales to Nat'l Bankrollers, Get Syndication Cut

NEW YORK, June 13.—United Television Programs this week signed a precedent-making deal with Roland Reed Productions for representation of its various TV-film packages for sale to national advertisers. UTP will defer commissions from any of the Reed properties sold nationally and take as its cut only the monies it gets from syndication of such series. Tho the standard commission runs about 35 per cent, UTP is expected to get a little larger slice of the pie when the Reed video film programs begin re-running.

The arrangement is of significance to the industry because advertisers will be able to buy top film programs for several thousand dollars per show less than usual. Reed's nationally sponsored product includes "My Little Margie"; Stuart Erwin in "Trouble With Father"; "Mystery Theater," starring Tom Conway, and "Beulah."

National clients will be able to buy film shows without paying the usual selling commission, which is 10 per cent, and which runs as high as 15 per cent in some cases. This means that should an advertiser purchase a \$25,000 Roland Reed video film package, he would save \$2,500 weekly in commissions, or \$130,000 should the show run 52 weeks a year.

NEW SERIES

Tim Holt to Star in New Western Pix

NEW YORK, June 13.—The Princeton Film Center, Inc., this week signed Tim Holt to star in a new educational type Western series. The show, now shooting at the company's studios in Princeton, N. J., is being produced in co-operation with the National Rifle Association of America. Holt is sharing meging credits with John Capis. Sales effort on the new series, which is as yet untitled, will begin next month.

'HIGHWAY PATROL' STARTS ROLLING ...

HOLLYWOOD — "Highway Patrol" is the title of a new series being rolled here by Robert H. Forward Productions. It is based on case histories of the California Highway Patrol, and has the official blessing of the agency.

O'REILLY SCRIPTS 'ZOO REPORTER' ...

NEW YORK — Video Pictures, Inc., is peddling the pilot of a new half-hour series entitled "Your Zoo Reporter." The show is written and narrated by John O'Reilly, short story writer and New York Herald Tribune staffer. The New York Zoological Society which operates the Bronx Zoo, the world's largest, is lending its assistance to the production.

CBS-TV Adds 3 to Film Sales Staff, Raises Perkinson

NEW YORK, June 13.—CBS-TV Film Sales this week made four personnel moves to bolster its operation. The former director of sales for Paramount TV Productions, John Howell, has joined the local office of CBS-TV Film Sales as an account executive. William Perkinson, an account executive in its Chicago office, has been promoted to supervisor of the office there. And John B. Burns, ex-ABC network sales staffer in Chicago, has become an account executive for CBS-TV Film Sales in the same city.

Another account exec formerly with ABC network sales in Chicago, Mack Ward, will shift down South to head up the CBS-TV Film Sales office in Atlanta. He was also with CBS radio and the Mutual.

Sponsors therefore can either choose to re-invest the savings in better production values, such as name actors, writers and directors, or use the savings for supplementary advertising. Naturally, the agencies that already have been contacted and told of the deal have shown favorable reactions.

The agreement also projects UTP into the selling of national

NBC Film to Syndicate 3 Series Locally

NEW YORK, June 13.—NBC's Film Division has lined up three new TV film properties for syndication in local markets. The trio includes "Inner Sanctum," a 39-week package based on the old radio series; "Gangbusters," 26 episodes retitled "Captured," and 48 episodes of "Dragnet," now tagged "The Cop."

The "Inner Sanctum" half hours will be produced by Hi Brown Productions in Hollywood. The Phillips H. Lord "Gangbuster" films have been reworked by NBC for local showings, via specially-filmed opening and closing spots with veteran movie actor Chester Morris as narrator.

Most of the "Dragnet" and "Gangbuster" films have been aired on the network, but nine of the latter will be seen on TV for the first time in their local runs.

British Series Being Peddled

NEW YORK, June 13.—"Fabian of Scotland Yard," half-hour mystery series produced in England by Anthony Beauchamp, is being peddled for national sponsorship here by agent Charles Wick. Wick said that if he does not clinch a sale in a few weeks he will put the show into syndication. The series is completely British backed.

Beauchamp has completed 13 segments, and is going right ahead with shooting of another 26. Three of the segments will be integrated into a feature film to be shown theatrically in England, with Robert Fabian, ex-superintendent of Scotland Yard, on whose experiences the series is based, acting as host.

Move on Block Buying of TV Pix for Outlets Gathers Speed

• Continued from page 1

stations realized a net of only about 4 per cent interest on the company's indebtedness. On the other hand, the independent stations, not having to carry the load of programming costs that the networks must bear, netted something like 35 per cent, taken as a whole.

The buying rep will keep the cost down for each station by wholesale buying. It is reported that the Katz plan, for instance, calls for each participating station's notifying the rep of its film needs and advancing cash, which would enable Katz to buy product in quantity with commensurate savings.

It is understood that the Katz film buying service would not be run as a profit making operation, but rather as a courtesy to the stations it represents for spot sales. The stations, it is reported, would share the cost of the operation, the cost for each one depending on the total number that finally contract for the service.

The Katz move would represent the emergence of the station rep in the TV film situation. A number of years ago, Katz, along

with a couple of other reps, laid plans for the production of TV film series, one of which was to be "Sherlock Holmes." But after reconsideration, the project was dropped, and since then the reps have shied away from the TV film business.

The Vitapix operation has ramifications beyond the Katz plan. Vitapix Corporation is to be largely, if not entirely, owned by the stations buying film thru it. And altho Vitapix execs have not yet entirely clarified its mode of operation, it could conceivably take on more of the characteristics of a network. In addition, Vitapix also plans to continue to work as a production and distribution company.

IMPROVEMENT

WNBK Cuts Westerns

CLEVELAND, June 13.—WNBK has been editing feature length Westerns to a half hour with considerable success as far as both program quality and audience size are concerned. The reason for the move was that the station wanted to maintain a strip of kiddie attractions in its 6-6:30 p.m. slot. WNBK feels that many Westerns are much more effective in half-hour versions, since the cutting tightens up the story development.

Western series that WNBK carries other nights, 6-6:30 p.m., are "Wild Bill Hickok," "Kit Carson," "Hopalong Cassidy" and "Cisco Kid."

Jungle Serial Offered at 'C'

NEW YORK, June 13.—Radio and Television Packers, Inc., has begun syndication sales effort on "Jungle Macabre," 15-minute animal series. The series, 13 of which are in the can with another 39 in the works, is being offered to stations at Class C rate. Miracle Adhesive Corporation, which has been carrying the show here, has ordered it for Chicago, Los Angeles and Philadelphia also.

Move on Block Buying of TV Pix for Outlets Gathers Speed

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The film buying representation idea, of course, is not new to the industry. For a couple of years before 1950, Paramount Television Productions served a number of stations in this capacity. The Mallard film buying service here, which endeavored to perform this function for some time, folded about a year ago. Numerous other individuals have been known to try to set themselves

Theater Rights Are Part of Vidpix Deal

Korda Pact Lets NBC Peddle Movie Dates; Unity Contract Adds 80 Other Features

NEW YORK, June 13.—The NBC film division reportedly has obtained the right to distribute at least 11 of its newly acquired 26-picture feature film package to theaters for regular theatrical showing, as well as for TV airings. The 11 films all are said to be British, produced within the past two years by Alexander Korda and never before seen on TV. No word on NBC's plans with regard to theatrical distribution of the films could be obtained, but the deal is understood to put the web's film division in a position to begin such an operation, should it so desire.

The NBC deal is said to have been made directly with Korda on these 11 pix, with the web still keeping the wraps on the 26-picture deal. The pact for the Korda films is reportedly on a five-year same amount of money, \$325,000. Combining the NBC pact with the contract earlier this week by which Unity Television Corporation acquired 80 features from Major Attractions, Inc., a total of over 100 new feature films thus have become available to TV for the first time this week.

An earlier deal which similarly carried with it theatrical distribution rights was that made by Louis Snader for 14 Korda pictures a couple of years ago. The Snader deal was drawn up on a seven-year basis, calling for the same amount of money, \$325,000. It is believed that Snader did not attempt to distribute to theaters. But Unity has utilized several films for distribution to both theaters and TV, with foreign film the major type so used.

A comparison of the NBC-Korda and Snader-Korda deals shows that altho the same price was involved, the NBC films are considerably newer, and, of course, the number of TV markets has virtually doubled since the Snader pact was set. Trade interpretation therefore is that NBC picked up a good deal, money-wise, for the web.

FPA to Conduct Industry Forums

NEW YORK, June 13.—At its first meeting under its new administration, the Film Producers' Association this week agreed to hold a series of four to six industry forums beginning in September.

David Pincus, president of FPA, said that agency and advertiser clients of the producers would be invited to the forums, which would take up such matters as technical developments, techniques and costs in the production of TV film commercials.

Unity's new feature films, which prexy Arche Mayers will market as the "Plus 80" package, includes four major groups: 20 "Charlie Chan" films new to TV; 20 "All Star Adventure Classics" featuring such stars as Gary Cooper, Ann Sheridan, John Wayne, and Alan Ladd; 20 "International Masterpieces," including Korda's "Anna Karenina" with Viven Leigh; several other Korda films and a group of Hal Roach productions, and the "Hollywood Major" package of 20 Sol M. Wurtzel pictures featuring Marilyn Monroe, Jeff Chandler, Kent Taylor and Jimmy Lydon.

The Wurtzel package was acquired by Unity earlier this year, and is already showing in several markets.

Consolidated to Extend 'Game,' Inks Golf P'kge

NEW YORK, June 13.—Consolidated TV Sales here this week inked a deal to distribute the Sportsvision, Inc., "The All American Game of the Week" film series for the second year. The TV film distribution outfit also acquired the syndication rights to another Sportsvision series, a 15-minute golf package, designed to cash in on the new national vogue for the sport since President Eisenhower entered office.

Following the pattern set last year, Sportsvision's half-hour football film series will feature the 13 most outstanding games of the season selected by a panel of sports experts. Films will be delivered to stations by the Tuesday evening following each Saturday game.

The 13-week golf series, "Play Golf With the Champions," will feature 20 of the country's foremost golfers—all tournament winners—who will have a participating financial interest in the show for the life of the series. Sportsvision will make the new package available both in color prints and black and white.

The show will be directed by Don Schwab, Intercollegiate Golf Champion of the Pacific Coast in 1949. Pros featured will include Julius Boros, Dr. Cary Middlecoff, Lloyd Mangrum, Sam Snead, Jim Turnesa, Earl Stewart Jr., Johnny Palmer, Al Besselink, Jim Ferrier, Jack Burke Jr., Tommy Bolt, Ted Kroll, Dave Douglas, Tony Holguin, E. J. (Dutch) Harrison, Lew Worsham and Jimmy Clark.

U. S. AGENT

Wm. Morris To Act for Integrex Co.

NEW YORK, June 13.—William Morris Agency was signed this week to be the U. S. representative of Integrex Corporation, a recently organized TV film outfit in Europe. Three execs of Integrex were here the past two weeks with several 15-minute and half-hour pilots recently turned out by its producing branch, Telefilms. In addition to peddling its products here, Integrex is offering its facilities and personnel to American TV film producers who want to shoot in Western Europe. Integrex is actually an association of several established European producers.

Another wrinkle to the Integrex operation is that it offers to act as European distributor of American TV film series.

The Integrex officials who were here this week were Charles Ruedi, managing director; Joseph Brandel, international sales development manager, and Jean Luc, creative director.

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The Billboard

THE TV FILM INDUSTRY'S LEADING WEEKLY TRADE NEWSPAPER

PRESENTS ITS

Monthly TV FILM PROGRAM GUIDE and MARKET REPORT

SECTION TWO

TV FILM: A MID-YEAR AUDIT

BONANZA

Baby Still Booming 100 Hours a Month

By LEE ZHITO

A monthly average of 100 hours' entertainment will roll from Hollywood's TV film production line the rest of this year. This is based upon today's actual shooting schedules for the coming months and covers series already sold to sponsors or produced especially for syndication. This production peak is four times that reached a year ago. As the film swing gains momentum during the summer, production may well surpass even this new high.

How heavy a production load is this total of 600 hours filmed entertainment? Compare it with the 50-year-old movie industry. Hollywood's massive motion picture industry expects to complete 100 feature films next year. This 12-month output will result in approximately 150 hours filmed entertainment—a total that the four-year-old TV film industry intends to deliver within a six-week period. Movie industry's peak year, which coincidentally was four years ago, produced 500 feature films or an approximate total of 750 hours of filmed entertainment, not too much more than its lusty offspring is undertaking now.

Quality

It should be noted that no comparison is drawn in quality of production between theatrical and TV film making. Telefilm budgets are but a fraction of a major's feature film bankroll. The time it takes to produce a half hour's entertainment on the theater screen can often result in a complete series of 13 30-minute telepix. Significance of a comparison between the movie and TV film industry's output, as measured by the entertainment time yardstick, is the meteoric rise in importance and capacity of the showbiz baby.

Producers waging a constant two-front battle—budget on one side and the clock on the other—are developing shortcuts that are paying off on both scores. One and a half hour's filmed entertainment per week's shooting, a timetable that would have

sent an old movie producer to an asylum, is today accepted as reasonable by TV film makers. How's this done? Producers are not anxious to share their own tricks of the trade, learned only after flirting with financial disaster, but they'll brag about them off the record. The basic solution to the twin problem of budget and time lies in meticulous pre-production organization so that the over-all job is completed with the least possible expenditure of time and money.

Look for More

Many of these shortcuts were not achieved a year ago. Today production companies already well loaded with shows have the capacity to handle still more and are punching hard for additional contracts.

More important than Hollywood's capacity to produce more filmed TV entertainment is the general rapid development of television as a whole. Quadrupled activity this year as over last can be traced primarily to that fact. More sponsors are coming into TV as the medium's audience widens, and sponsors already in TV are expanding their tele. The increasing number of stations which promises greater exposure to their sales message is due for most of the credit.

The increased number of stations is making production for syndicated sales attractive to producers and distributors for the first time. Producers see the number of TV markets in terms of theaters. No movie maker would go into production if he only had a handful of theaters that could show his product. As the number of markets grow, chances of coming out on investment are becoming promising.

New Series

Arrow Productions, who with its "Ramar of the Jungle" was one of the first to produce a series especially for syndication, will roll on an additional 26 episodes. Promising syndicated market conditions is prompting Arrow's president Leon Fromkes to launch a new series, "Ringside," to start rolling in the fall. With United Television Programs handling syndicated sales, Gross-Krasne will roll on

It was just about a year ago, in June of 1952, that the first special TV film section of The Billboard appeared. Even then, the TV film industry was making itself felt as a force, not only in terms of making inroads on live TV programming, but in taking up the production slack in Hollywood left by the cutbacks by theatrical film producers' slimming schedules.

The past 12 months have been propitious for the vidfilm-ites. The industry as a whole has made tremendous advances, seemingly skipping adolescence completely in shooting up from infancy to maturity.

This issue of the TV film monthly, then, in a sense may be used as a measuring rod, comparing the status of the industry today with that of 12 months ago, when our first TV film supplement appeared. Inasmuch as one season is winding up while preparations are being rushed for a new, and certainly even greater one, this is an appropriate time for a mid-year audit of conditions in the trade.

Two new series—"Lone Wolf," a half-hour series, and "Your Gospel Singer," with Edward MacHugh, a quarter-hour series. Werner Jansen is rolling on a series of a 104 quarter-hour classical and semi-classical music shorts for George Bagnall's syndication. Roland Reed Productions has withdrawn his "Rocky Jones" series from national sale to produce the science-fiction adventure series for UTP's syndication. Similarly, Interstate Allied Artists-Monogram subsid has turned to syndication for the sale of its "Ethel Barrymore Theater" and "Hans Christian Andersen" series. Ziv is continuing to add to its "Boston Blackie" and "Favorite Story" syndicated series with production of additional episodes. "Liberace" filmed music series is continuing to roll into syndicated channels for Guild Films.

Within this section there are articles looking backward over progress made in the past year, as well as assessing prospects for the year ahead. These analyses cover many of the varied aspects of the TV film industry.

Up 30%

On the production side, for example, it has been found that, in general, costs have gone up by 30 per cent in the past year. If replay payments are included, the increase in costs now is virtually twice that of a year ago.

What this means to talent, technicians and service organizations dependent upon the TV film industry becomes apparent when it is realized that the rate of production now is four times that of a year ago at this time, with an average of 100 hours of completed TV film per month scheduled for shooting in the remainder of this year. The significance of this figure becomes clearer when it is compared with Hollywood's feature film production schedule for next year, which calls for 100 pic totaling but 150 filmed hours.

Another glimpse into the progress being made by TV film reveals that in terms of video network programming, the 1952-'53 season easily was the best to date in the four-year life span of the industry. Where there were 16 filmed stanzas getting web outings in June, 1942, that number rose to 28 during the present month. The outlook for the year ahead is for continued, tho less spectacular, gains.

Spot-Booked

On the other hand, there has been a slight decline in the number of nationally spot-booked film shows during the past year. This field, however, is expected to show more activity in the months ahead, as time availabilities on the networks show little room for maneuvering, and national bankrollers seeking to blanket key markets via film will have to buy their time on a spot basis.

The year just ending, however, was one of major gains in the TV film syndication field. The older firms virtually doubled their grosses over the preceding year. Operations of other firms have been stepped

up in all directions, including the acquisition of new properties and the adding to staff to handle them properly. Distributors who previously had concentrated almost exclusively on theatrical pix for TV now are moving into the handling of film series as well.

Re-Runs

Highly important as a trend for the future was the discovery during the past year by station management that re-runs can pay off, not only rating-wise, but, as a direct consequence, in terms of sales. The re-run field is one which, during the coming year, is certain to make key gains.

Another development during the past year has been the strong move into package library sales by series distributors. This follows successful selling by theatrical distributors on this basis for some time.

Network participation in film distribution became increasingly evident this season, but next season should see the webs become even more of a factor. NBC-TV this year made a separate division of its TV film syndication operation. Next year, indications are that ABC-TV, too, will jump into the scramble via a film syndication operation which also will get considerable independence from the other operating divisions of the web.

Trends

Trends in program types during the past year and a look ahead into the coming season show continued strength for non-integrated dramatic series, while adventure and mystery remain as potent entries. Moppet series making advances are science fiction shows and stanzas based on comic strips. Westerns, however, may have gone that-a-way.

Articles going into considerable detail on all these points, and others as well, are elsewhere within this issue. With the knowledge that most facets of the TV film industry now are in the process of taking stock of themselves, their advances over the year just ending, and their prospects for the year ahead, we present this mid-year audit of the industry. We trust it will prove a valuable adjunct.

15-City March ARB Ratings Of Syndicated Shows

The following chart lists the ARB ratings for syndicated film series showing the first week of April in each of the 15 cities surveyed individually by the American Research Bureau. The program titles are arranged in rank order by program category under each city. The reader may thus compare the audiences of these film shows in each of the key markets. The ARB charts in The Billboard over the past two weeks have shown how each of these shows compared with its

competition. The names of the distributors handling these shows can be found in the Syndicated Series and Where Showing chart in this issue. For further information on audience size and breakdown, the reader should consult the American Research Bureau, National Press Building, Washington 4, D. C.; 516 Fifth Ave., New York; P. O. Box 6934, Los Angeles 22.

Show	Category	Sta.—Day—Time	April ARB Rating
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ATLANTA 3 STATIONS			
The Unexpected	Adv.	WAGA-F-10:30-11:00	13.9
China Smith	Adv.	WAGA-T-10:30-11:00	13.0
March of Time	Docum.	WAGA-F-7:00-7:30	8.2
Movie Quick Quiz	Quiz	WLW-A-M-W-F-7:00-7:15	2.5
Cisco Kid	West.	WAGA-M-7:00-7:30	21.7
Range Rider	West.	WSB-Th-6:00-6:30	15.0
Hopalong Cassidy	West.	WSB-Su-5:30-6:00	14.3

BALTIMORE 3 STATIONS			
Dick Tracy	Adv.	WBAL-S-6:30-7:00	14.8
Dangerous Assignment	Adv.	WBAL-M-10:30-11:00	12.8
The Unexpected	Adv.	WBAL-T-10:30-11:00	12.6
Abbott and Costello	Comedy	WMAR-Th-10:30-11:00	11.9
March of Time	Docum.	WBAL-Th-7:00-7:30	5.8
Boston Blackie	Mystery	WBAL-W-10:30-11:00	16.3
Telenews Daily	News	WBAL-M to F-6:45-7:00	7.2
Cisco Kid	West.	WBAL-T-7:00-7:30	22.0
Hopalong Cassidy	West.	WBAL-S-5:30-6:00	19.7
Gene Autry	West.	WMAR-Su-7:00-7:30	17.4

BOSTON 2 STATIONS			
Dick Tracy	Adv.	WBZ-S-6:00-6:30	25.7
Foreign Intrigue	Adv.	WNAC-S-10:30-11:00	15.4
The Unexpected	Adv.	WNAC-W-6:30-7:00	10.2
Time for Beany	Child.	WNAC-M-T-Th-5:15-5:30	6.9
March of Time	Docum.	WNAC-S-6:00-6:30	7.8
Doug Fairbanks Presents	Drama	WBZ-M-10:30-11:00	13.1
Favorite Story	Drama	WNAC-T-10:30-11:00	12.4
Kieran's Kaleidoscope	Miscel.	WNAC-Su-6:30-6:45	7.9
Stranger Than Fiction	Miscel.	WNAC-M-6:15-6:30	2.8
Boston Blackie	Mystery	WNAC-S-7:00-7:30	42.4
Files of Jeffrey Jones	Mystery	WBZ-T-10:30-11:00	12.4
Telenews Daily	News	WBZ-M to F-7:15-7:30	10.3
Range Rider	West.	WBZ-Su-7:00-7:30	37.1
Gene Autry	West.	WNAC-Su-7:00-7:30	16.9
Cisco Kid	West.	WNAC-S-5:30-6:00	15.6
Cowboy G-Men	West.	WBZ-S-5:00-5:30	6.2

CHICAGO 4 STATIONS			
Dangerous Assignment	Adv.	WBKB-T-10:00-10:30	18.5
Ramar of the Jungle	Adv.	WBKB-Th-7:00-7:30	17.8
China Smith	Adv.	WNBQ-Th-9:30-10:00	9.3
Foreign Intrigue	Adv.	WBKB-W-10:00-10:30	8.9
Time for Beany	Child.	WGN-M to F-5:00-5:15	0.5
The Ruggles	Comedy	WBKB-W-8:00-8:30	4.8
Jackson and Jill	Comedy	WGN-Su-9:30-10:00	0.9
Favorite Story	Drama	WBBM-F-9:30-10:00	11.3
Doug Fairbanks Presents	Drama	WGN-T-9:30-10:00	5.4
Old American Barn Dance	Miscel.	WGN-W-9:00-9:30	0.6
Heart of the City	Mystery	WBKB-T-10:30-11:00	7.8
I'm the Law	Mystery	WBKB-F-9:30-10:00	7.5
Front Page Detective	Mystery	WGN-W-8:00-8:30	7.8
Heart of the City	Mystery	WBKB-Su-12:00-12:30	2.6
Telenews Daily	News	WBBM-M to F-6:30-6:45	4.6
Cisco Kid	West.	WBKB-Su-2:00-2:30	18.1
Gene Autry	West.	WBBM-Su-6:00-6:30	17.0
Hopalong Cassidy	West.	WBKB-Su-3:00-3:30	14.6
Range Rider	West.	WNBQ-Su-2:00-2:30	1.5
Lilli Palmer	Women's	WBKB-Su-5:30-5:45	0.9

CINCINNATI 3 STATIONS			
Foreign Intrigue	Adv.	WKRC-M-9:30-10:00	15.9
March of Time	Docum.	WCPO-Th-9:30-10:00	11.0
Files of Jeffrey Jones	Mystery	WCPO-F-8:30-9:00	11.0
Telenews Daily	News	WLW-T-M to F-11:00-11:15	9.8
UP Movietone News	News	WCPO-M to F-6:30-6:45	1.2
Movie Quick Quiz	Quiz	WKRC-M to Th-5:45-6:00	1.3
Movie Quick Quiz	Quiz	WKRC-F-3:00-3:15	0.3
Cisco Kid	West.	WCPO-Su-6:00-6:30	26.9
Cowboy G-Men	West.	WCPO-Su-1:30-2:00	18.0
Hopalong Cassidy	West.	WLW-T-S-5:30-6:00	16.6
Gene Autry	West.	WKRC-Su-7:00-7:30	15.2

CLEVELAND 3 STATIONS			
Foreign Intrigue	Adv.	WEWS-Su-10:00-10:30	27.3
Dangerous Assignment	Adv.	WNBK-Th-10:30-11:00	22.9
Time for Beany	Child.	WEWS-M to F-5:30-5:45	3.5
Abbott and Costello	Comedy	WXEL-T-10:00-10:30	6.9
Crusade in Europe	Docum.	WEWS-W-9:00-9:30	23.7
March of Time	Docum.	WEWS-S-7:30-8:00	15.2
Favorite Story	Drama	WEWS-Th-10:30-11	9.5
Boston Blackie	Mystery	WEWS-W-10:30-11:00	19.4
Range Rider	West.	WEWS-Su-6:00-6:30	31.3
Cisco Kid	West.	WNBK-S-6:00-6:30	29.8
Hopalong Cassidy	West.	WNBK-F-6:00-6:30	21.9
Gene Autry	West.	WEWS-Su-7:00-7:30	17.6

COLUMBUS 3 STATIONS			
Ramar of the Jungle	Adv.	WBNS-Su-4:00-4:30	21.4
China Smith	Adv.	WBNS-Su-9:30-10:00	9.8
Abbott and Costello	Comedy	WLW-C-F-9:30-10:00	22.5
Favorite Story	Drama	WBNS-S-9:00-9:30	21.6
Boston Blackie	Mystery	WBNS-T-9:30-10:00	23.7
Teleports Digest	News	WBNS-W-7:00-7:30	8.6
Gene Autry	West.	WBNS-Su-7:00-7:30	23.7
Hopalong Cassidy	West.	WBNS-S-1:00-1:30	20.8
Cisco Kid	West.	WBNS-Th-7:00-7:30	20.8
Cowboy G-Men	West.	WBNS-S-6:30-7:00	19.6

DAYTON 2 STATIONS			
Abbott and Costello	Comedy	WLW-D-F-9:30-10:00	11.1
March of Time	Docum.	WHIO-T-6:30-7:00	7.0
Boston Blackie	Mystery	WHIO-T-9:00-9:30	21.6
Front Page Detective	Mystery	WLW-D-Su-10:30-11:00	6.0
Movie Quick Quiz	Quiz	WHIO-M to F-9:45-10:00	1.1

Show	Category	Sta.—Day—Time	April ARB Rating
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DETROIT 3 STATIONS			
Ramar of the Jungle	Adv.	WXYZ-F-6:30-7:00	16.7
Foreign Intrigue	Adv.	WJBK-F-10:30-11:00	16.0
China Smith	Adv.	WXYZ-Th-8:00-8:30	14.2
Dangerous Assignment	Adv.	WWJ-M-7:00-7:30	9.5
Abbott and Costello	Comedy	WXYZ-W-9:30-10:00	11.5
March of Time	Docum.	WJBK-F-7:00-7:30	6.5
Doug Fairbanks Presents	Drama	WWJ-T-10:30-11:00	12.4
Favorite Story	Drama	WJBK-T-10:30-11:00	12.0
Pulse of the City	Drama	WWJ-Su-12:00-12:15	1.1
Boston Blackie	Mystery	WWJ-Su-6:30-7:00	28.9
Heart of the City	Mystery	WXYZ-W-7:00-7:30	21.1
Files of Jeffrey Jones	Mystery	WJBK-Su-6:00-6:30	18.4
I'm the Law	Mystery	WXYZ-T-9:00-9:30	11.3
Telenews Daily	News	WJBK-M to F-11:00-11:15	12.3
Telenews Daily	News	WJBK-M to F-6:30-6:45	1.5
Cisco Kid	West.	WXYZ-Th-7:00-7:30	27.1
Cisco Kid	West.	WXYZ-Su-4:00-4:30	18.4
Hopalong Cassidy	West.	WWJ-Su-5:30-6:00	14.5
Gene Autry	West.	WJBK-Su-7:00-7:30	13.1
Cowboy G-Men	West.	WWJ-Su-2:30-3:00	2.5

HOUSTON 2 STATIONS			
Ramar of the Jungle	Adv.	KPRC-S-5:30-6:00	30.4
Dick Tracy	Adv.	KPRC-S-4:30-5:00	28.9
The Unexpected	Adv.	KPRC-T-10:00-10:30	22.0
Crusader Rabbit	Child.	KPRC-M-5:00-5:15	4.0
The Ruggles	Comedy	KGUL-M-7:30-8:00	5.0
March of Time	Docum.	KGUL-Th-6:00-6:30	4.4
March of Time	Docum.	KGUL-M-9:30-10:00	1.7
Doug Fairbanks Presents	Drama	KPRC-Th-9:30-10:00	38.6
Favorite Story	Drama	KPRC-F-10:00-10:30	24.6
American Wit and Humor	Drama	KGUL-F-5:00-5:30	5.3
I'm the Law	Mystery	KPRC-W-8:00-8:30	56.5
Boston Blackie	Mystery	KPRC-S-10:00-10:30	51.0
Heart of the City	Mystery	KPRC-Su-9:00-9:30	42.7
Craig Kennedy	Mystery	KPRC-Su-10:00-10:30	18.6
Front Page Detective	Mystery	KPRC-F-11:00-11:30	16.0

LOS ANGELES 7 STATIONS			
Dangerous Assignment	Adv.	KNBH-F-10:30-11:00	15.8
Foreign Intrigue	Adv.	KNBH-Th-10:30-11:00	15.7
China Smith	Adv.	KECA-F-8:30-9:00	15.7
Ramar of the Jungle	Adv.	KTTV-T-7:00-7:30	10.6
The Unexpected	Adv.	KECA-W-8:00-8:30	4.5
Dick Tracy	Adv.	KNBH-S-6:00-6:30	2.7
Time for Beany	Child.	KTLA-M to F-7:15-7:30	6.7
Junior Crossroads	Child.	KNBH-M to F-5:00-5:15	1.0
Abbott and Costello	Comedy	KTTV-T-8:00-8:30	14.5
Hank McCune Show	Comedy	KLAC-Th-7:00-7:30	1.8
Crusade in the Pacific	Docum.	KECA-F-7:00-7:30	7.5
March of Time	Docum.	KTTV-M-7:30-8:00	5.4
Favorite Story	Drama	KTTV-W-8:30-9:00	5.7
Invitation Playhouse	Drama	KLAC-W-7:00-7:30	2.3
Boston Blackie	Mystery	KNBH-W-7:00-7:30	6.3
Front Page Detective	Mystery	KTTV-Su-9:00-9:30	5.4
I'm the Law	Mystery	KLAC-W-8:00-8:30	3.6
Craig Kennedy	Mystery	KHJ-Th-7:30-8:00	2.5
Heart of the City	Mystery	KTTV-W-7:30-8:00	2.3
UP Movietone News	News	KHJ-M to F-7:00-7:15	1.3
Telenews Daily	News	KECA-M to F-6:00-6:15	1.1
Cisco Kid	West.	KECA-M-7:00-7:30	10.6
Gene Autry	West.	KNXT-F-7:00-7:30	9.1
Range Rider	West.	KNXT-T-7:00-7:30	7.9
Hopalong Cassidy	West.	KTTV-W-7:00-7:30	6.8

NEW YORK 7 STATIONS			
Foreign Intrigue	Adv.	WNBT-Th-10:30-11:00	20.0
Dangerous Assignment	Adv.	KNBT-M-10:30-11:00	12.7
Dick Tracy	Adv.	WNBT-S-6:00-6:30	8.3
Time for Beany	Child.	WCBS-F-8:15-8:30 A.M.	4.5
Abbott and Costello	Comedy	WCBS-F-10:30-11:00	11.2
March of Time	Docum.	WNBT-W-7:00-7:30	6.5
Favorite Story	Drama	WNBT-Su-10:30-11:00	11.7
Invitation Playhouse	Drama	WCBS-Su-2:30-2:45	1.8
Invitation Playhouse	Drama	WCBS-S-6:15-6:30	1.2
Boston Blackie	Mystery	WABD-F-9:30-10:00	10.4
Front Page Detective	Mystery	WABD-Th-7:30-8:00	4.2
Heart of the City	Mystery	WABD-F-8:00-8:30	2.4
I'm the Law	Mystery	WABD-Th-10:30-11:00	2.3
Telenews Daily	News	WCBS-M to F-7:30-7:45	11.7
Telenews Daily	News	WABD-M-T-6:30-6:45	1.7
Telenews Daily	News	WABD-T-10:30-11:00	1.5
UP Movietone News	News	WPIX-M to F-7:00-7:15	1.0
Cisco Kid	West.	WCAU-F-7:00-7:30	35.2
Gene Autry	West.	WCBS-Su-7:00-7:30	20.3
Hopalong Cassidy	West.	WNBT-S-6:30-7:00	15.2
Cisco Kid	West.	WNBT-M-7:00-7:30	8.6
Cisco Kid	West.	WNBT-Su-10:30-11:00 A.M.	4.2
Range Rider	West.	WABC-Su-4:30-5:00	3.6
Cowboy G-Men	West.	WPIX-S-Su-5:30-6:00	2.0

PHILADELPHIA 3 STATIONS			
Foreign Intrigue	Adv.	WCAU-S-10:00-10:30	26.5
Dangerous Assignment	Adv.	WPTZ-T-10:30-11:00	17.1
Ramar of the Jungle	Adv.	WFIL-M-F-4:45-5:15	16.9
The Unexpected	Adv.	WCAU-Th-10:30-11:00	11.0
Abbott and Costello	Comedy	WCAU-S-9:00-9:30	18.0
March of Time	Docum.	WCAU-M-7:00-7:30	16.2
Favorite Story	Drama	WPTZ-S-7:00-7:30	13.0
Stranger Than Fiction	Miscel.	WPTZ-Su-6:30-6:45	11.2
Kieran's Kaleidoscope	Miscel.	WPTZ-Su-6:45-7:00	5.9
Boston Blackie	Mystery	WCAU-W-7:00-7:30	29.0
Craig Kennedy	Mystery	WCAU-Th-7:00-7:30	20.8
I'm the Law	Mystery	WPTZ-W-10:30-11:00	14.5
Telenews Daily	News	WCAU-M to F-7:30-7:45	11.9
Telenews Daily	News	WCAU-M to F-11:00-11:15	9.4
Telenews Daily	News	WFIL-M to F-7:15-7:30	4.9
Telenews Daily	News	WFIL-M to F-6:30-6:45	1.9
Movie Quick Quiz	Quiz	WFIL-M to Th-5:45-6:00	1.6
Hopalong Cassidy	West.	WPTZ-T-6:00-6:30	22.4
Gene Autry	West.	WCAU-Su-7:00-7:30	19.1
Range Rider	West.	WPTZ-S-6:00-6:30	18.0
Lilli Palmer	Women's	WPTZ-Su-3:30-3:45	2.1

(Continued on page 20)

Morley Says Outlets Don't View Fairly

By HENRY MORLEY
President
Dynamic Films, Inc.

I hope this producer will be pardoned if he registers a complaint. When we make a film show for television, we put a lot of care, expense and what we like to think is artistry into making it the best possible product for the purpose for which it is designed. This is no simple matter. We have to make sure that the sound level, the lighting contrast and innumerable other factors are such that they will give the best possible result when sent over a TV system. Like any art form, the motion picture draws heavily on subtlety and suggestion. A whisper must sound like a whisper, mood music must be at just the right level, whether loud or soft, to state forcefully its presence or softly suggest a mood.

When we've made our show, we send out audition prints to stations and agencies. We have often been shocked by the sloppy conditions under which many stations and some agencies

Kids Love Cartoon Film Shows But Few Stations Air Them

Toward the end of March, WTOP-TV, Washington, quietly brought a new kiddie show on the air that was made up largely of animated cartoon film. The show is called "Billy Johnson's Cartoon Club," and it was put in a morning slot across the board. As said, the show was put on without any fanfare, but the second day the mail began to pour in. Then came the Tele-Pulse rating, and it showed that after three weeks "Cartoon Club" was the most viewed multi-weekly local show in Washington.

The moral is simple: kids love animated cartoons and never seem to get tired of them. The Washington case is just one success story in cartoon programming. In Los Angeles, KTTV has a "Cartoon Time" 45 minutes daily that is the strongest show in its slot and outpulls the opposing "Howdy Doody" more than four times in spots, according to American Research Bureau's March report. In New York, the top show in the 5-5:30 p.m. daily period comes from the Newark, N. J., station, WATV, whose signal is comparatively weak in the Metropolitan area. The show is "Junior Frolics," the second oldest kiddie show in television, and it's based mainly on cartoons. It pulls almost 50 per cent share of audience on the average, again according to ARB's March report.

Yet, according to the best estimates, only 20 to 25 stations in the U. S. are carrying regular cartoon shows of this sort today. Animated cartoons can be a TV film buyer's nemesis. If a station wanted to use four a day on a strip show thruout the year, it would need about 1,000 subjects, if it were not going to re-run any of them during the year. But altogether there are only about 800 cartoons available to TV stations. And those 800 are not all easily obtainable. Their distributors have not in general been promoting them with any vehemence. Bob Paskow, film buyer for WATV, Newark, N. J., began gathering cartoon footage even before his station went on the air in May, 1948, the 23d station in the country. Paskow now has on hand something over 600 cartoon subjects, exclusive for the New York area. But Paskow is loath to release the sources of his library, undoubtedly the largest of its kind in the country.

Approximately 90 per cent of the cartoons in TV are silent. In other words, they are of the older vintage. The first animated cartoon known was entitled "An Artist's Dream," produced by John R. Bray in 1911. Coming right after that was Max Fleischer, who began his "Out of the Inkwell" series in about 1914.

In the 40-odd years that cartoons have been in production, of course, an enormous amount of film has been exposed, and this cartoon footage is today lying in the vaults of producers and some distributors. The likelihood that any more of this product will be made available to TV stations is very remote indeed. The producers, first of all, must maintain their relations with their theatrical exhibitors, who might well resent any such service to the competing TV. And secondly, the producers holding these cartoons might encounter more trouble and expense sorting them out of their vaults than the potential TV market is worth to them.

CBS-TV many months ago entered into negotiations with Paramount Pictures for the latter's stock of shorts, including such cartoon titles as "Popeye, the Sailor" and "Betty Boop." But the deal was never consummated because of failure to agree on price. It still remains in the realm of possibility, however.

Also, there was a quiet rumor around the trade only recently that 20th Century-Fox was considering releasing a number of Paul Terry's "Terry Toons" to TV, but this was never confirmed.

Despite the tightness of the situation, the station film buyer, if he has a mind to do it, can build a respectable cartoon library, to give that invaluable

spark to his local kiddie programming. After all, others have done it. It's not impossible.

Official Step
The greatest step forward in the TV cartoon situation recently was Official Films' acquisition to the TV rights to the "Felix, the Cat" series produced by the late Pat Sullivan. There are an estimated 200 segments in this series altogether. How many of these will ultimately find their way to TV is not definitely ascertainable at the moment. Felix the Cat Productions and Official Films are currently tracking down the whereabouts and condition of all these negatives.

Immediately upon concluding its "Felix" deal, Official pulled prints on 35 of the negatives. To this Official added the 50-odd

cartoons it has been selling with its library of short subjects. Official has been actively promoting this cartoon package since then with remarkable results.

In its first three weeks' sales effort it grossed \$15,000 in sales. In another three weeks it grossed over \$22,000 on the cartoons. Look to Official, then, for about 85 cartoons currently, with potentially 150 or so more to come.

Commonwealth
The biggest single bundle of cartoons for television at present is in the hands of Commonwealth Film and Television Company, New York. Commonwealth has an estimated 225 cartoons, many of them "Aesop's Fables" by Guthlon. But Commonwealth, for many months, has been in the process of re-

organization due to the death of one of the partners and apparently has not been promoting with any vigor. In fact, the president of the company even refused to talk to The Billboard in connection with this article.

Another large cartoon supplier is Unity Television Corporation, which has about 125. Most of these are "Aesop's Fables" again. In addition, Unity has about 20 of Van Buran's "Tom and Jerry's," and about 15 "Cubby Bear's."

The only other large supply is that of Bray Studios, headed by the daddy of the animated cartoon, John Bray. There are about 80 films in this collection, several of them Fleischer's "Out of the Inkwell" cartoons, and they are being sold thru Sterling Television.

In addition, Zach Baym Films, New York, attests to an animated cartoon series under the title "Cartoon Capers." This has been edited into a series of 13 12-minute programs for TV.

Substantial Start
This listing accounts for little

more than 500 cartoons, but even that would be a substantial start for any station. Even WATV repeats some of its cartoons two or three times in a year.

A cartoon-kiddie show is essentially one of the least expensive types of programming. A year's rental of one of these cartoons generally costs from \$15 to \$75, depending on the size of the market.

But the buyer must beware. The age of these pictures generally leads to two obvious problems. The first is print quality. The second is story and character material. In the early days, many of the artists had a penchant for exaggeration and stereotyping that would be considered offensive by many modern parents.

In the days when he was first assembling his station's cartoon library, Paskow of WATV would spend hours screening and editing his prints. Eventually he went to his suppliers

(Continued on page 20)

The STUDIO TELESCRIPTION Library

"...one of our most valuable sales assets..."

says DICK WATTS, Sales Manager, KR0D-TV, El Paso, Texas

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April 20, 1953

Air Mail

Mr. Monroe Mendelschohn
Director of Sales Promotion
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New York 22, New York

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Dick Watts, Sales Mgr.

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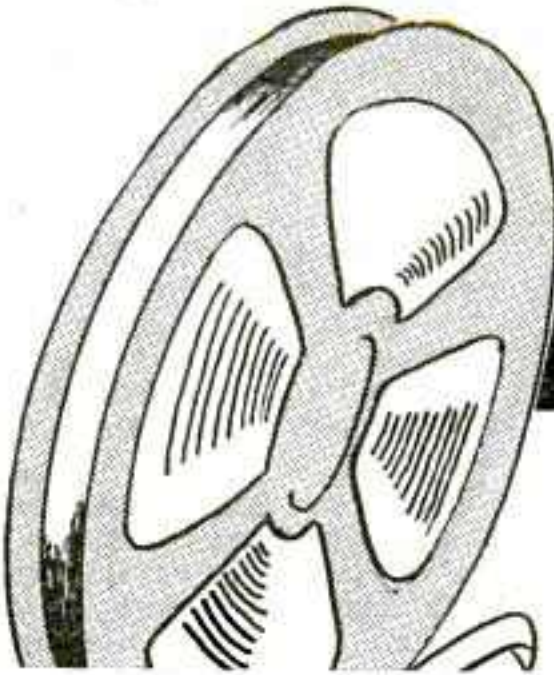
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San Francisco and Houston...

FEATURE FILM SHOWS

The following chart contains feature-film programs in San Francisco and Houston along with their American Research Bureau Ratings for April. The ARB April ratings were taken the week of March 27 thru April 2. Ratings shown here are averages of the quarter-hour ratings in the periods indicated. Multi-weekly daytime shows rated here have been figured on the averages of the quarter-hour ratings for the combined days the program was viewed.

SAN FRANCISCO

Multi-Weekly Shows—Daytime				
Title	Sta.—Time—Day	April ARB Rtg.	Sets in Use	
Morning Matinee	KRON—10:15-11:30 M	4.8	7.6	
	KRON—10:15-11:30 T	3.1	4.7	
	KRON—10:15-11:30 W	4.6	6.9	
	KRON—10:15-11:30 Th	4.7	6.1	
	KRON—10:15-11:30 F	3.4	8.0	
Del Courtney Matinee	KPIX—12:30-2:00 M	3.2	12.3	
	KPIX—12:30-2:00 T	3.7	13.2	
	KPIX—12:30-2:00 W	3.1	9.5	
	KPIX—12:30-2:00 Th	2.7	10.2	
	KPIX—2:00-3:45 F	2.5	11.6	
	KPIX—1:30-4:00 S	2.6	15.3	
Multi-Weekly Shows—Nighttime				
Owl Theater	KRON—10:30-12:00 M	7.0	12.9	
	KRON—10:45-11:45 T	5.0	13.4	
	KRON—10:45-12:00 W	5.3	9.6	
	KRON—10:30-12:00 Th	7.1	15.1	
	KRON—10:30-12:00 F	7.0	18.3	

Title	Sta.—Time—Day	April ARB Rtg.	Sets in Use
Late Show	KPIX—11:00-12:15 Su	4.0	8.2
	KPIX—11:15-12:45 M	2.8	6.6
	KPIX—11:30-12:30 T	1.4	4.8
	KPIX—11:15-12:30 W	2.8	7.5
	KPIX—11:00-12:00 Th	3.9	11.5
	KPIX—11:15-12:30 F	4.5	8.1
	KPIX—12:00-1:15 S	4.5	11.0
Weekly Shows—Daytime			
Great Western	KGO—1:15-3:15 S	7.9	15.1
Bar Seven Theater	KGO—12:15-1:15 S	6.4	9.2
Western Time	KPIX—11:30-12:30 S	1.5	5.2
Weekly Shows—Nighttime			
Golden State Movie	KRON—8:00-9:15 Su	36.9	54.5
Philco Movie Time	KGO—9:00-10:15 S	20.2	46.0
Crosley Show Time	KPIX—9:00-10:30 S	19.8	45.0
Saturday Night Movies	KRON—8:30-9:45 S	18.6	52.8
Home Theater	KRON—9:45-11:00 S	15.2	39.5
Top Four Theater	KGO—10:00-11:45 Su	7.5	17.5
Midnight Movies	KRON—12:00-1:30 S	6.5	10.3
Feature Film	KGO—3:15-4:15 S	4.9	14.5
Picture Playhouse	KGO—4:00-5:00 Su	2.1	26.9
Great Western	KGO—10:30-11:45 M	1.7	13.7
Movies With Malloy	KGO—11:00-12:45 Th	1.5	7.7
Footlight Theater	KGO—12:00-1:00 S	0.3	11.7

HOUSTON

Title	Sta.—Time—Day	April ARB Rtg.	Sets in Use
Multi-Weekly Shows—Daytime			
Channel 11 Matinee	KGUL—4:30-6:00 Su	11.4	25.3
	KGUL—3:30-5:00 M	2.4	6.1
	KGUL—3:30-5:00 T	4.4	13.9
	KGUL—3:30-5:00 W	5.2	18.2
	KGUL—3:30-5:00 Th	4.9	21.7
	KGUL—3:30-5:00 F	5.5	20.3
	KGUL—3:30-4:30 S	4.4	12.5
Matinee	KPRC—4:30-5:00 M	9.0	11.4
	KPRC—4:00-4:45 T	10.0	14.7
	KPRC—4:00-4:45 W	13.5	18.8
	KPRC—4:00-4:45 Th	13.5	18.8
	KPRC—4:00-4:45 F	15.1	21.1
Multi-Weekly Shows—Nighttime			
Feature Playhouse	KPRC—12:00-12:45 M	2.7	2.7
	KPRC—11:15-12:30 T	4.1	7.1
	KPRC—12:00-12:30 Th	3.3	3.3
	KPRC—11:45-12:15 F	11.6	11.6
Channel 11 Theater	KGUL—10:15-11:45 Su	4.7	11.1
	KGUL—10:45-12:00 M	5.2	12.4
	KGUL—11:30-12:30 T	2.0	6.2
	KGUL—10:15-11:30 W	3.0	13.4
	KGUL—11:00-12:00 Th	4.7	10.4
	KGUL—10:45-11:45 F	2.2	17.0
	KGUL—10:00-11:00 S	6.7	48.9
Weekly Shows—Daytime			
Six Gun Theater	KPRC—Noon-1:00 S	38.1	38.1
Weekly Shows—Nighttime			
Sou-Select Showtime	KPRC—12:00-1:00 S	7.9	7.9

Viewer Taste Trend In Types of Series

By GENE PLOTNIK

A check of trends in TV film tastes over the past year and a projection into the year ahead indicates that non-integrated dramatic series and hard-boiled adventure and mystery series will continue to hold their dominant positions in the market, that science fiction and comic strip titles will be making an increasing play for the kiddie audience and that Westerns may have reached their peak.

The trend to dramatic series in the syndication market was stronger than any other type in the past year. Two of the strongest new entries, as far as sales and ratings are concerned, were "Favorite Story" and "Douglas Fairbanks Presents." "Your All Star Theater" and "Crown Theater" are two more heavy new threats. The trend will probably continue unabated over the next year, as other such series, now nationally sponsored, come into the syndication fold.

Good Sellers

Adventure and mystery series that were up for syndication sales a year ago, when The Billboard published its first TV film supplement, sold consistently well throughout the year, with few exceptions. New titles that entered these categories during the year include "I'm the Law," "Ramar of the Jungle," "China Smith" and "City Detective." Every indication is that sponsor and public appetite for these types of programs will continue strong.

In the network field, the situation comedy format had its greatest year of growth. Among the situation comedy titles that came to network TV on film during the past 12 months were "The Adventures of Ozzie and Harriet," "The Life of Riley," "Our Miss Brooks," "My Hero," "Private Secretary" and "I Married Joan."

Syndication

In a survey of all facets of the trade completed by The Billboard in June, 1952, comedy ran second only to drama as the most needed type of TV film show. In the syndication field, however, the record does not bear out a strong trend in that direction. Only one major title established itself here in the past year. That was "Abbott and Costello," which did chalk up a sizable list of sales. Now "Amos 'n' Andy" has been put into syndication by CBS. But no inclination to follow suit is being evinced by other producers and

distributors. The high cost of comedy talent, rather than any problem of sponsor or audience preference, is undoubtedly the major stumbling block here. This, of course, could change when some of the above named situation comedies are released for re-runs.

In The Billboard's survey of a year ago, a high demand was also registered for documentary, public service and women's shows. But here again fact has not followed fancy. "The March of Time" series has been racking up numerous sales, and "Victory at Sea" made a big prestige hit on the network and is now in syndication. But otherwise, the documentary category has not shown any marked growth. And women's shows, whether they be cooking, sewing, fashions or house cleaning, did not show any particular strength either a year ago or now.

Those surveyed by The Billboard last June were quite cool toward sports shows on film. Yet those sports series then available have continued to sell fairly consistently, and in the past few months two new major series have entered this category. "TV's Baseball Hall of Fame" with Lew Fonseca, and "The Big Playback" with Bill Stern.

Space Trend

The major new trend over the next year apparently will be space travel. United Television programs, for example, will begin syndicating "Rocky Jones, Space Ranger." Another title, which has already chalked up a record as a network live show, "Tom Corbett, Space Cadet," is due back in the fall, and will probably go to film production. George Foley, producer of "Tales of Tomorrow," adult science fiction show, is known to be contemplating putting it on film. Other plans and interest in rocket travel are known to exist in the trade.

At the same time, there is increasing conversion to TV film series of established comic strip characters, some of them also of the science fiction type. "Superman" is currently running in over 50 markets for Kellogg, who just signed it to a two-year renewal. And new "Flash Gordon" and "Buck Rogers" TV film series are now going into production.

Comic Strips

Comic strip titles other than

science fiction types are also arousing increased interest. "Terry and the Pirates" went on in the past year in over 55 markets for Canada Dry. Production of "Kerry Drake" and "Rex Morgan, M.D." by Les Hafner may be forthcoming in the next year. A "Joe Palooka" series is known to be in the planning stage.

Conceivably, space and comic strip series may in the next year begin to replace the Westerns in popularity among the young ones.

Of course the Western titles that were on The Billboard's list a year ago, including "Cisco Kid," "Hopalong Cassidy" and "Gene Autry," have continued to sell and to pull in substantial ratings. About six months ago a new half-hour version of "Hoppy" was put on the market and received immediate buyer response.

Nevertheless, the number of cowboy characters is limited. In the past year, only one new Western series, "Cowboy G-Men," has come into the syndication market. There also have been discussions of a Tom Mix series. But after that, the Western category in TV may begin to run dry, unless producers succeed in creating new cowboy heroes that can capture the mopey imagination as have Hoppy, Autry, the Lone Ranger and the rest.

Dark Horse

One dark horse in taste trends in TV film is the costume adventure, which has always been a big item in motion pictures and book publishing where "best sellers" have always been best sellers. Of course, Westerns and space thrillers are a form of costume drama. But TV film has no counterpart for the Three Musketeers or Horatio Hornblower.

Producers consider that such period pieces get them into added costs for research, sets and costumes, and are extravagant for the purpose of this business. One producer, Arrow Productions, has registered interest in two period titles, "King Arthur and the Round Table" and "The Count of Monte Cristo," but is understood to be proceeding cautiously. The little available audience research on costume pieces included in non-integrated dramatic series has not been encouraging.

Costumes Coming

A few tradesters queried by The Billboard, however, have expressed the opinion that costume series must eventually come to TV film. TV is just another branch of show business, and among the possible period titles are some of the greatest stories of all time that have always drawn big audiences in other media, according to these spokesmen.

Syndication Business Shifts Into High

By JUNE BUNDY

The upswing in the TV film syndication business, which was just getting underway last June and moved into second gear around the end of 1952, has been riding in high on an unprecedented wave of sales prosperity since the beginning of this year. Veteran outfits, such as Ziv and United Television Programs, are literally doubling their annual gross figures today, while the newcomers—Consolidated TV Sales and Guild Films in particular—are selling at a continuously rising sales rate.

At the same time, comparatively inactive distribution firms of last June—MCA-TV, CBS-TV, NBC-TV—expanded their operations on an amazingly large scale both sales-wise and in the sphere of new properties.

Meanwhile, the theatrical distributors—Motion Pictures for Television, Unity, Sterling Television, etc.—are becoming increasingly aware of the big money potential in series specially produced for TV. Sterling has already plunged deeply into the field, while the other two, proceeding more cautiously, plan to augment their present theatrical catalogs with a few specially produced for TV film packages.

Sterling Picture

As evidence of this trend for theatrical distributors to swing over to the series field, Sterling President Saul Turell notes that less than 10 per cent of his business was brought in by series sales last June, whereas current sales of series account for about \$800,000 of Sterling's annual gross of more than \$1,000,000.

In addition to the big business boom in syndicated film, the past 12 months saw the re-run really come into its own as stations and sponsors discovered that many second-runs not only held their own rating-wise but often bettered their own record. For example, Consolidated was launched last August with a catalog of nine Jerry Fairbanks shows, all of which had been around for some time, some being in their third and fourth run at present. Consolidated's success is attested to by the fact that in the last five months alone, the firm exceeded the \$1,000,000 mark in gross sales, with April accounting for \$250,000 by itself.

"Starter Plan"

Consolidated owes a large measure of its recent sales suc-

cess to its "Station Starter Plan," whereby broadcasters are given unlimited exhibition and sales rights to the firm's nine-show catalog at a weekly fee equal to the station's starting Class A one-hour rate. In line with this, another major trend which evinced itself during the past few months was the move by major film distributors of series specially produced for TV to adopt library sales plan to aid new stations. Theatrical distributors, of course, have been selling library packages for some time.

One danger inherent in the library sales plan, however, is that many of the smaller stations are left virtually budgetless after they purchase one library, thereby eliminating that outlet as a prospect for other distributors. This situation has already cropped up in some markets, and the recent slowdown reported by some distributors may be traceable to the current boom in library sales plans.

Library Set-Up

Altho distributors are currently concentrating on station sales because of the influx of new broadcasters, the general trend during the past year has been for syndicators to spend more time on agency and sponsor sales, either on their own or in co-operation with local stations.

Ziv, of course, has always followed this kind of sales pattern, and the results are paying off bigger than ever today. Last year the firm piled up the best sales record in its six-year history—around \$13,000,000. And this year, Ziv has already chalked up enough film sales for the first six months to equal its entire annual gross in 1952. Cognizant of the fact that other distributors are becoming more aware of the value of direct-sales to advertisers, backed by extensive publicity and promotional programs, Ziv upped both its production and promotion budgets by a considerable amount this year.

Nets' Boom

The evolution of film syndication into big business was probably most dramatically illustrated by the way NBC and CBS latched on to it, and the forthcoming entry of ABC into the arena, backed by the know-how of United Paramount Theaters. NBC, in particular, went all out via the launching of its

(Continued on page 20)

Schwerin Pic Appeal Tests Up NBC Sales

NBC's move to take the guess work out of the TV film syndication business, via an exclusive test-screening arrangement with Schwerin Research, Inc., is working out to great advantage sales-wise, according to the web's Film Division sales chief Jack Cron. The operation, designed to test the market appeal of the web's syndicated film properties, now enables Cron's sales force to woo prospective sponsors with documented evidence of a series' appeal to particular age brackets and income groups.

For instance, Schwerin tests on "Douglas Fairbanks Presents," a half-hour dramatic series, revealed that the show has an exceptionally wide audience appeal, ranging from high to low in terms of income and educational groups — thus providing a big merchandising-plus for the series and an unusually extensive selection of sponsor prospects for stations and network sales staffers. A similar wide-audience-appeal report by Schwerin was chalked up for NBC's "Dangerous Assignment," as already evidenced by the fact that to date the long-time film series has been sold to 77 different types of sponsors out of an aggregate sales total of 103.

NBC Auditions

Consequently, in the main the web will endeavor to syndicate programs that incorporate similar wide-audience-appeal elements in their format. In line with this, NBC is utilizing the Schwerin service to audition new pilots and film network shows in an effort to pre-determine their sales potential as syndication properties. These tests—a minimum of three or four test-screenings for each pilot—are rigged to answer specific questions: suitability of film for children, range of audience appeal, audience reaction to characters and plot situations, etc. If a film property passes the initial acceptance test, then it is reworked in accordance with Schwerin's recommendations.

For example, NBC's latest syndication recruit, titled "The Doctor," in its network run has been re-tagged "The Visitor" on the basis of tests which showed that the new title has wider audience appeal. According to

Cron, titles play an important part in the successful merchandising of a film series. Schwerin's test service for NBC includes special check-ups to select the most effective opening and closing sequences for a show and to line up title cards with maximum sales appeal.

"Assignment" Tests

"Dangerous Assignment," one of NBC's most successful syndicated properties, is a thrice-tested product, Schwerin having tested it originally as a radio show several years ago. Many of these findings and recommendations have since been incorporated in the TV version. For instance, the tests showed a much higher audience reaction was achieved when the program opened with a teaser (Donlevy in crucial situation, followed by flash-back to explain why), and all the film episodes feature such teasers now in their openings.

Tests on "Dangerous Assignment" also showed that plots involving a strong element of personal danger for the hero (Brian Donlevy) were better than those where someone else in the cast was in danger. Also the series combines mystery and adventure, Schwerin's tests revealed that the show appealed more for its adventure elements than mystery, thereby cueing more emphasis on adventure in future scripts.

Incidentally, Schwerin finds that radio and TV mystery heroes are divided into two major classifications — the Private Eye type, featuring considerable humor and sex, which appeals to younger audiences and the official investigator type, generally underplaying humor and romance, which appeals to older audiences.

Episode Checks

In addition to surveying general audience reaction to a film series, Schwerin pre-tests individual episodes in a series for quality control. By spotting the relative weaknesses and strengths of each film in a series, Schwerin helps NBC line up the individual episodes in most effective sequence.

The individual episode-tests serve also as a taste-barometer for future production on programs. For instance, tests of "Douglas Fairbanks Presents"

revealed that viewers didn't mind if the host-star did not appear in the drama itself, providing the vehicle didn't include a part for him. However, they definitely missed his presence if the play featured a swashbuckling type of role usually associated with the actor. Story-wise viewers expressed a slight preference for stories with Americanized locales.

In line with the individual sequence tests, NBC plans to utilize them as guides for shaping up film properties for re-runs—handpicking most effective episodes, editing or eliminating poorer ones, etc. Schwerin did a similar job for Toni when the home permanent outfit decided to re-run "Racket Squad" and selected re-run episodes from the series on the basis of Schwerin findings as to the best-liked programs.

Exclusive Pact

Schwerin's pact with NBC is exclusive, in that its contract precludes its testing syndicated films for any other station or network. However, Schwerin is free to test non-syndicated films for broadcasters and may conduct any kind of film test for agencies, advertisers and independent production outfits. The firm's clients include RCA Victor, Miles Labs, Toni, General Mills and American Telephone and Telegraph.

Schwerin, of course, has been most active in the field of commercial research, the most recent contribution being the development of the Schwerin Test Commercial Service, whereby experimental TV commercials are produced and pre-tested for sponsors. The Schwerin method utilizes low-cost "rough" film spots for the tests to beat the heretofore prohibitive costs of testing a film commercial. Although standard prices for one-minute film spots range from \$2,000 to \$10,000, American Film Producers here worked out a production formula for Schwerin which shaved the cost to \$233.33 for the first six test spots for Prudential Life Insurance which were ordered by Calkins & Holden, Carlock, McClinton & Smith.

On Budgeting

The low budget was achieved by eliminating fades, dissolves and other opticals, and shooting on 16mm. stock. For production line efficiency, they shot only in units of six films for each idea.

Interestingly enough, among tests for General Mills was a study of two series of commercials which showed that — at least for the examples tested — there was no difference in the effectiveness of live as compared with film.

'RAMAR' FACTS SHOW YEAR'S PRODUCTION COST INCREASE

Production cost in TV Film, as in any industry, has risen during the past 12 months. In TV film, the degree of increase is considerably greater than in industry in general. The reason for this is twofold: Organized labor's collective bargaining contracts have replaced individual negotiation; meteoric expansion of a new industry has created shortages in manpower and facilities with demand exceeding supply resulting in general rise in the cost level.

Here is a general production cost breakdown of the same series, showing where and how costs have risen. The series is "Ramar of the Jungle," produced by Arrow Productions.

ITEM	1952	1953
Story:	\$400	\$700 with possible \$1,750 including replay payment
Cast (exclusive of star, Jon Hall)	\$1,700	\$2,500 with possible \$3,300 including replay payment
Director	\$350	\$550, possible \$625 for replay (1953 requirement: 2 assistant directors, severance pay \$500)
Script clerk:	\$138	\$168 plus vacation pay
Camera crew:	\$1,600	\$1,600 (unchanged)
Set construction:	Unchanged	Unchanged
Prop rentals:	\$200	\$275 (average)
Lighting:	Unchanged	Unchanged
Wardrobe:	Unchanged	Unchanged
Livestock handlers:	\$35 per day	\$45 per day
Make-up and hair dressing:	Unchanged	Unchanged
Film and Lab:	\$1,300	\$1,450
Studio rental:	\$300 per day	\$550 per day

(Over-all 5 cents per hour paid to health and welfare fund of all technicians involved during 1953)

Exclusive of repayment for residual use of films, costs have risen approximately 30 per cent. Including replay payments, the cost increase has almost doubled.

Kids Find Learning From Film Is Fun

By RAY FOREST

Producer-Emcee of "Children's Theater," WNBT, New York City

Learning is fun for children, and it's a proven fact that man's ability to assimilate and retain knowledge is at its peak during childhood and early adolescence. Consequently many adults with appetites dulled by age, and over-familiarity with life in general, consider educational films dull, whereas to children the same films are new and exciting entertainment fare. It's a simple case of overestimating a child's fund of knowledge and underestimating his desire to learn about new things and people.

One of the chief faults educators find with commercial TV today is that the average children's film program suffers from an over-dose of tasteless cartoons and slapstick comedy. When I first started my "Children's Theater" show over WNBT (Saturday, 9-9:30 a.m.), New York, this pie-in-the-face humor was the only type of film deemed suitable for small fry. Many of the old film shorts, dating back to Hollywood's pre-censorship days, were liberally sprinkled with sex and sadism, and hardly suitable for youngsters without severe cutting.

In my opinion, children's film programing defies classification as such, and I decided to program my show this way, utilizing material from ever acceptable source — travel, documentary, government, psychological, animal lore, chamber of commerce, industrial, nature study, history, geography, agriculture, safety rules, newsreels, aircraft, machinery, sports, art, music, table manners, general etiquette, in short, any and everything — grouped under the over-all title "educational."

Naturally this called for extensive screenings, and to this day I spend a major portion of my time screening and editing hundreds of new films, out of which I select from seven to nine for my show each week. In line with this I want to stress the fact that screenings, timing, and discriminating editing (of anything objectionable or too sophisticated for children) are "musts" for any kind of children's TV film programing. I don't have any set rule for selecting these films; but I do try to choose those that give children a feeling of active participation, pictures of people actually doing things. I also use my young son as a barometer and "preview" films for him at home.

One of our most popular films was on detailing the everyday life of an Oriental family on a river boat. Many of them live and die on their boats without ever stepping foot on land. I've

also received good responses to a series of films about States (with each show spotlighting a different area of America) and, surprisingly enough, one on manners. Several school teachers use my show as class assignments, and I've received mass letter barrages with each pupil writing to tell me which film they liked best and why.

In an effort to keep a continual flow of good film material on tap I also turned to 16mm. film production myself, an outgrowth of a home-movie hobby. To date I've filmed movies about the Statue of Liberty, the Bronx Zoo, Empire State building, a helicopter flight over New York City, a tour of the Cunard liner, Queen Mary, Navy torpedo bomber, P.T. boat and submarine. Incidentally, I make it a point to steer clear of beautiful sunsets and rolling breakers, preferring to concentrate on things the children wouldn't be likely to experience themselves — action shots from the control room of a submarine actually submerging, etc.

All of my films are shot in newsreel techniques with a Bell & Howell 70 DE and a Bolex using a TV emulsion film, a half-inch, one-inch and a 2.8-inch telephoto lens on the turret. All exposures are made by meter readings, and I shoot my stories "tight," putting in film only the scenes which will explain the subject visually or which, with narration, illustrate an interesting point or fact. I always take along two cameras so I can include myself in some shots, thus giving my young viewers a closer feeling of identification with the movies.

These films are silent, and I usually just ad lib a simple, informal description of what's going on when I screen the films on my show. I'm rather an unorthodox children's emcee, in that I don't pick and choose my words. When I describe a scene, I use the words that seem most natural. If it's a big word I drop a casual explanation of its meaning. I'd rather do that than talk down to them.

"Children's Theater" appeals to a wide age group—3 to 14—so I program each week's show on a ladder system — opening with films for the youngest (they get up earliest) and working up thru the more advanced movies. However, parents tell me that it's surprising how often the little ones keep watching thru the older segment.

In addition to my local WNBT show, Sterling Television Company, Inc., this month will launch distribution of a Ray Forrest TV film series for children patterned after the format of my current program.

Unquestionably

—the TV Film Industry's Most Complete Weekly Source of Up-to-the-Minute News Rating Studies Marketing Directories and Valuable Lists



Order Your Billboard Subscription Now and SAVE \$3.00

- The Billboard 2160 Patterson St. Cincinnati 22, Ohio
- Please enter my Billboard subscription for one full year (52 issues). \$10 payment enclosed (a saving of \$3 over single copy rates). Foreign rate, \$20.
- Name
- Occupation
- Address
- City Zone State

National Spot-Booked Shows on the Wane

Nationally spot-booked video film shows have decreased between June of this year and the same month last year, according to a tabulation by The Billboard. There are now nine such shows in 20 or more markets sponsored by one advertiser.

They and their sponsors are "Death Valley Days," Pacific Coast Borax; "Your Jeweler's Showcase," Hamilton Watch; "Cowboy G-Men," Taystee Bread; "Wild Bill Hickok" and "Superman," Kellogg; "Terry and the Pirates," Canada Dry; "Douglas Fairbanks Presents," Phillips Petroleum; "Kit Carson," Coca-Cola, and "The Big Playback," Ethyl. A new client to use the spot network technique is M.&M. Candies, which will program the filmed "Johnny Jupiter" in this manner next fall.

But a number of such nationally booked film programs either have been canceled or will be shortly. They and their bankrollers are "Counterpoint," Packard; "Headlines on Parade," Budweiser; "Sports Parade,"

Bristol-Myers; "March of Time," Miller beer, and Charles Laugh-ton, Duffy-Mott. International Silver bowed out of sponsorship of "Your Jeweler's Showcase," tho Hamilton Watch continues. Some of these programs were bought for short-term sponsorship, but a few did not achieve the results their clients desired.

Multiple Markets

Also sponsored in multiple markets on a local basis are Cheseborough's "Greatest Fights of the Century," Lambert and Hotpoint's "Ozzie and Harriet," Colgate's "Mr. and Mrs. North" and Du Pont's "Cavalcade of America." These programs, however, are essentially network, but because of lack of station clearances, the sponsors have booked time on local outlets. Another TV filmer, "Sky King," sponsored by Derby Foods, was spot booked, but is now on the ABC-TV network.

There is a probability that more TV film shows will be bought for national spot booking by advertisers this summer now that time on the CBS-TV and NBC-TV networks has become difficult to acquire.

SCOREBOARD OF SHOWS OFFERED ON TV WEBS

The following chart is a compilation of the various TV film shows offered by sponsors on the video networks. The chart compares June of 1953 with June of 1952, and shows the growth of TV film usage over the year. The accompanying story analyzes the figures in the chart.

	1951-'52	1952-'53
Monday:	I Love Lucy (CBS-TV)	I Love Lucy Burns and Allen (CBS-TV)
Tuesday:	Fireside Theater (NBC-TV) Beulah (ABC-TV) Stu Erwin Show (ABC-TV)	Fireside Theater Beulah
Wednesday:		Joan Davis Cavalcade of America Man Against Crime
Thursday:	Groucho Marx (NBC-TV) Dragnet (NBC-TV) Foreign Intrigue (NBC-TV) Racket Squad (NBC-TV) Amos 'n' Andy (CBS-TV) Burns and Allen (CBS-TV) Lone Ranger (ABC-TV)	Groucho Marx Ford Theater (NBC-TV) Racket Squad Four Star Playhouse (CBS-TV) Dragnet Foreign Intrigue Lone Ranger Big Town (CBS-TV)
Friday:	Greatest Fights (NBC-TV)	Ozzie and Harriet (ABC-TV) Greatest Fights Stu Erwin Show (ABC-TV) Life of Riley (NBC-TV) Playhouse of Stars (CBS-TV) Mr. and Mrs. North
Saturday:		Stu Erwin Show My Hero (NBC-TV) Beulah (ABC-TV)
Sunday:	Red Skelton (NBC-TV) Gene Autry (CBS-TV) Billy Graham (ABC-TV) Roy Rogers (NBC-TV)	Gene Autry Red Skelton Private Secretary (CBS-TV) The Doctor (NBC-TV) Billy Graham Roy Rogers

Nets Hit Film Peak This Year

By LEON MORSE

Network film programing reached its high-water mark during the season of 1952-'53, according to a tabulation by The Billboard. During June of this year 28 such shows were being telecast, in comparison with the 16 which were being presented a year ago during the same month.

The network film outlook for the coming season, however, so far is not as good. Already canceled are "My Little Margie," "My Hero," "Racket Squad," Red Skelton and "The Doctor," the first two by Philip Morris, the third by Toni and the fourth and fifth by Procter & Gamble. Also dumped during the season were "Biff Baker," "Amos 'n' Andy" and "Gangbusters," by Lucky Strike, Blatz Beer and Chesterfield respectively.

Most of the slack, nevertheless, will be taken up by new additions, including "Pride of the Family," which Armour and Bristol-Myers will co-sponsor; a Pepsi-Cola series to feature Faye Emerson and a regularly sponsored "Four Star Playhouse," with Singer paying the bills each week instead of on alternate weeks. In addition, a probable conversion from live to film is in view for Lever Bros.' "Lux Video Theater." There is also a good possibility that Revlon will buy a film program for its Saturday evening 10:30-11 slot on CBS-TV. And ABC-TV's ambitious coupling of names with film properties is likely to mean the sale of several other film programs before the season gets started next fall. Consequently, the probability is that film will continue to make gains against live programing next season, even if they are not as outstanding.

Pace-Setters

The two film programs that have set the pace for the industry have been "I Love Lucy," for its rating leadership over all video programs, and "Fireside Theater," for its ability to wear after four years of service. NBC-TV is the network that programs the most film, totaling eight shows during 1951-'52 and 13 during the past season. CBS-TV has had the biggest increase in film—from four to 10 programs over the year. And ABC-TV continues to run third, increasing its quota by just one, from four to five, during that period.

Thursday is the big network film evening, with eight shows on view. Friday, however, has given it keen competition during 1952-'53, when six programs were available. A year ago, however, only one was presented. The Friday upbeat in film is likely to continue because ABC-TV is concentrating its film sales push on that evening.

Varied Pattern

There have been no significant sponsorship trends in film. Advertisers have been partial to film whenever they could get good deals, as, for example, Philip Morris' sponsorship of "My Little Margie," which was brought in for less than its total production cost, because the producer expects to make his money back on residuals. Many producers, however, now that they are established, are balking at such arrangements. As a result, while Philip Morris is retaining "Lucy," it will probably replace "Margie" with "Corridor D," a live show, on which CBS-TV is absorbing some of the cost.

There have also been reported examples of sponsors, such as Procter & Gamble, asking talent, such as Red Skelton, to switch from film to live. Skelton would not comply until it was too late. But the trend to film, even if slower, continues because it gives some values not available in live presentation and because the quality of film continues to improve.

SEASON'S BEST SALESMAN!

☆ Add football to your sales force this fall... and watch your sales soar. The big games can easily be your best salesman. THE ALL AMERICAN GAME OF THE WEEK is definitely the big game every week... for thirteen weeks.

☆ Produced by Sportsvision, Inc., it is the only film series that can give you full coverage of the 1953 football games between such collegiate standouts as: Michigan, Oklahoma, S.M.U., Army, Notre Dame, California, Pitt and the other giants of the gridiron.

☆ Each game in THE ALL AMERICAN GAME OF THE WEEK series is filmed from starting kickoff to the last thundering rush for the goal line. Every exciting play is shown in closeup detail... with all of the lulls snipped out to give your

viewers 30 minutes of smack-dash action. Then the completed film—with top flight narration, pre-game color, half-time ceremony and slow motion recaps of the decisive plays—is rushed to you within a matter of hours.

☆ THE ALL AMERICAN GAME OF THE WEEK is yours exclusively in your market. Only Sportsvision can film the games of the nation's major collegiate conferences.

☆ Act fast... football is just weeks away. Write or wire your nearest Consolidated Television Sales Office: Sunset at Van Ness, Hollywood 28; 25 Vanderbilt Ave., New York 17; 520 N. Michigan Ave., Chicago 11; 890 West Peachtree St., N. W., Atlanta 3; P. O. Box 6125, Houston 6.



CONSOLIDATED TELEVISION SALES

Where Syndicated Series Are Showing

(Bold face type indicates recent sales.)

The following chart lists the cities in which each of the syndicated TV film programs was sold as of the last week in May. New sales made in the past 30 days are shown in boldface type. Program titles are grouped according to category beginning with Adventure. The American Research Bureau's rating on many of these shows appear elsewhere in this section.

Adventure

Series Name	Length in Minutes	No. Releases Available
Armchair Adventure15.....104		
Dist.: Sterling Television Company		
SOLD TO: Boston; Cleveland; Houston; Indianapolis; Jackson, Miss.; Kansas City, Mo.; Lincoln, Neb.; Miami; New Britain, Conn.; New York; Pueblo, Colo.; St. Louis; San Francisco; Schenectady, N. Y.; South Bend, Ind.		
Big Game Hunt30.....26		
Dist.: Explorers Picture Corporation		
SOLD TO: Bangor, Me.; Boston; Detroit; Los Angeles; Seattle; San Diego, Calif.		
China Smith26.....26		
Dist.: PSI-TV, Inc.		
SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Atlanta; Baltimore; Baton Rouge, La.; Birmingham; Bloomington, Ind.; Chicago; Cleveland; Columbus, O.; Dallas; Davenport, Ia.; Denver; Detroit; El Paso, Tex.; Houston; Indianapolis; Lincoln, Neb.; Los Angeles; Lubbock, Tex.; Minneapolis; Nashville; New Orleans; New York; Omaha; Oklahoma City; Phoenix, Ariz.; Pittsburgh; St. Louis; Salt Lake City; San Antonio; San Diego, Calif.; San Francisco; Seattle; Tucson, Ariz.; Washington.		
Dangerous Assignment30.....29		
Dist.: NBC Film Division		
SOLD TO: Altoona, Pa.; Amarillo, Tex.; Ashland, Ky.; Austin, Tex.; Beaumont, Tex.; Birmingham; Boise, Idaho; Charleston, S. C.; Charlotte, N. C.; Chicago; Cincinnati; Cleveland; Colorado Springs, Colo.; Columbia, S. C.; Dallas-Fort Worth; Dayton, O.; Decatur, Ill.; Denver; El Paso, Tex.; Erie, Pa.; Fargo, N. D.; Fresno, Calif.; Galveston, Tex.; Green Bay, Wis.; Honolulu; Houston; Huntington, W. Va.; Jackson, Miss.; Jacksonville, Fla.; Lawton, Okla.; Lincoln, Neb.; Los Angeles; Louisville; Lubbock, Tex.; Miami; Minneapolis-St. Paul; Monroe, La.; Montgomery, Ala.; New Orleans; Norfolk; Omaha; Oshkosh, Wis.; Peoria, Ill.; Philadelphia; Portland, Ore.; Pueblo, Colo.; Raleigh, N. C.; Reading, Pa.; Rockford, Ill.; St. Petersburg, Fla.; Salinas, Calif.; Salt Lake City; San Antonio; San Diego, Calif.; San Francisco; Scranton, Pa.; Sioux Falls, S. D.; South Bend, Ind.; Springfield, Mo.; Tucson, Ariz.; Tulsa, Okla.; Tyler, Tex.; Wheeling, W. Va.; York, Pa.; Youngstown, O.		
Dick Tracy30.....39		
Dist.: Snader Telepictures		
SOLD TO: Amarillo, Tex.; Baltimore; Belleville, Ill.; Birmingham; Boston; Chattanooga, Tenn.; Columbus, O.; Dallas-Fort Worth; Detroit; Greensboro, N. C.; Houston; Lincoln, Neb.; Lubbock, Tex.; Mobile, Ala.; New York; Philadelphia; Salt Lake City; Sioux Falls, S. D.; Tucson, Ariz.; Washington.		
Foreign Intrigue30.....39		
Dist.: J. Walter Thompson Company		
SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Atlantic City; Bangor, Me.; Binghamton, N. Y.; Boston; Charleston, S. C.; Chicago; Cincinnati; Cleveland; Columbus, O.; Dallas-Fort Worth; Denver; Detroit; El Paso, Tex.; Grand Rapids, Mich.; Houston; Johnstown, Pa.; Kansas City; Lancaster, Pa.; Lima, O.; Lincoln, Neb.; Los Angeles; Miami; Minneapolis-St. Paul; Mobile, Ala.; Montreal; New Haven, Conn.; New Orleans; New York; Norfolk; Philadelphia; Pittsburgh; Providence; St. Louis; Salt Lake City; San Francisco; Schenectady, N. Y.; South Bend, Ind.; Springfield, Mass.; Syracuse; Toledo; Toronto; Washington; Wilkes-Barre, Pa.; Zanesville, O.		
Going Places9.....26		
Dist.: Consolidated Television Sales		
SOLD TO: Amarillo, Tex.; Bakersfield, Calif.; Beaumont, Tex.; Bellingham, Wash.; Boise, Idaho; Chambersburg, Pa.; Colorado Springs, Colo.; Decatur, Ill.; Duluth, Minn.; Elmira, N. Y.; Fort Lauderdale, Fla.; Fort Smith, Ark.; Gadsden, Ala.; Harrisburg, Pa.; La Fayette, Ind.; Little Rock, Ark.; Lincoln, Neb.; Louisville; Madison, Wis.; Mobile, Ala.; Monroe, La.; Oshkosh, Wis.; Peoria, Ill.; Pittsburgh; Rockford, Ill.; St. Petersburg, Fla.; Scranton, Pa.; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Springfield-Holyoke, Mass.; Springfield, Mo.; Tacoma, Wash.; Tucson, Ariz.; Wichita Falls, Tex.		
Ramar of the Jungle30.....26		
Dist.: Arrow Productions, Inc.		
SOLD TO: Amarillo, Tex.; Beaumont, Tex.; Bellingham, Wash.; Boston; Chicago; Columbus, O.; Dallas-Fort Worth; Detroit; El Paso, Tex.; Gadsden, Ala.; Houston; Indianapolis; Lincoln, Neb.; Los Angeles; Louisville; Lubbock, Tex.; New Haven, Conn.; New York; Ottawa, Philadelphia; Phoenix-Mesa, Ariz.; Portland, Ore.; Salem, Ore.; San Diego, Calif.; San Francisco; Seattle; Spokane; Tacoma, Wash.; Toronto; Tucson, Ariz.; Tyler, Tex.; Washington; Yakima, Wash.; Yuma, Ariz.		

WARNING

Check distributor for available markets. Many markets listed here may be available shortly. Query distributor promptly on any films in which you are interested.

Series Name	Length in Minutes	No. Releases Available
The Unexpected30.....52		
Dist.: Ziv Television Productions		
SOLD TO: Atlanta; Baltimore; Boston; Houston; Los Angeles; Philadelphia. (ARB Cities Only Listed)		

Children's

Bobo the Hobo and His Traveling Troupe15.....13		
Dist.: Mahlon Mohr Assoc.		
SOLD TO: Binghamton, N. Y.; Johnstown, Pa.; Norfolk; Richmond, Va.; Syracuse.		
Crusader Rabbit5.....195		
Dist.: Consolidated Television Service		
SOLD TO: Amarillo, Tex.; Atlanta; Bakersfield, Calif.; Beaumont, Tex.; Bellingham, Wash.; Boise, Idaho; Chambersburg, Pa.; Colorado Springs, Colo.; Columbus, O.; Decatur, Ill.; Duluth, Minn.; Elmira, N. Y.; Fort Lauderdale, Fla.; Fort Smith, Ark.; Gadsden, Ala.; Harrisburg, Pa.; Holyoke, Mass.; Houston; Indianapolis; Jackson, Miss.; La Fayette, Ind.; Lincoln, Neb.; Los Angeles; Louisville; Lubbock, Tex.; Madison, Wis.; Mobile, Ala.; Monroe, La.; Nashville; Oshkosh, Wis.; Peoria, Ill.; Pittsburgh; Rochester, Minn.; Rockford, Ill.; St. Petersburg, Fla.; San Angelo, Tex.; San Diego, Calif.; San Francisco; Scranton, Pa.; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Springfield, Mo.; Tacoma, Wash.; Tucson, Ariz.; Tulare, Calif.; Tyler, Tex.; Wichita Falls, Tex.		
Jim & Judy in Teledad5.....45		
Dist.: Television Screen Productions		
SOLD TO: Greensboro, N. C.		
Junior Crossroads15.....104		
Dist.: Sterling Television Company		
SOLD TO: Ames, Ia.; Birmingham; Chicago; Cleveland; Los Angeles; Milwaukee; Mobile, Ala.; New Orleans; York, Pa.		
King Calico15.....65		
Dist.: Kling Studios		
SOLD TO: Chicago; Detroit; Oklahoma City; Springfield, Mo.		
Sleepy Joe30.....13		
Dist.: United Television Programs		
SOLD TO: Amarillo, Tex.; Chattanooga, Tenn.; Lincoln, Neb.; Roanoke, Va.; Sioux Falls, S. D.; Tucson, Ariz.		
Time for Beany15.....Weekly		
Dist.: Paramount TV Productions, Inc.		
SOLD TO: Baton Rouge, La.; Birmingham; Boston; Buffalo; Chicago; Cleveland; Detroit; El Paso, Tex.; Lawton, Okla.; Lincoln, Neb.; Los Angeles; Lubbock, Tex.; New York; Oklahoma City; Phoenix, Ariz.; Portland, Ore.; St. Louis; San Diego, Calif.; San Francisco; Sioux Falls, S. D.; Spokane; Springfield, Mo.		
Willie Wonderful15.....65		
Dist.: Official Films, Inc.		
SOLD TO: Atlanta; Charlotte, N. C.; Cincinnati; Toledo.		

Comedy

Abbott & Costello Show30.....26		
Dist.: MCA-TV		
SOLD TO: Amarillo, Tex.; Austin, Tex.; Baltimore; Binghamton, N. Y.; Buffalo; Chicago; Cincinnati; Cleveland; Colorado Springs, Colo.; Columbus, O.; Dallas-Fort Worth; Dayton, O.; Denver; Detroit; El Paso, Tex.; Galveston, Tex.; Houston; Honolulu; Indianapolis; Johnstown, Pa.; Kalamazoo, Mich.; Lansing, Mich.; Lawton, Okla.; Lincoln, Neb.; Los Angeles; Lubbock, Tex.; Memphis, Tenn.; Minneapolis-St. Paul; New Orleans; New York; Peoria, Ill.; Philadelphia; Phoenix, Ariz.; Portland, Ore.; Rochester, Minn.; Salt Lake City; San Diego, Calif.; San Francisco; Schenectady, N. Y.; Seattle; Spokane; Springfield, Mass.; Syracuse; Toledo; Tucson, Ariz.; Utica, N. Y.; Washington.		
Art Linkletter and the Kids15.....39		
Dist.: CBS Television Film Sales		
SOLD TO: Fresno, Calif.; Phoenix, Ariz.; San Luis Obispo, Calif.; San Francisco.		
The Chimps15.....13		
Dist.: United Television Programs		
SOLD TO: Amarillo, Tex.; Chattanooga, Tenn.; New York; Peoria, Ill.; Providence; Roanoke, Va.		
Hank McCune Show30.....26		
Dist.: Video Pictures, Inc.		

Series Name	Length in Minutes	No. Releases Available
SOLD TO: Belleville, Ill.; Birmingham; Detroit; Lincoln, Neb.		
Hank McCune Show30.....13		
Dist.: Atlas Television Corporation		
SOLD TO: Atlantic City; Columbia, S. C.; Roanoke, Va.; San Antonio.		
Jackson & Jill26.....13		
Dist.: Consolidated Television Sales		
SOLD TO: Amarillo, Tex.; Bakersfield, Calif.; Beaumont, Tex.; Bellingham, Wash.; Boise, Idaho; Chambersburg, Pa.; Chicago; Colorado Springs, Colo.; Decatur, Ill.; Duluth, Minn.; Elmira, N. Y.; Fort Lauderdale, Fla.; Fort Smith, Ark.; Gadsden, Ala.; Harrisburg, Pa.; La Fayette, Ind.; Lincoln, Neb.; Louisville; Madison, Wis.; Mobile, Ala.; Monroe, La.; Oshkosh, Wis.; Peoria, Ill.; Rochester, Minn.; Rockford, Ill.; St. Petersburg, Fla.; San Angelo, Tex.; Scranton, Pa.; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Holyoke, Mass.; Springfield, Mo.; Tacoma, Wash.; Tucson, Ariz.; Tulare, Calif.; Tyler, Tex.; Wichita, Kan.		
The Paul Killiam Show15.....26		
Dist.: Sterling Television Company		
SOLD TO: Kansas City, Mo.		
The Life of Riley26.....26		
Dist.: NBC Film Division		
SOLD TO: Oklahoma City; Tulsa; Sioux Falls; Chicago; Omaha; Lawton, Okla.; Oshkosh, Wis.; Peoria; Holywood; Salt Lake City; San Francisco; Seattle; Portland, Ore.; Spokane; Denver; Lincoln, Neb.		
The Ruggles30.....52		
Dist.: Station Distributors		
SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Atlanta; Boston; Chicago; Colorado Springs, Colo.; Denver; Fargo, N. D.; Fresno, Calif.; Houston; Huntington, W. Va.; Indianapolis; Kalamazoo, Mich.; La Fayette, Ind.; Los Angeles; Louisville; Lubbock, Tex.; Omaha; Oshkosh, Wis.; Raleigh, N. C.; Roswell, N. M.; San Francisco; Sioux City, Ia.; Wichita Falls, Tex.		
Tele-Comics15.....156		
Dist.: Sterling Television Company		
SOLD TO: Birmingham; Bloomington, Ind.; Jackson, Miss.; Lansing, Mich.; New York; South Bend, Ind.; Tucson, Ariz.		

Commentary

Hollywood Newsreel15.....9		
Dist.: Screen Gems, Inc.		
SOLD TO: Cleveland; Detroit; Toledo; Washington.		
Hollywood Reel15.....52		
Dist.: Paramount TV Productions, Inc.		
SOLD TO: Portland, Ore.; San Antonio; Springfield-Holyoke, Mass.		

Documentary

Clete Roberts15.....260		
Dist.: United Artists Television		
SOLD TO: Belleville, Ill.; Chicago; Grand Rapids, Mich.; Kansas City; Lawton, Okla.; Los Angeles; Peoria, Ill.; San Francisco.		
Crusade in Europe20.....26		
Dist.: 20th Century-Fox		
SOLD TO: Amarillo, Tex.; Austin, Tex.; Beaumont, Tex.; Cleveland; Colorado Springs, Colo.; Denver; El Paso, Tex.; Gadsden, Ala.; Lincoln, Neb.; Lubbock, Tex.; Philadelphia; Portland, Ore.; San Francisco; Tucson, Ariz.; Tyler, Tex.		
Crusade in the Pacific30.....26		
Dist.: The March of Time, Inc.		
SOLD TO: Amarillo, Tex.; Beaumont, Tex.; Cleveland; Colorado Springs, Colo.; Denver; El Paso, Tex.; Gadsden, Ala.; Jackson, Miss.; Lincoln, Neb.; Los Angeles; Peoria, Ill.; Portland, Ore.; Pueblo, Colo.; St. Petersburg, Fla.; Springfield, Mo.; Tyler, Tex.; York, Pa.		
King's Crossroads30.....104		
Dist.: Sterling Television Company		
SOLD TO: Cleveland; Lincoln, Neb.; Lubbock, Tex.; Mobile, Ala.; New Britain, Conn.; Pueblo, Colo.; San Francisco; Sioux Falls, S. D.		
March of Time30.....Weekly		
Dist.: The March of Time, Inc.		
SOLD TO: Amarillo, Tex.; Baton Rouge, La.; Beaumont, Tex.; Boston; Brownsville, Tex.; Buffalo; Chicago; Cleveland; Colorado Springs, Colo.; Columbia, S. C.; Dallas-Fort Worth; Denver; El Paso, Tex.; Gadsden, Ala.; Holyoke, Mass.; Honolulu; Houston; Jackson, Miss.; Los Angeles; Lubbock, Tex.; Milwaukee; Minneapolis-St. Paul; Montgomery, Ala.; Nashville; New York; Pueblo, Colo.; St. Petersburg, Fla.; St. Louis; Springfield, Mo.; Tucson, Ariz.; Tyler, Tex.; Washington; Wichita Falls, Tex.		
Victory at Sea30.....26		
Dist.: NBC Film Division		
SOLD TO: Amarillo, Tex.; Baltimore; Boise, Idaho; Chicago; Dallas-Fort Worth; El Paso, Tex.; Fresno, Calif.; Jacksonville, Fla.; Lincoln, Neb.; Los Angeles; Mesa, Ariz.; New York; Philadelphia; Salinas, Calif.; Scranton; Wilkes-Barre, Pa.; Spokane; Tucson, Ariz.; Tyler, Tex.; Washington; Yakima, Wash.		
World We Live In30.....154		
Dist.: Sterling Television Company		
SOLD TO: New Haven, Conn.; Providence; Springfield, Mass.		

Drama

All Star Theater30.....39		
Dist.: Screen Gems, Inc.		
SOLD TO: Colorado Springs, Colo.; El Paso, Tex.; Hartford, Conn.; Lubbock, Tex.; Phoenix, Ariz.; Tucson, Ariz.		
American Wit and Humor30.....8		
Dist.: The March of Time, Inc.		

Series Name	Length in Minutes	No. Releases Available
SOLD TO: Amarillo, Tex.; Beaumont, Tex.; Colorado Springs, Colo.; Gadsden, Ala.; Galveston, Tex.; Honolulu; Pueblo, Colo.; San Antonio; Tyler, Tex.		
Counterpoint30.....26		
Dist.: United Television Programs		
SOLD TO: Amarillo, Tex.; Belleville, Ill.; Chattanooga, Tenn.; Columbia, Mo.; Davenport, Ia.; Denver; Detroit; El Paso, Tex.; Lincoln, Neb.; Los Angeles; Lubbock, Tex.; Mobile, Ala.; Phoenix, Ariz.; Pittsburgh; Pueblo, Colo.; Rochester, N. Y.; Salt Lake City; San Diego, Calif.; Sioux Falls, S. D.; Tucson, Ariz.		
Crown Theater30.....52		
Dist.: CBS Television Film Sales		
Bloomington, Ind.; Columbus, O.; Dayton, O.; Fresno, Calif.; Grand Rapids, Mich.; Indianapolis; Kalamazoo, Mich.; Los Angeles; Louisville; Lubbock, Tex.; Mesa, Ariz.; Pittsburgh; Rochester, Minn.; San Francisco; San Luis Obispo, Calif.; So. Bend, Ind.; Toledo.		
Douglas Fairbanks Jr. Presents30.....39		
Dist.: NBC TV Film Division		
SOLD TO: Albuquerque, N. M.; Ames, Ia.; Ashland, Ky.; Atlantic City; Austin, Tex.; Baltimore; Bangor, Me.; Beaumont, Tex.; Binghamton, N. Y.; Bloomington, Ind.; Boston; Chicago; Colorado Springs, Colo.; Dallas-Fort Worth; Davenport, Ia.; Denver; Detroit; El Paso, Tex.; Fargo, N. D.; Fresno, Calif.; Gadsden, Ala.; Grand Rapids, Mich.; Hollywood; Honolulu; Houston; Huntington, W. Va.; Indianapolis; Johnstown, Pa.; Kalamazoo, Mich.; Kansas City; Lansing, Mich.; Lubbock, Tex.; Madison, Wis.; Memphis, Tenn.; Mesa, Ariz.; Milwaukee; Minneapolis-St. Paul; Nashville; New Haven, Conn.; New Orleans; New York; Oklahoma City; Omaha; Peoria, Ill.; Pittsburgh; Pueblo, Colo.; Reading, Pa.; Rochester, N. Y.; St. Louis; Salt Lake City; San Antonio; San Diego, Calif.; San Francisco; Seattle; Sioux City, Ia.; Spokane; Springfield-Holyoke, Mass.; Toledo; Tucson, Ariz.; Tulsa, Okla.; Tyler, Tex.; Utica, N. Y.; Washington; Wheeling, W. Va.; Yakima, Wash.; York, Pa.; Youngstown, O.		
Half Hour Theater30.....39		
Dist.: Sterling Television Company		
SOLD TO: Albuquerque, N. M.; Ames, Ia.; Atlanta; Austin, Tex.; Baton Rouge, La.; Chicago; Cincinnati; Dallas-Fort Worth; Davenport, Ia.; Dayton, O.; Denver; Detroit; El Paso, Tex.; Elmira, N. Y.; Galveston, Tex.; Grand Rapids, Mich.; Greensboro, N. C.; Lansing, Mich.; Los Angeles; Louisville; Lubbock, Tex.; Miami; Milwaukee; Mobile; New Britain, Conn.; New Orleans; New York; Phoenix, Ariz.; Portland, Ore.; Salt Lake City; San Antonio; Sioux City, Ia.; South Bend, Ind.; Spokane; Springfield, Mo.; Syracuse; Washington; Wilkes-Barre, Pa.; York, Pa.		
Hollywood Half Hour30.....26		
Dist.: Consolidated Television Sales		
SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Ames, Ia.; Bakersfield, Calif.; Baltimore; Beaumont, Tex.; Bellingham, Wash.; Birmingham, Ala.; Bloomington, Ind.; Boise, Idaho; Boston; Buffalo; Chambersburg, Pa.; Charlotte, N. C.; Chicago; Cincinnati; Cleveland; Colorado Springs, Colo.; Columbus, O.; Dayton, O.; Decatur, Ill.; Denver; Des Moines; Detroit; Duluth, Minn.; Elmira, N. Y.; Erie, Pa.; Fort Lauderdale, Fla.; Fort Smith, Ark.; Fort Worth, Tex.; Gadsden, Ala.; Grand Rapids, Mich.; Greensboro, N. C.; Harrisburg, Pa.; Holyoke, Mass.; Honolulu; Houston; Huntington, W. Va.; Indianapolis; Jacksonville, Fla.; Johnstown, Pa.; Kalamazoo, Mich.; Kansas City, Mo.; La Fayette, Ind.; Lancaster, Pa.; Lansing, Mich.; Lincoln, Neb.; Little Rock, Ark.; Los Angeles; Louisville; Lubbock, Tex.; Madison, Wis.; Memphis; Miami; Milwaukee; Minneapolis-St. Paul; New Haven, Conn.; New Orleans; New York; Norfolk; Oklahoma City; Omaha; Oshkosh, Wis.; Peoria, Ill.; Philadelphia; Phoenix, Ariz.; Pittsburgh; Providence; Richmond, Va.; Rochester, Minn.; Rochester, N. Y.; Rock Island, Ill.; Rockford, Ill.; St. Louis; St. Petersburg, Fla.; Salt Lake City; San Angelo, Tex.; San Antonio; San Francisco; Schenectady, N. Y.; Scranton, Pa.; Seattle; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Springfield, Mo.; Syracuse; Tacoma, Wash.; Tucson, Ariz.; Toledo; Tulare, Calif.; Tulsa, Okla.; Tyler, Tex.; Washington; Wichita Falls, Tex.		
Into the Night30.....26		
Dist.: Sterling Television Company		
SOLD TO: Chicago; Cincinnati; Columbus, O.; Denver; Detroit; Galveston, Tex.; Lincoln, Neb.; Louisville; Minneapolis-St. Paul; New Britain, Conn.; New Orleans; New York; San Francisco; Seattle; South Bend, Ind.; York, Pa.		
Invitation Playhouse15.....26		
Dist.: Guild Films, Inc.		
SOLD TO: Chicago; Denver; Detroit; Houston; Jackson, Miss.; Johnstown, Pa.; Kansas City; Lansing, Mich.; Louisville; Miami; Minneapolis-St. Paul; Mobile, Ala.; Nashville; New York; Oklahoma City; Omaha; Pittsburgh; Portland, Ore.; Rock Island, Ill.; San Francisco; Scranton, Pa.; Seattle; South Bend, Ind.; Tucson, Ariz.		
Jonathan Story15.....52		
Dist.: Sterling Television Company		
SOLD TO: Jackson, Miss.; New Orleans; New York.		
Little Show15.....26		
Dist.: Sterling Television Company		
SOLD TO: Buffalo; Lincoln, Neb.; New Orleans; New York; San Francisco; Toledo; York, Pa.		
Little Theater15.....39		
Dist.: Tee Vee Company		
SOLD TO: Chicago; Denver; Detroit; Erie, Pa.; Greensboro, N. C.; Johnstown, Pa.; Los Angeles; Miami; Milwaukee; Nashville; New Britain, New York; Pittsburgh; Tacoma, Wash.; Toledo; Tulsa, Okla.; Washington.		
Night Editor15.....26		
Dist.: Mansfield Enterprises		
SOLD TO: Buffalo.		

Series Name	Length in Minutes	No. Releases Available
Orient Express26.....26		
Dist.: PSI-TV, Inc.		
SOLD TO: Cleveland; Detroit; Grand Rapids, Mich.; Indianapolis; Kalamazoo, Mich.; Lansing, Mich.; Los Angeles; Philadelphia; Rochester, Minn.; San Diego, Calif.; San Francisco; Toledo.		
Play of the Week30.....26		
Dist.: PSI-TV, Inc.		
SOLD TO: Albuquerque, N. M.; Baltimore; Baton Rouge, La.; Buffalo; Chicago; Dallas-Fort Worth; Detroit; El Paso, Tex.; Galveston, Tex.; Grand Rapids, Mich.; Kansas City, Mo.; Lincoln, Neb.; Los Angeles; Lubbock, Tex.; Omaha; Rockford, Ill.; Salt Lake City; San Diego, Calif.; San Francisco.		
Pathe Hy-Lights15.....26		
Dist.: Du Mont TV Film Sales		
SOLD TO: Colorado Springs, Colo.; Detroit; New York; Rochester, Minn.; Schenectady.		
Pulse of the City15.....13		
Dist.: Telescene Film Productions		
SOLD TO: Birmingham; Denver; Detroit; Los Angeles; Lubbock, Tex.; Memphis, Tenn.; Milwaukee; Minneapolis-St. Paul; New Haven, Conn.; Portland, Ore.; San Francisco; Schenectady, N. Y.; Seattle.		
Royal Playhouse30.....52		
Dist.: United Television Programs, Inc.		
SOLD TO: Belleville, Ill.; Birmingham; Chattanooga, Tenn.; Chicago; Columbia, S. C.; Dallas-Fort Worth; Davenport, Ia.; Detroit; El Paso, Tex.; Indianapolis; Lawton, Okla.; Los Angeles; Lubbock, Tex.; Miami; Mobile, Ala.; Muncie, Ind.; New Orleans; New York; Peoria, Ill.; Pittsburgh, Pa.; Pueblo, Colo.; San Diego, Calif.; Sioux Falls, S. D.		
Strange Adventure15.....52		
Dist.: CBS Television Film Sales		
SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Atlanta; Baton Rouge, La.; Colorado Springs, Colo.; Denver; El Paso, Tex.; Fresno, Calif.; Jacksonville, Fla.; Kansas City; Lawton, Okla.; Longview, Tex.; Lubbock, Tex.; Mesa, Ariz.; Minneapolis; Muncie, Ind.; Nashville; San Luis Obispo, Calif.; Sioux Falls, S. D.; Tucson, Ariz.		
This Is the Story15.....52		
Dist.: Morton Television Productions		
SOLD TO: Dallas-Fort Worth; Davenport, Ia.; Indianapolis; Kansas City; Los Angeles; Lubbock, Tex.; Miami; Milwaukee; Salt Lake City; San Antonio; San Francisco; Seattle; Washington.		
The Visitor30.....44		
Dist.: NBC Film Division		
SOLD TO: Decatur, Ill.; Fresno, Calif.; Hollywood; Houston; Lincoln, Neb.; Lubbock, Tex.; Madison, Wis.; Monroe, La.; Pittsburgh; Roswell, N. M.; San Diego, Calif.; Scranton, Pa.; New Orleans.		
Hollywood on the Line15.....26		
Dist.: CBS Television Film Sales		
SOLD TO: Beaumont, Tex.; Longview, Tex.; Muncie, Ind.		
Kieran's Kaleidoscope15.....130		
Dist.: United Artists Television		
SOLD TO: Boston; Honolulu; Milwaukee; Montreal; Philadelphia; Salt Lake City; San Diego, Calif.; San Francisco; South Bend, Ind.; Springfield, Mass.		
Norman Brookshire's Handy Man5.....52		
Dist.: United Artists Television		
SOLD TO: Buffalo; Cincinnati; Galveston, Tex.; Lincoln, Neb.; Peoria, Ill.; Pittsburgh; York, Pa.		
Stranger Than Fiction15.....65		
Dist.: United World Films, Inc.		
SOLD TO: Amarillo, Tex.; Buffalo; Dallas-Fort Worth; Detroit; Erie, Pa.; Indianapolis; Miami; Philadelphia; Portland, Ore.; St. Louis; San Antonio; San Diego, Calif.; San Francisco; Schenectady, N. Y.		
Television Close-Ups5.....26		
Dist.: Consolidated Television Sales		
SOLD TO: Amarillo, Tex.; Bakersfield, Calif.; Beaumont, Tex.; Bellingham, Wash.; Boise, Idaho; Buffalo; Chambersburg, Pa.; Colorado Springs, Colo.; Decatur, Ill.; Duluth, Minn.; Elmira, N. Y.; Fort Lauderdale, Fla.; Fort Smith, Ark.; Fort Worth, Tex.; Gadsden, Ala.; Grand Rapids, Mich.; Greensboro, N. C.; Harrisburg, Pa.; Holyoke, Mass.; Honolulu; Houston; Huntington, W. Va.; Indianapolis; Jacksonville, Fla.; Johnstown, Pa.; Kalamazoo, Mich.; Kansas City, Mo.; La Fayette, Ind.; Lancaster, Pa.; Lansing, Mich.; Lincoln, Neb.; Little Rock, Ark.; Los Angeles; Louisville; Lubbock, Tex.; Madison, Wis.; Memphis; Miami; Milwaukee; Minneapolis-St. Paul; New Haven, Conn.; New Orleans; New York; Norfolk; Oklahoma City; Omaha; Oshkosh, Wis.; Peoria, Ill.; Philadelphia; Phoenix, Ariz.; Pittsburgh; Providence; Richmond, Va.; Rochester, Minn.; Rochester, N. Y.; Rock Island, Ill.; Rockford, Ill.; St. Louis; St. Petersburg, Fla.; Salt Lake City; San Angelo, Tex.; San Antonio; San Francisco; Schenectady, N. Y.; Scranton, Pa.; Seattle; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Springfield, Mo.; Tacoma, Wash.; Tucson, Ariz.; Tulare, Calif.; Tyler, Tex.; Wichita Falls, Tex.		
Ballets De France15.....26		
Dist.: The March of Time, Inc.		
SOLD TO: Amarillo, Tex.; Beaumont, Tex.; Colorado Springs, Colo.; Gadsden, Ala.; Montreal; Pueblo, Colo.; Toronto, Ont.; Tyler, Tex.		
Holiday in Paris30.....13		
Dist.: CBS Television Film Sales		
SOLD TO: Beaumont, Tex.; Longview, Tex.		
Liberace30.....24		
Dist.: Guild Films, Inc.		
SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Austin, Tex.; Baltimore; Chicago; Colorado Springs, Colo.; Columbus, O.; Dallas-Fort Worth; Denver; Detroit; Duluth, Minn.; Fargo, N. D.; Fort Lauderdale, Fla.; Fort Meyer, Fla.; Green Bay, Wis.; Houston; Jackson, Miss.; Indianapolis; Kansas City, Mo.; Lincoln, Neb.; Los Angeles; Louisville; Lubbock, Tex.; Milwaukee; Minneapolis-St. Paul; Mobile, Ala.; Nashville; New Orleans; Omaha; Phoenix, Ariz.; Portland, Ore.; Pueblo, Colo.; Rockford, Ill.; Roanoke, Va.; Rochester, N. Y.; St. Louis; St. Petersburg, Fla.; San Antonio; San Diego, Calif.; San Francisco; Scranton, Pa.; Seattle; South Bend, Ind.		

(Continued on page 20)

Continued from page 19

Table with columns: Series Name, Length in Minutes, No. Releases Available. Includes entries like Bend, Ind.; Toledo; Tucson, Ariz.; Washington; Wichita Falls, Tex.; Zanesville, O.

Table with columns: Series Name, Length in Minutes, No. Releases Available. Includes entries like Denver; Detroit; El Paso, Tex.; Houston; Huntington, W. Va.; Jackson, Miss.

Table with columns: Series Name, Length in Minutes, No. Releases Available. Includes entries like Seattle; Spokane; Toledo; Washington; Youngstown, O. Also includes sections for Quiz, Sports, News, and Western.

Table with columns: Series Name, Length in Minutes, No. Releases Available. Includes entries like ton; Los Angeles; New York; Philadelphia; San Francisco; Washington. Also includes sections for Quiz, Sports, News, and Western.

San Diego, Calif.; San Luis Obispo, Calif.; San Francisco; Seattle; Sioux Falls, S. D.; South Bend, Ind.; Springfield, Mass.; Tucson, Ariz.; Washington, D. C.; Wichita Falls, S. D.; Zanesville, O.

Kids Love Cartoons

Continued from page 15

and asked if he could do the editing on the negatives.

Specially Made

As far as The Billboard has been able to learn, there is only one animated cartoon show made specifically for television. This is "Jim and Judy in Teeland," produced by Television Screen Productions, headed by Charles Basch.

Max Fleischer, who is now associated with Bray Studios doing research on film and animation techniques, says he too has a proposed cartoon show, if any sponsor is interested.

But so far, neither networks nor major advertisers have shown an inclination to take a plunge on this type of production, despite its obvious charms.

Syndication Biz

Continued from page 16

Film Division as a separate operation. The web estimates that its current sales are 264 per cent higher than those of last year at this time, when it was handling two series, as compared to seven shows today, and four or five ready to go this summer and fall.

The champion syndication properties, in terms of total sales, are as follows: "Boston Blackie," Ziv, 112; "Your TV Theater," Ziv, 111; "Cisco Kid," Ziv, 111; hour-long "Hopalong Cassidy," NBC, 109; "Dangerous Assignment," NBC, 108; "Favorite Story," Ziv, 108; "The Unexpected," Ziv, 106; "Crusade in the Pacific," "March of Time," 90; "Royal Playhouse," UTP, 76.

15 City March ARB Ratings

Continued from page 14

Table with columns: Show, Category, Sta.-Day-Time, April ARB Rating. Includes sections for SAN FRANCISCO (3 STATIONS) and WASHINGTON (4 STATIONS).

Welfare Plan Kept; Chi Problem Aired

BOSTON, June 13.—The welfare plan with all its features was retained by the American Guild of Variety Artists at its sixth annual convention being held here at the Bradford Hotel.

There was some disorganized effort by some of the delegates to drop or at least amend the plan. A suggestion was made to have performers contribute with talent buyers on a share and share alike program to the welfare fund. Attempts were also made to have AGVA drop the whole plan. Nothing came of either suggestions.

Lenny Paige, Buffalo delegate, said agreement to such a plan would be tacit admission that talent buyers were employers and as such possibly liable to retroactive unemployment and withholding tax payments. "We have to keep these places in business, and if we do that, they may go under."

Katz Policy

Henry Katz, house counsel, replied that AGVA wasn't a policeman, but on the other hand it couldn't protect an operator if he violated the law. "If an operator doesn't pay his liquor tax and is closed or he permits an indecent performance and is closed by the authorities we had nothing to do with closing him. Neither do we have anything to do with closing him if he violates the withholding

tax law. As a matter of fact," Katz continued, "in Philadelphia we recognized operators' problems by agreeing to call our people employees for purposes of collective bargaining. Only the question of tax collection would be determined by a governmental agency or a court."

The Chicago strike situation, which wasn't referred to as a "strike," was another subject for a heated discussion. Tom Martin and Jack Gwynne, Chi delegates, threw the responsibility of the befuddled Chicago situation on the shoulders of the Chicago branch executives. Jack Irving, AGVA head, sprang to their defense.

"I made a terrible mistake. My first mistake was when I became National Administrator. I should have stayed in Chicago. Schloss (former assistant to Irving in Chicago) was at fault. He was never told to pull actors out of work. He did it on his own. Chicago operators want to pay the welfare fund. They don't dare. Some of them offered to pay it under the table, but we won't accept it. The reason they don't dare to pay is because they're afraid of bodily harm from some of the two-bit hoodlums."

Dick Jones, Eastern AGVA chief, made a spirited speech calling for the same unity in showbiz union labor ranks that was demonstrated in Philadelphia. He cited the help AGVA got from waiters, cooks, bartenders, musicians and seamen's unions. He reminded performers that some day they too would be called upon to assist in strikes that may not directly concern them.

Chicago's Martin replied that Chicago isn't labor minded. "I'd like to echo the sentiments of Philadelphia, but we have in our union stars who make thousands of dollars a week, and they don't feel the way you do."

Hope Question

The questions of why AGVA members who were declared unfair were permitted to work in Chicago and why AGVA members worked for unfair agents

(Continued on page 56)

THEY ALL WANT INTO THE ACT

BOSTON, June 13.—John Bubbles, of Buck and Bubbles, was speaking on a motion previously introduced by Wini Shaw: "I'd like to go along with Wini." Murray White interrupted: "I'd like to go along with her, too." Other delegates voiced similar sentiments. When the laughter died down Bubbles said, "If I felt that way I would have brought my wife along."

Price, Thomas, Van in AGVA Prexy Race

NEW YORK, June 13.—As the American Guild of Variety Artists Convention in Boston drew to a close, it was generally agreed by delegates that Bob Hope would not be a candidate to succeed himself as president. When the National Board meets tomorrow night (14), odds are that Georgie Price, Danny Thomas and Gus Van will come out as nominees for the top spot. And on the basis of previous votes delivered up by AGVA members, favorite for the presidency is Danny Thomas.

The politicking for the presidency will decide what move AGVA's West Coast rep Eddie Rio will make within the union. Rio has been rumored ready to bow out of his job and take a position with the Frank Sennes Agency. General belief is that this will take place quickly if Price is elected president, since the two are not considered to be "buddies." Should either Van or Thomas be elected, then Rio would probably stay on with AGVA—unless the Sennes deal is too attractive to be turned down. It is known that the West Coast executive board asked Jack Irving to consider Irving Mazzai, Rio's assistant, as a replacement for Rio. Also in the running for the West Coast spot is Rio's brother, Larry.

40 Chi Niteries Get Subpoenas

Order to Show Their Books Would Settle Interstate Commerce Issue

By BILL SMITH

BOSTON, June 13.—Forty Chicago night clubs, plus the Entertainment Managers' Association of The Midwest, were subpoenaed late last week and ordered to show their books and other records in their legal battle with the American Guild of Variety Artists.

The clubs were the Vine Gardens, Silver Frolics, Gayety Village, Club Hollywood, 525 Club Playhouse, Club Alabam, Gay Paree and others. The clubs were served as corporations and also the officers of the corporations.

EMA officials were served as well as members of EMA, which include many of the top agents operating in the Midwest area.

The reason for the move was to seek official examination of club

owners and agents' books when they argued that AGVA was in violation of a federal law involving interstate commerce. Chicago club ops and EMA have a suit against AGVA and its officers pending in the Illinois Federal Court which comes up for a preliminary hearing Tuesday (16).

Interstate?

Club ops have claimed they were in interstate commerce and have applied to the courts for an injunction against AGVA. Attorneys have argued interstate commerce jurisdiction from various angles. The clubs have argued in Philadelphia courts they were in interstate commerce because they bought much of their food, liquor and talent out of their home States. There's a feeling in some circles that the amount of business done in any period may determine whether or not interstate commerce laws shall apply.

AGVA's demand that books be produced will be to force night club owners and agents to prove under oath their statements of the volume of business done and across what State lines.

The clubs are now suing AGVA and its officials for over \$2,000,000 in Federal Courts.

AGVA CONFAB

Favorite Son Voting Move Is Advocated

BOSTON, June 13.—A move to give members more power in voting for favorite sons snow-balled into action when the American Guild of Variety Artists delegates directed the board to take steps necessary to amend the constitution and change the voting procedure.

Under the present method, all candidates for delegates to the convention and the National Board are voted for on a national basis. It has long been maintained that under this method members in one area were required to vote for candidates in other areas without knowing who they were or their qualifications. It was the chief reason, it was explained, why names roll up tremendous votes but never serve.

The procedure to be followed to put the new voting method into force is as follows: Two-thirds of the delegates to an annual convention direct the National Board to take action to amend the constitution. This has already been done. Next, the national administrator sends a copy of the amendment to each member in good standing, as passed by the National Board, at least 20 days prior to the date of a membership meeting to elect delegates to the convention or by taking a mail referendum.

If these methods are acted upon promptly, this new voting procedure could take effect before the next annual convention. The vote for the constitutional change was overwhelmingly in favor.

Club Owners Mum on New AGVA Move

CHICAGO, June 13.—Night club owners here due to get subpoenas for their books, contracts and correspondence with the American Guild of Variety Artists were mum about the latest AGVA move in the \$2,750,000 lawsuit filed against the union by the ops and some performers.

Meanwhile the United States Marshal's office was reported to be a little concerned about its ability to serve the subpoenas.

Vote Favors New Agent Negotiations

BOSTON, June 13.—The AGVA convention voted to authorize its national board to reopen negotiations with agents' associations, after a heated battle that started Thursday afternoon, lasted into the small hours and continued most of Friday.

The verbal battle brought out the fireworks, with most of the delegates leveling charges against agents. Georgie Price made the subject a breast-beating affair, and then asked that the motion be tabled. Jack Irving, pleaded that agents couldn't be by-passed and asked that negotiations be permitted. There was some feeling against Price because, thru his tabling motion, he cut off all debate. Price's tabling motion was defeated by a narrow margin when Jackie Bright, chairman of the convention, broke a tie vote by voting against the Price move.

The Western delegation was strongly for negotiation. The Eastern contingent was not. "Once the agents make a deal with us they'll thumb their noses at us," was one claim. Gus Van, Miami, said, "My good, kind sleeping brothers, don't back down. When I see a guy like Buddy Allan (Miami agent) do the things he did and then tell us to get out and get lost because he's a member of an association, I get sick."

Joe Campo, Philly delegate, also spoke vehemently against making any deals with agents' associations. Finally Price got up again and argued for his tabling motion which was carried.

Friday's session saw national counsel Mortimer Rosenthal on the floor arguing that the effect of the Price tabling motion was to cripple any further negotiations with agents' associations. After

heated discussions, it was finally voted to reopen the whole thing and permit the national board to continue negotiations with agents' associations, and to finalize deals after a referendum of the national board.

ROYAL RECEPTION TO AGVA

Delegates Flabbergasted by Elaborate Boston Welcome

BOSTON, June 13.—Delegates to the sixth national convention of the American Guild of Variety Artists were flabbergasted at the official welcoming festivities arranged for them by Boston's Mayor John Hynes. These included a breakfast, a motorcade, an AGVA week for Boston, and illuminated scrolls.

It started off with Ralph Granara, secretary to the mayor, making a welcoming speech. "I am a lot more nervous than when I did my first split week in Nashua, N. H." (Granara's showbiz name was Georgie Faye before he went into politics.)

Wedn.-day (10) J. M. Norbing, the assistant to the mayor, threw a cuffola breakfast. (The mayor was supposed to be in Worcester on the scene of the Tornado. It later developed he was in Atlanta, Ga., buying a new incinerator plant.) Breakfast was taken in stride, but the motorcade threw the delegates for a loop.

A fleet of Mercury and Lincoln convertibles (courtesy of local dealer) was jammed full of celebrating actors, preceded by a fire

department band and a sidewalk to sidewalk banner, "Welcome AGVA." There weren't enough girl delegates present to dress up the cars so Ralph Morgan, Boston AGVA head, who arranged the whole thing, sent out a hurry call so there was at least one girl to each car. There were some amusing incidents at the onset. One delegate was assigned to the first car but refused it. "I don't want to open," he said.

Streets were jammed as the motorcade wound its way thru the heart of the city at the height of lunch hour. Traffic was backed up for miles around while the cops looked on mystified shunting off some of the traffic thru side streets. Upper story windows were filled with people; some threw out torn paper.

Most of the bystanders were looking for Bob Hope and yelled for him. The delegates shouted right back, and really let themselves go when they passed Fords Entertainment Agency.

"Hey can ya give me a Saturday?" "Waddabout something for a comedy hoover?" etc.

Miami Expects July Influx to End Doldrums

MIAMI BEACH, June 13.—This is the doldrum season here and there will be little after-dark activity until the Fourth of July, when a big influx of summer tourists is expected. But, even so, there will be no great niterly action, with most of the entertainment confined to hotel supper clubs and cocktail lounges.

One hotel, the Casablanca, has even given up its Club Morocco for the summer, installing an off-season series of legitimate plays instead of night club comedians. Sam Hirsch, a member of the staff of the University of Miami drama department, is staging a group of dramas and comedies in the Club Morocco, with the inducement of late dancing offered to guests.

Rolly Rolls, the pianist-humorist, closed a three-week engagement at the Saxony this week and was followed by Judy Johnson & Company. Napoleon Reed is at the Nautilus Hotel's Driftwood Room, and Leslie Lee, a blonde warbler, is at the Sans Souci's Blue Sails Room. The Algiers some months ago launched a club-date policy, with a different performer in its Aladdin Room every night.

On the niterly front, Martha Raye's Five O'Clock Club is open spasmodically; the Vagabonds still hold forth in their own club across the bay, and Lillian Roth still heads the full-scale show at the Clover Club. Bill Jordan has shuttered the main room in his Bar of Music, keeping open a little "key club" operation in the rear.

Vegas Re-Books Darvas & Julia

LAS VEGAS, Nev.—June 13.—Darvas and Julia, currently working in Reno after closing the Desert Inn here on Wednesday (10) have been booked back into the latter spot for six weeks beginning October 12th. This may well be the first time that a supporting act has been brought back to a major club so quickly.

New booking calls for the dance team to get sole star billing. Deal is for \$6,000 a week. Copyrighted material

Mocambo, Hollywood
(Wednesday, June 3)

Capacity, 220. Price, \$2 cover. Shows at 10:30 and 12:30. Owner-operator, Charlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget this show, \$5,000. Estimated budget last show, \$2,700.

There's not much that any reviewer can add when it comes to the performance of Joe E. Lewis. The veteran comic, long a favorite of the night club circuit, still rates among the few top ones of his trade. His annual return is an occasion for Lewis admirers to show up in droves to enjoy this master craftsman of ribald humor. During his engagement here the Mocambo can expect land-office business.

It isn't the material so much as the way Lewis manages to get the stuff across. His recitative manner is still the same, which means it's good for hefty yocks. His basic subjects also remain—sex and booze—topics Lewis bandies about promiscuously in monolog or singing parody. He kids, in good humor, any and all names. A sample, "Sophie Tucker is the Judy Garland of the Stone Age."

Lewis slowly launches into his stint via the Scotch drinking route, offering an Ed Sullivan lampoon, "You Can't Drink V.O. on TV." He scores with "I'm Allergic to the Best Things in Life" as well as a ribbing of the former President, "Dear H. S. T." At this juncture, comic announces he'll now go "from the ridiculous to the slime," and indulges in the only tiresome number of the evening, the overworked distasteful references to ex-G.I. Christine.

Lewis gets away with much bawdiness only because he is Joe E. Lewis. His bars are many and pointed, and tho of bluish hue, are inoffensive. His biggest mitt getter is a laugh-filled parody to tune of "Takes Two to Tango."

Lewis is accompanied at the piano by his long-time friend and associate, Austin Mack. Effective musical backing is provided by Eddie Oliver's ork with Joe Castro handling the baton during Oliver's vacation. Ed Velarde.

Cairo Supper Club, Chicago

Capacity, 200. Price policy, \$2 minimum. Shows continuously from 10 p.m. Owner, Bill Anastas.

The Ronalds Brothers put on a perpetual-motion demonstration, with comedy and music for accompaniment. The three add up to something more than a combo and approach the act status for all the business they do.

Johnny, at the piano, hops, kicks and sings, sometimes his eyes go Colonna as he carries on patter with the barsitters. Jimmy doesn't let a full-time job with the accordion keep him from joining in the hop-skip-jumping. And Joe uses his position behind a battery of five flashy drums for wide-swinging dancing, baton twirling and a touch of juggling.

All this doesn't keep this zany trio from producing top-grade musical fun and a liberal assortment of straight numbers. Among the latter are a couple they wrote themselves, including Joe's catch ballad, "Why?" They're in for their second summer and the people around this Northside neighborhood spot are coming in to hear. Tom Parkinson.

Night Club-Vaude Reviews

Chez Paree, Chicago
(Friday, June 5)

Capacity, 500. Price policy, \$1.10 cover, with \$3.50 minimum. Shows at 9, 12 and 3. Operator, Dave Halper. Publicity, Aaron Cushman. Booking policy, non-exclusive.

Jimmy Durante's cyclone puts the place in shambles. He knocks a piano apart for the finale, and long before then he has the house rocking and rolling. The raucous chatter gets underway with Jimmy at the piano. His Wanda Smith Cover Girls introduce him and pop in and out at his command. For a song production about Hollywood, they decorate the pate with a multitude of wild berets. They also back him up for "I Like My Women Hard to Get."

Eddie Jackson partners with Durante for high-point song and dance work from the old-time big time, and the team scores a sensation. After the piano part toss-up, Durante bans the band from the stand, and with Jackson joins them for a grand parade to the exits.

Singer Sonny King, a Durante protege, shows a touch of Durante timing in his first number and makes a solid register with a repertoire of songs that shows off a powerful and versatile voice.

Baro and Rogers open with the male's magical single, and shifts to the dance duo. The sophistication wears off with proper timing, and the comedy includes ripped seams, loose hose and lost hairdos for good fun.

House singer Johnny Martin, the Chez Paree Adorables and Brian Farnon's orchestra complete the line-up for one of the Chez's top line-ups. Tom Parkinson.

Olympia, Miami
(Wednesday, June 10)

Capacity, 2,170. Four shows daily. Price range, 63 cents-\$1.03. House booker, Harry Levene. Show played by Les Rohde's orchestra.

This house has played a flock of male record singers during the past few years, but none has scored as big as Alan Dean, making his Miami debut with an affable personality and deep, rich voice that pleased the customers thruout. He picked up big hands for every tune, and finished with wild applause for his treatment of "Where Is Your Heart?" better known as "Moulin Rouge."

Number 2 on the current bill, as far as audience appreciation is concerned, is Ladd Lyon, whose amusing balancing act with a girl assistant provided a lot of fun. Jimmy Husson, in the comedy spot, did okay with vocal impressions, but his line of patter found no response.

Show opens with Jackie Sauls and Barbara, a slick hoofing team. They're an attractive couple, and their amusing eccentric terping fared well. Jimmy Shaw and Bill Leroy, with a marionette act, rounded out the show. They have some clever and entertaining interludes, but their routines are on the slow side. Pic, "Off Limits." Herb Rau.

National-Scala, Copenhagen
(Thursday, June 4)

Capacity: 1,500 in cafe-cabaret; 2,000 in Scala-Salen Ballroom. One show nightly; matinee, Sundays. Price policy: no cover, no minimum. Booked by Ernst Sahlstrom. Publicity, Edel Winkel Petersen.

Lars Bjorne, young accordionist, opens the show with two numbers, best of which is the pop "Champagne Waltz." Returns in second half of show, closing with fast-tempoed selection which nets him big hand.

The Two Virginians have no trouble selling their juggling routines. Male member, son of booker Sahlstrom, mixes good gags and comedy with clever juggling of balls. Duo are talented cigar box and club jugglers, climaxing their act by leap-frogging over one another while tossing clubs. Have been signed up for tour of America by Leo Grund and head for New York on June 29.

Hans Wrem, who entertains in the Scala Bar, on for a session of ivory tickling and singing. His rendition of "Wonderful Copenhagen," using both the American and Danish lyrics, stood out. Back again during second half.

Charles Warren & Jean, American scater-ball team who the table-sewers. Nifty fem sells the act with her mugging, terrific falls and goofy antics, while male member is a good foil. Could show-stop if using better exit gag. Double in Scala-Salen late show.

The Coldbergs (2), smeared with glistening skin coating, go thru exceptionally fine series of plastic poses combined with top-notch contortion bits. Work at brisk pace and sans corny posing.

Marianne & William Blacker are one of Europe's best comedy teams. Fem, on the buxom side, scores with a hilarious burlesque ballet number and teams up with lanky partner for laugh-pulling jitterbug and small-town society ball dance parodies. The easy and nonchalant manner in which she swings a shapely leg over her partner's cranium recalls the similar technique of Charlotte Greenwood.

Aage Juhl Thomsen's ork cuts the show and plays for dancing. Eddie Russell's dance combo plays the Scala-Salen show and dance sessions. Ted Wolfram

Charley Foy's Supper Club, Sherman Oaks, Calif.
(Wednesday, June 10)

Capacity, 250. Price policy, no cover or minimum. Owner-operator, Charley Foy. Shows at 9:30 and 12:30. Booking policy, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, \$2,000. Estimated budget previous show, \$2,000.

Lynn Carter and the Cartiers (4) are certain to make this nitery's cash register ring regularly during their date. Group is a frank carbon copy of Kay Thompson and the Williams Brothers, an effort which Carter calls a "tribute to a great artist." On that score Carter, who gives a clever female impersonation, and his associates score mightily. For those who are Thompson fans and for those who are just plain curious, this is fare that will please, altho probably on a limited scale.

The optical illusion is down pat. Carter resembles Miss Thompson, complete to the short blond hair, slacks, flaring kerchief and mannerisms. Even the Cartiers have a remarkable resemblance to the Williams Brothers. The offering is a frank impression, with avoidance of any material approaching the smutty.

The copying is particularly noticeable in the material from such numbers as "Hello, Hello," "Jubilee Time" and "Mr. Sadler and Mr. Wells." Smallness of stage limits effectiveness of dance numbers which, nevertheless come off okay. Backing is supplied by Abbey Browne ork.

Foy's usual preliminaries remain substantially the same with Charley and sister Mary opening with musical banter and the waiters battling out "comic" material that ratings like. Ed Velarde.

Palace, New York

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

This is generally good line-up, with nearly all of the talent newcomers to the Palace marquee. Vince and Gloria Haydock brother and sister terppers, are back to open the bill with one of the sharpest stepping acts to be seen hereabouts. The pair has a soft shoe routine which is really in the tradition, and a precision platform wind-up which is solid. This is an act to get any bill off to a smash start.

Dave and Dotty Workman follow with their excellent novelty tunesmithing, via glassware and Swiss bells. The projection is solidly standard, as usual. Likewise, back are vet Joe Morris and Barbara Barry. The former scores with his regular heckling routine from a stage box. The act doesn't change, but neither does audience reaction to it.

Ross Wyse Jr.

This reporter has always been a push-over for Ross Wyse Jr.'s brand of dance clowning with partner June Mann. The only fault to be found with this return appearance is that its time spar has been cut by about a third. That extra five minutes would be easy to take and not be missed if it were clipped off a couple of other acts. Harry Savoy, another personal favorite, had a tough time getting started at the show caught, due to early audience restlessness. The comic, however, knows his projection and had them pulled into line for regular laugh-clocking before he got well into his stride, to justify completely his next-to-closing billing.

From this pew, the Carla and Fernando dance group are strictly run-of-the-mill Spanish terppers. The act is well-costumed and showy and the dancers competent, but the stepping content is superficial and hardly gaited to draw "Ole's" from Spanish cognoscenti.

Jack and Mildred Pichon add up to a handsome, if somewhat over-loud, chanting team. They are at their best when harmonizing a medley of "King and I" tunes. Marie Louise and assistant Charles supply a fine acro wind-up, with the gal offering solid novelty suspension antics via hoops on an overhead bar. The seg is good as it is, but could be improved via more imaginative projection.

The pic is "Down Among the Sheltering Palms." Bob Francis.

Copacabana, New York
(Thursday, June 11)

Capacity, 610. Price policy, \$5 minimum. Shows at 8:30 and 12:30. Operator, Jules Podell. Booking, non-exclusive. Publicity, Dreyfus-Delynn. Estimated talent cost, \$11,500.

Continued from page 4

switched to slightly azure material he drew sock yocks.

Teddy and Phyllis Rodriguez impressed as a pair of slick ballroom dancers. They ran thru waltz, samba, semi-soft shoe, jive rumba and ballroom tango routines for ever-increasing mitts. Their finish, with a flamenco routine at a furious tempo, got them off solidly.

The rest of the show, including Mace Barrett and Lee Kane as production singers, the line, and Danii and Genii Prior as production dancers, scored well too, for a smartly paced and entertaining loaded evening. The Mike Durso and Frank Marti crews split the terp chores, and Durso backed the show.

Shea Closes Office, Returns to Auction

CHICAGO, June 13.—Jack Shea, who has operated a booking office here for the past four years, has taken down his shingle and will return to the acting profession. Shea, who had a novelty auction act for years, will again tour his act, which is being booked by Harry Greben.

The Shea office specialized in club date bookings.

Macayo, Santa Monica, Calif.
(Wednesday, May 27)

Capacity, 250. Price policy, no cover or minimum with dinner; \$1.50 minimum on drinks only. Shows at 9:30 and 12. Owner, Ramon Reach. Booking policy, non-exclusive. Producer, Geri Galian. Publicity, James Byron. Estimated budget this show, \$1,800.

Ramon Reach is proving a point he made some time ago that it's possible to put on an entertaining revue with a small budget, particularly with the talented production services of Geri Galian. Current offering consists of two shows, "Calypsiana," with its Latin-American flavor, and "Oriental Fantasy," having an East Indian theme. Featured is a chorus of four girls, the dance team of Radcliff and Moreland and singing dancer Bill Skipper.

Unusually fine scoring played top rate by Galian and his ork (5) backdrops the revues. Radcliff and Moreland effectively convey the feeling and intention of numbers with rhythmic and graceful movements, something that cannot be said for the insecure, almost amateurish efforts of the line. Dance team is particularly effective during the "Oriental Fantasy" show with a novel rendition to the strains of the "Blue Danube Waltz." Garbed in oriental costume and dancing in the East Indian tradition, team gyrates with arm and head movements to the waltz played in a semi-boogie beat. It's a mitt getter.

Bill Skipper, no newcomer to this boate, is a fast stepper who is capable of delighting with his agile dance gyrations. He intros each number with a song, specially written by Galian. He is particularly good to an interpretive number to the tune of "The Man With a Horn," in which he simulates a jazz trumpeter ecstatically plying his trade. Hornman Alex Castro supplies the solo tune with gusto. Skipper's vocalizing is so-so, but passable, inasmuch as it plays only an incidental part to his efforts.

Ork is unquestionably one of the best small bands playing the local nitery circle, and comes off particularly well with Galian's arrangement of music from "Scheherazade." Dance rhythms come off well between shows. Ed Velarde.

Reuel Freeman to Artists' Booking

HOLLYWOOD, June 13.—Reuel Freeman, for the past 15 years associated with theatrical agencies in the Hollywood area, has been named vice-president and general manager of Artists' Booking Corporation. His appointment was announced by President Craig B. Smith. His previous experience was booking of name bands and headliners in the U. S., Canada and Mexico.

Caught Again

TERRACE ROOM, HOTEL STATLER, LOS ANGELES: Continentals, suave singing foursome, is a worthy addition to the room's holdover bill of Wilma and Ed Leary's "Ice Ahoy" blade revue and Frankie Carle's ork. Precise and polished in both visual and vocal work, the group clicks from the start with ringsiders. Numbers are given a production treatment with the voice blenders leaning heavily on dance steps and stage business to sell. Clicks include a medley from "Wizard of Oz," a chuckle-spurring treatment of "In a Persian Market" and a Don Cossack take-off on an old Ukranian folk song. Display of high-speed whistling brings a solid hand for one of the lad's solo on "Flight of the Bumble Bee" with sound effect accompaniment from the remaining threesome.

Group works smartly, looks good, sings well and pleases patrons from the start. "Ice Ahoy" is still wowing 'em, with the terp tempting tempi of the Carle crew rounding out the pleasure offering. Lee Zhito.

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Oberstein Buys 500 Copyrights From Fisher

NEW YORK, June 13. — Eli Oberstein has purchased about 500 copyrights from the Fred Fisher pubbery and has established a new firm, Venus Music, which will start exploiting some of the important standards acquired in the deal. According to Oberstein, the major portion of the catalog acquired from the Fisher firm were renewals picked up by the latter pubbery in recent years.

Included in the catalog are such standards as "I'm Always Chasing Rainbows," "Can't You Hear Me Callin' Caroline," "Jealous," "Mary Lou," "Chinese Lullaby" and "Hindustan." Many of the copyrights acquired by Oberstein are actually split copyrights, with other pubberies holding half or third shares in the tunes. Oberstein said he intended to work out amicable exploitation and selling arrangements with other pubberies.

Oberstein also said that he would hire a staff of two or three men to handle professional and exploitation work on the newly-acquired copyrights. Also the purchase price remains undisclosed, Oberstein revealed that the copyrights he had purchased were "worth about \$18,000 a year in American Society of Composers, Authors and Publishers performance money" and that the publisher share of mechanicals on the copyrights averages about \$5,000 a year.

Wallichs Back From Europe

HOLLYWOOD, June 13.—Glenn E. Wallichs, Capitol Records prexy, returned this week from a business swing around the various European music centers. Wallichs termed the purpose of his trip twofold: To cement the deals Capitol now has with various European manufacturing and distributing concerns, and to study at firsthand the potential of the European market.

Wallichs' trip took him to Paris, Zurich, Turin, Milan, Rome, Madrid, Amsterdam, Hamburg, Berlin, Copenhagen, Brussels and London. Cap'ol is the only U. S. major diskery to have its own full-time European representative. Capitol is repped abroad by Bob Weiss, headquartered in Paris.

UNESCO Copyright Treaty for Study

WASHINGTON, June 13.—President Dwight D. Eisenhower sent to the Senate Foreign Relations Committee this week for consideration the proposed United Nations Educational, Scientific and Cultural Organization copyright treaty drawn up in Geneva a year ago and signed by 40 nations, including the United States. At the same time, special legislation providing for changes in the domestic copyright law to make it conform to the global pact (The Billboard, March 28), was forwarded to the Budget Bureau, which will seek opinions of other government agencies on the proposed legislation. It is still too early to tell whether the treaty or the enabling legislation will be

AGMA TO PROBE ARTIST TAX LAW

NEW YORK, June 13. — The American Guild of Musical Artists has set up a committee to investigate and recommend improvements in tax laws and regulations as they affect performing artists. First meeting of the committee, under the chairmanship of Metopera singer Blanche Thebom, will be held Monday (15).

SHE'LL SING IN SANSKRIT YET

NEW YORK, June 13. — Eartha Kitt, RCA Victor songstress who startled traders with her rendition of "Uska Dara" in Turkish, is off on a linguistic binge of sorts. Her newest dishing couples a French ditty, "C'est Si Bon," sung in the original, of course, and a tune called "African Lullaby." The latter contains a chorus or two in apparently authentic Swahili.

Satherly Bows Own Pubbery; Inks Artists

HOLLYWOOD, June 13.—Uncle Art Satherly, grand old man of the country and western recording business, this week established his own pubbery, the Art Satherly Publishing Company. In addition he has signed several c.&w. artists whom he will manage in all their activities as well as publish their tunes. Satherly will establish an office here by next week, he said.

The former Columbia Records c.&w. artist and repertoire rep recently returned from a 9,000-mile auto and air tour thruout the Southwest and South in search of new talent and songs.

INDIES GET HOTTER

Trade Growingly Aware of Small Diskeries' Importance

By BOB ROLONTZ
NEW YORK, June 13. — The current activity of the strongly-entrenched indie labels, and even some of the new indie firms and the ability of these labels to kick off a tune, has brought home again to many publishers the importance of working with the smaller diskeries. Tho it is neither new nor unusual for the indie labels to crack thru with a big one now and then, the consistent performances recently of such labels as Dot, Derby, Rainbow, and Essex in the pop field, and Abbott and Imperial in the c.&w. marts, are being viewed with growing interest by publishers. Over recent months Dot has come up with three hits by the Hilltoppers, including "Trying,"

Disk Firms in Growing Move To Cut Longhair at Home

Europe Losing Its Glamour as Classical Musical Capital; Rising Costs Factor

By IS HOROWITZ
NEW YORK, June 13.—Europe is fast losing its glamour as the place to record classical music for nearly all active record companies bucking the longhair giants, RCA Victor and Columbia. Over the past year a significant shift in emphasis of domestic versus foreign recordings has taken place for such companies as Mercury, Capitol, Decca, M-G-M, Westminster and Remington. And the trend, if anything shows signs of accelerating.

Victor and Columbia, which for years have had the most important classical artists and orchestras under tight contractual control, have traditionally done a heavy proportion of their recording here. This they will continue to do. What is significant, however, is that many smaller classical firms now feel strong enough to compete on more even terms with the biggies, and are apparently facing the future with enough healthy optimism to go to the added costs of recording Stateside.

Tho the costs of recording here are still greater than those abroad, an added impetus to increased domestic activity is the gradual diminution of the spread between disking expenses here and Europe. Foreign artists and orks, showered with seeming attractive offers for the past few years, have steadily upped their prices. In several countries costs have risen as much as one-third in the past year. Pay for musicians has climbed about 200 per cent in such musical centers as Vienna over the past few years.

Not considered here are traffic in tapes of doubtful origin, unauthorized dubs of radio performances or actual records, or other inventive ways of coming by diskable material.

Merc Started in '51
Mercury dates its shift to a conscious policy of pushing American recordings to the fall of 1951, when it waxed the Moussorgsky "Pictures at an Exhibition" with Rafael Kubelik and the Chicago Symphony ork, which hit the market with strong impact the

following spring. Since then it has signed several other American orks, including the Minneapolis, Detroit and the Eastman-Rochester. All are slated for heavy wax duties. The intention of the diskery is to cut all general repertoire in the United States, traveling to Europe only when it is felt certain specific works can better be done there.

For every orchestral tape Mercury now imports, it records more than two here. During the calendar year ending September, 1953, it will have released nine orchestral imports (12-inch LP's) as against 22 waxed in the U. S. Practically all its chamber music is taped here.

Like other recording execs, a Mercury spokesman stated one of the most compelling reasons for recording here is the complete control of quality that can then be exercised. As the general awareness of high-fidelity sound on vinyl grows among the public, good sound becomes a potent commercial tool in competitive sales.

Capitol's Shift
Capitol's shift to domestic classical recording gained emphasis during the past year. The diskery will attempt to cut all works in the United States which will be marketed under its own label. In this connection, the only Capitol identification given the imported Cetra opera disks is the smallest
(Continued on page 26)

Cap Declares 2 Dividends

HOLLYWOOD, June 13.—Capitol Records' board of directors this week declared a quarterly dividend of 65 cents on the preferred and 10 cents on the common stock, payable July 1 to stockholders of record June 15. Similar dividend, payable April 1, was declared March 15.

Seeco Sets 78 Series

NEW YORK, June 13.—Seeco Records has placed on the market a new series of 78 r.p.m. records that offer two tunes on each platter side.

The label has also signed three new r.&b. artists, Wilhelmina Gray, Carl Davis and Don Byas.

which sold over 500,000, "If I Were King," which was better than 200,000, and their latest, "I'd Rather Die Young" and "P.S.: I Love You," which has really taken off for a big one. In addition, Johnny Maddox, with "In the Mood," passed 200,000, and his current "Learning" is already over 100,000.

Essex Records, which sold over 400,000 of the Don Howard waxing of "Oh, Happy Day," is back again with another big one with Bill Haley's Comets, "Crazy, Man, Crazy," which is edging the 200,000 mark. Derby Records sold over 150,000 of Bob Carroll's "Say It With Your Heart" and is past the same figure with Trudy Richards' version of "The Breeze."

Rainbow Records hit nearly 100,000 with the Esquire Boys' version of "Caravan" and has another one going with their revival of the "Sheik of Araby," with the Super Sonics. Zodiac has sold over 100,000 Norman Brooks cuttings of "Hello, Sunshine."

In the pop field even such newcomers as Allied Records cannot be overlooked. This diskery, a subsidiary of Allied Record Manufacturers, has sold close to 100,000 of the Three Dons and Ginny slicing of "Say You're Mine Again." And many other indies have shown much power with recent slicings.

Abbott Records at present has the best selling disk in the country field, "Mexican Joe," with Jim Reeves, the first time an indie has captured top slot in this market since Imperial broke thru with Slim Whitman a year ago. Abbott has followed this up with another strong Reeves slicing, "Butterfly Love" and "Let Me Love You Just a Little." Imperial Records has been able to continue issuing strong Slim Whitman waxings, with practically all of his disks doing nicely in the market.

In other words, many indie la-
(Continued on page 44)

SCOUR HINTERLANDS

A.&R. Men Search For Fem Hillbillies

• Continued from page 1

have broken thru on one or more records. These include the Girls of the Golden West, Patsy Montana, Carter Family and Rosalie Allen. The latter two are still making records.

Recent Additions
Line-up of some recent additions to country rosters include Charlene Arthur, Joyce Moore, Sunshine Ruby, Davis Sisters and Betty Cody on RCA Victor; Jeanette Hicks, Rose Maddox, Molly O'Day, Polly Possum and Cindy Walker on Columbia; Marge Collie and three to be introduced in September on Decca and Little Rita on M-G-M.

RCA Victor also records Miss Allen and Dale Evans, while Columbia has the Carter Sisters and Mother Maybelle, Daisy Mae, Betty Johnson and Wilma Lee. Capitol boasts of Martha Carson on sacred tunes and Margaret Whiting, who has broken thru several times in duets with Jimmy Wakely. King has Ann Jones, Bonnie Lou and others.

While the recording execs are not yet willing to predict a major trend toward girl singers in the country market, they all agree that the spark lit by Misses Wells and Hill seems to have fired some additional enthusiasm for the fem singers. The girls, incidentally, rarely get on wax from "out of the blue"—as is fairly common in the pop field. Marge Collie, for example, is the wife of deejay-disk artist Biff Collie and was earlier married to Floyd Tillman. Betty Cody is the wife of Lone Pine and has recorded in duets with him. Cindy Walker, new to Columbia, is a prolific writer of country tunes, and Rose Maddox had been working as part of the Maddox Brothers and Rose for some time before Columbia decided to try her as a single artist.

The three new additions to the Decca roster are being kept under wraps until the fall. The diskery is currently in negotiations to sign the gals.

Decca Fancies Pop Albums

NEW YORK, June 13.—In a new stress on package display, Decca this week released eight pop albums contained in full-color, laminated covers. Until now, the label has reserved such elaborate treatment for its classical output.

Salesmen have received booklets made up of the attractive covers for use in soliciting orders, and the artwork, full-size, is being distributed to dealers for hanger use.

Meridian Gets 'Genevieve'

NEW YORK, June 13.—Meridian Music has acquired the musical score of "Genevieve," J. W. Rank English film.

The score was written by harmonicist Larry Adler, who had placed it in his own firm, Larry Adler Music. The film has just opened in London and is set for a fall premiere in this country.

taken up first, or to which committee the legislation will be referred. While copyright legislation is generally under jurisdiction of the House and Senate Judiciary committees, this particular piece of legislation ties in with a treaty, which is traditionally a matter for the Senate Foreign Relations Committee.

The Senate hearings of the proposed amendment to the Copyright Act, seeking to remove the exemption now enjoyed by juke boxes, have been postponed until June 30. For details, see page 87 in the Music Machines Department.

Also the proposed changes in the copyright law have been limited to those modifications necessary to satisfy the requirements of the UNESCO treaty and earlier were endorsed by broad sections of the music, radio and TV industries, some opposition is expected from typographical unions and others opposed to altering the copyright act's manufacturing clause. The State Department, however, has come up with a compromise which it hopes will placate the opposition: Foreign works from the 40 nations which signed the UNESCO pact or from other countries which "adhere" to the Geneva conven-
(Continued on page 55)

Petrillo Reports to AFM on Employment and Disk Status

List Income In Various Showbiz Fields

Radio Wages Top \$14 Mil; Studios Earn \$2,887,111

NEW YORK, June 13. — A breakdown of musician employment in The President's Report to the 56th Annual Convention of the American Federation of Musicians outlines employment conditions in the various show business fields. The disk business from the standpoint of employment and income is treated in the companion story. Here's the way the other fields shape up:

Radio: A total of 1,976 men are steadily employed as staffers at 354 stations in the United States. These men earn gross salaries totaling \$14,262,858.48. The figures pertaining to radio were taken from a survey made for 1951.

Single engagement radio work on the four major networks gave employment to a total of 2,163 men, whose salaries were \$4,651,152.40. Local commercial employment totaled \$839,793.76.

In Canada, for 1951, staff salaries of 13 men totaled \$40,497.28 and miscellaneous network radio employment totaled \$1,447,400.13. Local Canadian commercial radio employment totaled \$524,131.52.

The total radio employment figure, covering all radio broadcasting in United States, Canada, Alaska, Hawaii and Puerto Rico, was \$21,799,911.99 for 1951. Adding television to this sum, the AFM comes up with a figure of \$26,259,646.33.

Theatrical Employment

The AFM's survey of theatrical employment covers 1952 in the United States and Canada. The figures deal with local employment and do not include traveling orks.

The report says that several thousand theaters in the U. S. have a seating capacity of 500 or more. Of this number, only 310 employ musicians. These 310 theaters are scattered over the

(Continued on page 48)

AFM MEMBERS TOTAL 244,161

NEW YORK, June 13. — The American Federation of Musicians, scheduled to convene in Montreal June 22 for its 56th Annual Convention, now has a membership of 244,161. This is 1,994 more than one year ago. As of March 31, there were 700 locals in good standing. These figures are significant in view of employment and earning statistics carried in the two companion stories.

AFM & AFTRA Deadlocked in Coast Hassle

Continued from page 5

TV union, Paul declared. The AFM official added that the musicians' union is standing firm on its position that players who sing or otherwise perform on TV do so as a secondary function and therefore should not be required to join AFTRA.

The AFM has no objection to musicians joining AFTRA if their primary duties consist of being an emcee, singer, dancer, juggler or other type entertainer, Paul declared. AFM contracts with networks and local stations, he stated, are explicit in their provisions regarding musicians who also secondarily act as emcees or sing in addition to playing instruments. Such personnel receive a doubling fee—a contractual provision, Paul emphasized, that "antedates any such contract clause negotiated by AFTRA" with the networks or independents.

The real problem that must be resolved, the AFM official cited, is for the two unions to define exactly what are emcees, singers and such performers.

Meanwhile, McCue indicated that the status quo will remain until the AFTRA executive board decides what the union's next move will be, probably no earlier than June 22, date of next meeting.

1952 Marks Banner Disk Retail Year

175,775,375 Cut; Sales Value Totals 163,776,287

Continued from page 1

a retail sales value of \$102,810,928. Here's the 45 picture:

A total of 40,272,792 seven-inch disks were produced in 1952, with a retail sales value of \$35,152,420. This compares with a 1951 total of 34,594,526, with a retail value of \$28,393,918.

The long play disk figures also show an increase: A total of 9,171,173 LP disks, with a retail value of \$30,568,330 were produced in 1952. During the previous year, the LP disks produced by AFM men totaled 6,575,865 and had a total retail value of \$25,186,938.

Pertinent Statistics

Here are other statistics culled from the President's Report, pertaining to disk employment and production during the year 1952:

The number of sessions totaled 4,917; the number of appearances (sidemen), 45,893; the number of man appearances (leaders), 5,190; the number of hours employment, 16,461; the number of masters recorded, 15,785; total pressings sold (indicated in breakdowns above), 175,775,375; total earned by sidemen, \$2,429,675.02; total earned by leaders, \$544,919.87; contributions to the Music Performance Trust Fund, \$1,762,140.98.

The Report points out that the earnings of leaders and sidemen as reported here are based upon union scale and does not include royalty payments paid directly to leaders.

Transcriptions

Statistics relative to the transcription industry for 1952 revealed that 10,047 units of music were produced during 1952—a unit being 15 minutes. The number of man appearances of sidemen totaled 23,843; leaders' appearances, 4,858; hours of employment, 9,892; total earned by leaders and sidemen, \$2,192,020.26 (based on scale), and contributions to the Trust Fund, \$49,161.49.

Dodelin Boost Creates RCA Sales Shifts

NEW YORK, June 13. — Ed Dodelin, field sales manager for the RCA Victor record department is being promoted via a shift in the regional sales offices of the diskery's parent company. As a result, Victor sales manager Larry Kanaga will shift two additional sales execs in moves to replace Dodelin. The latter becomes assistant to Harold Renholm, RCA regional manager in Chicago.

Replacing Dodelin as field sales manager for the diskery will be Jack Burgess, currently merchandise manager. Bob Yorke, West Coast field man, is being moved here to replace Burgess.

The promotion of Dodelin to sales exec status for all RCA products marks the second time in recent years that the parent company has reached into the record department for top personnel. The last such action was moving Bob MacRae from the diskery into the regional office. He currently heads the Boston region.

Marterie to Play Duke University

NEW YORK, June 13. — The Ralph Marterie ork has copped one of the top college dates of the year in being signed to play two nights at Duke University next November 13 and 14. The ork is getting \$5,000 for the Friday and Saturday dances.

Hassle Grows Over Japan Collections

U.S. Publishers' Meeting Points Up Rivalry of Abeles and Folster Orgs

NEW YORK, June 13. — The growing hassle over the collection of publisher monies earned in Japan has developed to such an extent that there are now two agencies collecting Nipponese loot for American publishers. Latest is the Harry Fox office, which is now collecting for a number of American firms, including those licensed by both the American Society of Composers, Authors and Publishers and Broadcast Music, Inc.

The Fox office is offering its services via a recent arrangement set up by Julian T. Abeles with the Japanese Society of Rights of Authors and Composers. George Folster, who has represented a number of firms in Japan for the past few years, and is the ASCAP and BMI representative there as well, has also been collecting monies for his clients since he started.

This week the conflict over who should collect for American publishers deepened with the report made by Abeles to a number of publishers at a meeting held Wednesday (10) here. At that time Abeles told about his visit to Japan to a large group of publishers, and explained the program he had worked out with the Japanese society for collecting mechanical money from Japan's seven major disk firms.

In addition to the alternative method of collection for publishers being offered via Harry Fox and JASRAC vis-a-vis the George Folster office, the legal committee of the Record Industry Association of American this week met with JASRAC representative Thomas Blakemore. Blakemore gave the committee a run-down on JASRAC's activities in Japan and explained how the diskeries could use the auditing services of the society to check on sales of their affiliated firms there.

Folster's Japanese representation has worked as follows over the past few years: Folster, who has actually been working in Japan for seven years now, has been collecting mechanical money from diskeries for his clients. He collects the royalties for a 25 per cent commission and returns the rest to his clients here. Recently he was granted permission by the Japanese Government to 100 per cent conversion of monies collected into American currency to send to his clients each quarter and has made arrangements with the six diskeries to pay 2 cents royalty per composition on all waxed material. These diskeries have also agreed to pay all royalties dating back to 1945. For the first three months of this year payments have equaled \$100,000.

The Fox office, thru Abeles, has made arrangements for the Japanese Society to collect monies for clients the office represents. The society will deduct taxes from the loot collected, take out 20 per cent for its expenses and then send the rest to the Harry Fox office. Fox's fee for handling the collection is the usual 3½ per cent.

Reason for the intense interest in Japan and the hassle over royalty collections is due to the fact

Margaret O'Brien Inks With Seger

NEW YORK, June 13. — Fromer child film star Margaret O'Brien has signed an exclusive recording pact with Seger Records and will participate in a rush wax session aimed at hitting the market before July 4.

Seger diskery toppers Art Seger, Al Parker and J. G. Schwartz will record the 16-year-old actress reading the late Franklin Delano Roosevelt's "Prayer for Peace." Backing will be a patriotic rhythm ditty, "Take a Letter, Uncle Sam."

Other material scheduled to be waxed at the session are the new tunes "Waltz Me Around, Johnny" and "For the Love of Pete." The young actress is currently working both TV and summer stock. She had previously recorded some kiddie material for Capitol Records. The diskery recently signed chanter Russ Landi, cousin of the late Russ Columbo.

that the Japanese market, next to England and Europe is a most lucrative one for American tunes and sheet music. Population is twice that of England, and it appears to be growing all the time, with American music played via records in movie houses, tea houses, Geisha houses, restaurants, bars, et al. However, there is no fee charge for the use of music in these places, something that all American publishers hope will be changed soon.

4 Major Firms Introduce New Lines of Sets

NEW YORK, June 13. — Four of the country's largest producers of radio-phono-TV equipment unveiled their new lines this week showing increasing interest in and expectations for record playing equipment sales. The Admiral, Philco, RCA Victor and Zenith lines were loaded with record players in self-contained units and in combination with radio and/or television sets.

Admiral unveiled three TV-radio combinations ranging in price from \$399.95 to \$599.95 and a table model radio-phono. For the first time, the company also introduced a 15-tube, high-fidelity, radio-phono combination with a 15-inch speaker.

Philco showed seven TV-radio-phono models featuring high-fidelity sound promoted as "Phonorama" and ranging in price from \$469.95 to \$1,000. Philco also introduced eight different radio-phono combinations in 11 models and ranging from \$99.95 to \$500. The firm is set to promote heavily the "Phonorama" feature of high-fidelity sound and is selling dealers the phrase "It's big business in '54 with a Philco radio-phonograph for every market."

In unveiling its new TV line, RCA Victor said that in the second half of the year the company would introduce the "broadcast and most comprehensive line of radio, radio-phonographs and Victrola phonographs in the company's history. Field sales reps of the company were shown two high-fidelity phonos—a table model for \$139.95 and a console for \$275.

A new line of Zenith high-fidelity phono combinations was previewed yesterday in Chicago. Unique feature of the line is a built-in stroboscope indicator that permits visual adjustment of the turntable to play records of all speeds at the pre-recorded speed at which they were recorded.

Petrillo Weighs Mechanical Tax

NEW YORK, June 13. — James C. Petrillo, American Federation of Musicians chief, is considering the advisability of suggesting to the federal government that a tax be imposed on mechanical music, including radio, television, recordings, motion pictures, etc. The purpose of the tax would be to raise funds to subsidize symphony orks, concert bands, opera and ballet companies, etc.

The proposed suggestion came to light in Petrillo's President's Report to the AFM convention. A meeting is scheduled for next week at Petrillo's headquarters, at which time Petrillo is expected to discuss the matter with managers of symphony orks. Petrillo is also scheduled to discuss with them the AFM's campaign for a cabinet officer for the arts.

NBC Ainer Would Pre-Test Pop Tunes

NEW YORK, June 13. — A flock of music publishers convened at the Johnny Victor Theater Friday morning to consider a proposal by the National Broadcasting Company to set up a half-hour network program which would provide the music business with an opportunity to pre-test the potential of songs. The idea and format of show, which would be called "Your Song and Star Sweepstakes," was outlined by Manie Sacks, RCA vice-president and chief of the Victor Record Division.

The program's format would feature finished recordings of new tunes—or at least tunes not yet recorded on a commercial label. No amateur or unpublished songs would be considered.

A production unit, headed by Charley Grean, would work with the publishers under the proposed plan. Pubs would pay for the disk sessions—estimates being that a session could be done for as little as \$130 — and pubs would be given a report on the votes cast by listeners. Latter would vote as to their favorites among the four or five tunes on the show.

Pubs would retain ownership of the masters of the disks of their tunes. RCA Victor would have first refusal rights or the opportunity to match any bid offered a publisher by any other diskery. Program's emcee was slated to have been clefter Bob Merrill,

with the show tentatively scheduled to kick off the second or third week of July.

Under the proposed format the show would have a panel consisting of a leading deejay, record dealer and juke box operator.

Session at the Johnny Victor Theater met with mixed reaction on the part of publishers. Many viewed the proposed show as good for the music-record business. Others fought over proposed details of the program. A committee was set up to attempt to work out details with John Cleary, NBC radio network program manager. Initial meeting between Cleary and the committee is scheduled for Tuesday (16). Plans which crystallize from this session are to be submitted to publishers for the latter's acquiescence or rejection.

Publisher committee is headed by Ben Bloom, and includes Cork O'Keefe, George Paxton, Gene Aberbach, Bobby Mellin, Mack Goldman and Sid Mills.

Conversation of the publishers with regard to the proposed show touched on many facets. Some opined that, via such a program, publishers could regain control of their business from the mechanical men.

Another publisher voiced the suggestion that the publishing fraternity trek over to the Columbia Broadcasting System. (Continued on page 53)

Full Concert Season Ahead For Denver

DENVER, June 13. — Denver music impresarios are readying themselves for the greatest season of summer music since the end of the war. Concert manager Arthur Oberfelder opens his "Concert under the Stars" at Denver's giant Red Rocks Amphitheater with the First Piano Quartet on July 7, followed in less than a week with Liberace. Seven days later Roberta Peters and Jan Peerce make their appearance.

Yma Sumac and the Slavenska-Franklin Ballet round out the series for Oberfelder, but between times the Red Rocks Music Festival, with the orchestra conducted by Saul Caston, will bring such stars as Lanny Ross, James Melton, Helen Traubel and Jeanette MacDonald to the acoustically perfect outdoor theater for concerts thruout the summer.

These are in addition to the usual music activities that this year will include concerts by Dorothy Maynor and Todd Duncan, the ballet "Peter and the Wolf" and "Sanorma."

Mills to Shape Foreign Plans

NEW YORK, June 13. — Jack Mills, Mills Music chief, sails for England June 26 to blueprint plans envisioning a fuller exploitation of standard and educational American music abroad. Jack Mills, who three years ago established Mills Music, Ltd., abroad, has already pioneered in the establishment there of American composers.

Mills noted that currently it is possible to export to England only such music publications as are not in competition with publications issued in Great Britain. For further exploitation of material in England, Mills said, it is necessary to publish thru local British firms.

Pay Increase for Columbia Workers

BRIDGEPORT, Conn., June 13. —The 700 workers at Columbia Records here will receive an hourly pay increase ranging from 3 to 13 cents, but averaging 5 to 6 cents, as the result of an agreement approved by both the company and the union this week. Negotiations between the company and representatives of the United Electrical Workers' Union, Local 237, started April 15 under a wage re-opener clause in the two-year contract. Increase is retroactive to June 1, and all other provisions of the contract which expires June 1, 1954.

Representing Columbia in the negotiations were Herbert M. Greenspon, director of manufacturing; Kenneth E. Raine, company secretary; John K. Lemry and Joseph F. Massimino, both divisional superintendents.

Negotiations with Decca Records, which also has a factory in Bridgeport, will start in about two weeks, and may be patterned after the Columbia pact.

Joe Leahy Denies S&L Arrangement

NEW YORK, June 13. — Joe Leahy, recently signed by B.B.S. Records as an arranger-conductor, said this week that he has no exclusive arrangement with S & L Music to place all his original scorings in the newly-created Sheldon Music subsidiary, as reported here recently.

Leahy asserted he contemplates no such move and will continue to deal with other publishers as heretofore.

'Peepers' Theme to Richmond Pubbery

NEW YORK, June 13. — Howard S. Richmond's Hollis Music pubbery has acquired the opening and closing theme music on the "Mr. Peepers" NBC-TV show, starring Wally Cox. Deal for the copyright was cleared via Talent Associates, Inc., TV packaging outfit, and David Swift, who created the characterization. Music was composed by Bernard Green, conductor-composer.

'SAINTS MARCH' FOR 3 HOURS

NEW YORK, June 13. — Listeners to Stan Vainrib's deejay show over station WBRC, Birmingham, were probably a bit startled by his program Wednesday night (3). For three hours the jock played only one record, the Ray Anthony ork's latest Capitol waxing, "When the Saints Go Marching In." The program caused more commotion than the station had ever before experienced and the switchboard was jammed with calls, both from those approving the platter and those who couldn't stand it indefinitely.

Coast Jocks Plan Pop Ork

HOLLYWOOD, June 13. — KLAC deejays Bob McLaughlin and Gene Norman this week completed plans for formation of a pop orchestra to play at dances for teen-agers thruout the Los Angeles area. First dance, with a \$1 admission fee, will be held in the Pasadena Civic Auditorium Friday (19).

The deejays have set Mahlon Clark to organize the 14-piece band whose specialty will be the playing of stock ork arrangements of top tunes. The ork will be referred to as the "Top Tune Band" because it will perform standards of top instrumentals of the past in the form that made them hits. Band also will vary its offerings with today's top recorded tunes.

Musicians will be recruited from the various motion picture studios. A girl vocalist, as yet unselected, also will be a member of the troupe.

The entire venture will be non-profit and is an effort to supply dance music in various communities of the area for teen-agers who normally could only afford recorded music for their dances. McLaughlin and Norman are plugging the dance on their daily KLAC radio shows.

The pair's venture into the field follows the success of KMPC deejay Johnny Grant's teen-age party series which had its debut two weeks ago at Ciro's. Grant's effort contrasts with the new set-up in that it is free and its main attractions are performances by top-flight individual performers. The second party is slated for this afternoon at Ciro's with Ray Anthony ork supplying the music.

New Album of Movie Music

NEW YORK, June 13. — Additional evidence of diskery interest in music from films and the switch to use of the film title for the music (The Billboard, June 6) is the latest Al Goodman album on RCA Victor. Follow-up package to Goodman's "Theme Music From Great Motion Pictures" is being called "Music From Hollywood."

Extended play album contains eight selections all titled to match the films: "High Noon," "Snows of Kilimanjaro," "Ivanhoe," "David and Bathsheba," "Moulin Rouge," "The Happy Time," "A Place in the Sun," and "Quo Vadis."

Ballroom Burns In Wayland, N. Y.

ELMIRA, N. Y., June 13. — The Loon Lake Palace ballroom, well-known dancery in near-by Wayland, N. Y., was destroyed by fire last week. The spot had been purchased only a few months ago by Harry Stone of Rochester, N. Y. He was in the process of refurbishing and expanding the ballroom when the fire destroyed the place. Also lost in the fire were the instruments, stands and music library of the Jack Nunn ork.

In the years gone by the Loon Lake Palace had played some of the top name bands in the country, including Charlie Barnet, Tommy Dorsey, Jimmy Dorsey, Charlie Sprivak and Gene Krupa. Stone intends to operate with outdoor dancing temporarily at the skating rink adjacent to the ballroom.

Columbia, Victor Drive for Plus Biz With New Labels

NEW YORK, June 13. — RCA Victor and Columbia Records are now engaged in an all-out drive to expand their present disk business. The two firms, both taking a leaf from the indie books in bringing out new labels for new and different musical categories, are prepping new labels for such diverse fields as the jazz and classical markets. And these new labels are being set up for independent distribution. In other words, both firms are moving into new fields via their new labels in order to compete more directly with the indie firms and to snag a share of the markets that indie firms have developed. At the same time, both Columbia and RCA Victor are actively expanding their affiliations with foreign manufacturers and foreign labels.

Right now RCA Victor is prepping one to three new labels. One, the Camden label, is getting the go-ahead treatment within the firm and should be on the market sometime this summer. At first, the Camden line was claimed to be for jazz only, but it is now known that "it will be much more than a jazz label."

The other two labels being gradually readied by the firm are Label X and Label Y, the first being the new pop line and the latter the subsidiary r.&b. line. Both of these are expected to be distributed to a large extent by indie distributors.

Epic Label
Columbia has already decided that the new Epic label will be a full-fledged classical line, which will be handled by the distributors who are now stocking the Okeh label. Tho the price has not been determined, it is believed that it will be in the same price range as Columbia's own Masterworks series, with some of the releases to be American-made masters, and others to be made by the Columbia's overseas confrere, Philips, in Europe.

There is a possibility that Okeh's pop artists will be transferred to the Epic label, tho no decision has yet been made on this. If this does take place, then Okeh will continue with r.&b. and jazz.

What this all means is that Columbia and RCA Victor are actively seeking business they have previously overlooked, or have been unable to take advantage of. And to do this they have to break with tradition to the extent of creating new labels, and even

getting outside distribution, so be it.

Entre Records
Columbia, in addition to the regular line (which does not include r.&b.), now has Entre Records, an inexpensive LP line; Playtime Records, a 25-cent kiddie line; Okeh Records, an independently-distributed pop, c.&w., jazz and r.&b. line, and the forth-

coming Epic line, which will be at least classical. In addition, the firm is starting a 49-cent kiddie line to be ready in the fall.

RCA Victor has the regular line, (with r.&b. disks); Bluebird Records, active in both the inexpensive classical LP field and the 49-cent kiddie field; the forthcoming Camden label, which will be jazz and more, and the to-be-forthcoming labels, X and Y, both to be independently distributed.

The RCA Victor and Columbia Records are now showing most of the action, this does not mean that other majors, or large indies, are idle about moving into other fields. Capitol Records has spoken of starting a new label for r.&b. slicings for a number of months, and M-G-M put out a low-priced LP line, Lion, a few months ago. Decca Records, of course, was the pioneer of the majors, when it started its Coral subsidiary with independent distribution four years ago. Coral's growth has proved the wisdom of such a move.

Low-Priced LP's

An indication of how some of the new labels of RCA Victor and Columbia have made their mark in their respective fields is pointed up by the low-priced LP lines, Entre and Bluebird. Both of these lines have taken a firm hold in the low-priced LP field, garnering a large share of the market formerly held as a near-monopoly by Remington Records, Varsity and Royale. Columbia's Playtime kiddie series has shown solid strength in the field dominated by the Simon and Schuster Golden Records and Peter Pan. Okeh Records has come up with a number of hits in the r.&b. field, a field spread-eagled almost solidly by indie r.&b. firms, and has turned up a few pop hits as well.

The RCA Victor and Columbia drives into formerly uncovered fields, or those discovered and pioneered by the indie labels, does not mean, by any criterion, the deathknell of the indies. For the indies have shown, time and time again, that it is their very mobility that keeps them alive.

No large diskery can ever move as fast as an indie diskery. And the indie labels today have never had it so good. (See separate story.) This means that the record market is an expanding one, that will be able to take bigger and better majors as well as healthier indies.

GAC Lines Up N. Y. Park Orks

NEW YORK, June 13. — General Artists Corporation has lined up bands for the first two weeks of outdoor dates to be played in municipal parks here under the sponsorship of Consolidated Edison, local public utilities outfit. The no-admission-charge outdoor dances have been sponsored by Con Edison for the past 12 years, during which time GAC's band booker, Howard Sinnott, has had exclusive bookings for the 54 dance dates.

First two weeks, beginning June 18, will be filled by Jerry Wald, Sy Oliver, Billy May, Freddy Shaeffer, Johnny Long, Gene Williams, Neal Hefti, Art Mooney and Ray Anthony. Remaining dates are currently being lined up by the agency. Dances are held in two city parks in Manhattan, one in The Bronx, one in Brooklyn, two in Queens and one in Staten Island. Latter location is new this year, replacing a park in The Bronx.

Outdoor dances wind up in Central Park on September 3 after playing eight nights in June, 22 in July, 21 in August and three in September.

Decca Adds Jack Pleis to A & R Unit

NEW YORK, June 13. — Milt Gabler, newly-appointed chief of Decca Records a.&r. department, has added Jack Pleis to his staff. Pleis, formerly with London Records and more recently active as a free-lancer, will also serve as a Decca artist in addition to regular a.&r. duties. The diskery is also considering another a.&r. staff addition.

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Disk Firms in Growing Move

Continued from page 23

possible label print as manufacturer thereof.

Capitol, which formerly relied heavily on masters secured from the German diskery, Telefunken, has cut down severely on these imports the past year. Capitol will start issuing them again this fall, but according to the formula established with Cetra, Cap, in effect will act as distributor, and the disks will feature the Telefunken label, again carrying a small legend listing Cap as "manufacturer."

In the past year, Cap has released 22 LP's cut in the United States. About 10 were imported. Heavy wax plans revolve around Nathan Milstein, recently-pacted by the label; pianist Sascha Gornodnitzky, just signed; artist staffers such as Leonard Pennario and the Hollywood String Quartet, and the Pittsburgh, St. Louis and Indianapolis orks.

Decca Joins Move

Decca, too, has experienced a significant shift in the ratio of material cut here as against that cut abroad, the vinyl of foreign origin still is somewhat in the lead. Within the next year domestic recordings are expected to be predominant on the label, and Decca is continuing to add Amer-

MAC Shifting Chi Hwd. Help

CHICAGO, June 13.—Dick Shelton, president of McConkey Artists Corporation, this week announced several shifts in personnel that will affect the firm's Chicago and Hollywood offices.

Howard Grafman, who has headed the cocktail department here for three years, has been named head of the firm's West Coast office. Grafman replaces Clyde Baldschun, who resigned to go into promotional work. Grafman will carry the title of vice-president and general manager.

Sonny Miller will continue in the Hollywood branch, and has been named executive vice-president in charge of the act department. Sherman Hayes, former ork front, will head the band department on the West Coast. MAC Studios, a Chicago subsidiary of the McConkey office, has been transferred to the Hollywood office.

Willie Mabon Inked By Goday Music

NEW YORK, June 13.—Willie Mabon, high-riding r.&b. clef-fancier, has been signed to an exclusive writer's pact by Goday Music. Hal Fein, who recently joined Happy Goday as a partner in the publishing enterprise, brought Mabon into the fold. Fein has also inked the artist to a personal management pact.

Mabon, who first gained national prominence via his click waxing of "I Don't Know," currently has one of the top r.&b. best-sellers in his Chess slicing of "I'm Mad."

Lowell Ketch Added to Growing Denver Agency

DENVER, June 13.—Lowell Ketch, formerly with Mar-Low Duo Agency in Chicago, has joined the Jack Blue Agency in Denver as head of the expanded music department. Ketch has worked thru the Midwest and Northwest and is well known for his excellent results with small bands and combos.

Big demand by Rocky Mountain fair and Western show promoters has brought Blue a great number of requests for name talent and out-of-region entertainers. Expansion provides Blue with facilities to handle any size show of any nature with greater efficiency and faster than previously possible.

Heifetz Draws Capacity On Copenhagen Dates

COPENHAGEN, Denmark, June 13.—Jascha Heifetz drew capacity houses and raves from the critics at both of his concerts here. His first appearance at the Odd Fellows Palace on Friday (15) drew such a turn-away that concert booker I. Blicher-Hansen arranged for a second concert, Monday (18), at the 4,000-seat K. B. Hall.

ican artists and groups to its roster.

The Los Angeles Philharmonic, signed recently, will have some 10 new LP's out in the fall. Other artists and orks recorded here by Decca, and due for heavy action are Claudio Arrau, Reginald Kell, Andres Sebovia, the New York Stadium Concerts ork, the Little Orchestra Society and the Zimbler group.

M-G-M's About-Face

The shift in recording practice has nowhere been more noticeable than at M-G-M. A year ago foreign material was favored at the ratio of two to one. Today the ratio is completely the reverse. And still more material will be recorded here by the label. Stress will be placed on solo work by such artists as Richard Ellsasser, Menahim Pressler, Joseph Battista, Herta Glaz and others still to be signed. M-G-M will soon sign its first American conductor, with the label's first domestic orchestral recordings slated to follow shortly.

An M-G-M exec pointed out that one of the main deterrents to continued heavy use of foreign tapes, in addition to growing costs and lack of complete quality control, is the lack of artist-label identification that often occurs. Too many of the best foreign orks record for too many labels, and the firm then can't expect a continuity of public association between artist and diskery. In most cases the company prefers to attempt to build its own exclusive artists into prominence.

Westminster-Remington

Westminster, one of the major classical indies, has until the present recorded about 95 per cent of its vinyl abroad. But significant change is taking place here, as well, and by the end of the year the ratio of foreign to American waxings will be nearer to 80-20, according to a spokesman. The label has just signed its first American ork, the National Symphony, and is now negotiating for a second. This fall the National will be recorded in 10 major orchestral works, some with the recently-signed violinist Julian Olevsky. Westminster will also step up activity with other of its U. S. talent, such as the David Randolph Choir, the Curtis String Quartet and pianist Kurt Appelbaum.

Remington, also, is mapping hyped American action. Recording dates have been skedded with the Cincinnati Ork, and other recent pacts, such as Mack Harrell, Tossy Spivakovsky.

New 'Caesar' Album Ready for Dealers

NEW YORK, June 13.—The M-G-M Records sound track album of dramatic highlights from the film "Julius Caesar" involved long negotiations and a series of trans-Atlantic and transcontinental calls and trips before movie actor James Mason agreed to permit his name and voice to be used in the album. Only a few weeks ago the diskery was not certain whether it could issue the album. Lengthy negotiations also put M-G-M under pressure to get the disk package out in a hurry. Sound track album, however, will hit dealer shelves some time next week.

The package will be issued as a 12-inch LP and a five-record 45 r.p.m. set. In addition to Mason, who finally agreed to the use of his voice, the film and the disk package features Marlon Brando, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson and Deborah Kerr. Film will be road-shown on a two-a-day basis.

Guy, Patty, Spots For Hoosier Fair

INDIANAPOLIS, June 13.—Guy Lombardo and his ork, Patti Page and the Ink Spots have been signed as name attractions in the Coliseum show at Indiana State Fair here, September 3-11. The trio, backed by several supporting acts, will do four performances in the building on the first four days of the big Hoosier annual.

To be billed as "Guy Lombardo, Patti Page and Television Stars of '53," the show will follow an all-Hoosier revue that played the '52 fair. Headed up by Herb Shriner and Phil Harris, the '52 show reportedly grossed nearly \$60,000 in four performances.

GOLD RECORD FOR WHITMAN

SHREVEPORT, La., June 13.—Slim Whitman, Imperial Records hillbilly, was presented a gold record in recognition of his million selling recording of "Indian Love Call" during the May 30 broadcast of "Louisiana Hayride."

On hand for the occasion was Horace Logan, program director of "Hayride," which originates in Municipal Auditorium here via Station KWKH. Logan introduced Mac Makela, Whitman's personal manager, and Lew Chudd, Imperial prexy, who made the presentation in behalf of the firm. Whitman, who formerly waxed for RCA Victor, joined Imperial in 1952. His first hit for Imperial that year was "Love Song of the Waterfall."

Anthony Set For K. C. Date

NEW YORK, June 13.—The Ray Anthony ork has been set to play a two-and-a-half-hour dance on July 9 in the Kansas City, Kan., Auditorium. The dance will be co-sponsored by the Katz Drug Chain and Chesterfield cigarettes, with admission free.

The deal calls for the dancers to pick up tickets at any Katz drugstore. The event is being heavily promoted via promotions and ads and includes free transportation on busses and street cars to all holders of tickets on their way to the auditorium.

The dance is part of the promotional series being worked out to hype dance band interest by Downbeat Magazine. The mag has already set a mammoth pop festival for Soldier Field, Chicago, on August 1. Booked for the Chicago date are the Ralph Marterie, Ray Anthony and Sauter-Finnegan bands, Eddie Fisher, Patti Page, Ella Fitzgerald, Julius LaRosa, Jazz at the Philharmonic and June Valli.

Both events are booked by the General Artists Corporation. The latter ork will produce the Chicago show. Tickets for the Soldier Field date are scaled at \$3.50, \$2.50, and \$1.50, with an advance sale of \$55,000 already reported in the till.

Vogue to Record Title Songs of 3 Pictures

NEW YORK, June 13.—Vogue Records will record title songs from three forthcoming United Artists motion pictures. The tunes, to be cut and released within three weeks, are "The Melba Waltz," from "Melba," a S. P. Eagle production starring Patrice Munsel; "My Heart Is a Volcano," from "Volcano," a William Dieterle production starring Anna Magnani, and "No Escape," from flick of the same name, starring Lew Ayres, Sonny Tufts and Marjorie Steele.

Frank L. Harper, diskery chief, noted that music is playing an ever-increasing role in the production and promotion of films, with results beneficial to both industries.

April Music Sales Up 6%

WASHINGTON, June 13.—Sheet music, phono disk and instrument sales in April were 6 per cent higher than during April, 1952, but sales for the first four months of the year were 2 per cent under those for the corresponding period last year, a Federal Reserve Board survey of 131 major department stores reveals. Radio, phonograph and television sales, 179 department stores reporting, were 2 per cent higher in April than in the previous April, while sales for the first four months of this year fell 5 per cent below the level for the corresponding months of 1952, FRB said.

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TOP SELLERS— POPULAR

Based on Actual Capitol Sales Reports

1. VAYA CON DIOS
JOHNNY (IS THE BOY FOR ME) L. Paul & M. Ford .. 2486
2. APRIL IN PORTUGAL
SUDDENLY L. Baxter 2374
3. HALF A PHOTOGRAPH
ALLEZ-VOUS-EN K. Starr 2464
4. RUBY
A LITTLE LOVE L. Baxter 2457
5. GIGI
I LOVE PARIS L. Baxter 2479
6. PRETEND
DON'T LET YOUR EYES GO SHOPPING M. Cole 2346
7. I AM IN LOVE
MY FLAMING HEART M. Cole 2459
8. OH!
SAN P. Hunt 2442
9. I BELIEVE
THE GHOST OF A ROSE J. Froman 2332
10. NO OTHER LOVE
NIGHT FOR LOVE H. O'Connell 2487
11. LOVE ME, LOVE ME
'TIL I FIND YOU D. Martin 2485
12. WHEN THE SAINTS GO MARCHING IN MARCH
THAT'S MY WEAKNESS NOW R. Anthony 2488
13. BLUE GARDENIA
CAN'T I M. Cole 2389
14. LEAN BABY
I'M WALKING BEHIND YOU F. Sinatra 2450
15. THE NEARNESS OF YOU
GYPSY GIRL B. Manning 2383
16. RETURN TO PARADISE
ANGEL EYES M. Cole 2498
17. SAY YOU'RE MINE AGAIN
THE SONG FROM MOULIN ROUGE J. Hutton & A. Stordahl 2429

LATEST RELEASE

No. 373

- FD RATHER DIE YOUNG
I DIDN'T WANT TO LOVE YOU Gisele MacKenzie .. 2501
- A DEAR JOHN LETTER
FD RATHER DIE YOUNG Joan Shepard 2502
- BALLIN' THE BLUES
NOTHIN', NOTHIN', BABY Duke Ellington 2503
- THE BELLS OF MONTERREY
SWEET BUNCH OF BITTERWEEDS Dub Dickerson 2504
- MY ONE AND ONLY LOVE
I'VE GOT THE WORLD ON A STRING Frank Sinatra 2505
- RUB-A-DUB-DUB
YOU TWO-TIMED ME ONE TIME TOO OFTEN Helen O'Connell 2506
- TERRY'S THEME FROM "LIMELIGHT"
PEG O' MY HEART Jackie Gleason 2507

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TOP SELLERS— COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. RUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
2. MINNI-HA-CHA
I LOST MY HEART TODAY
F. Huskey 2495
3. I CAN'T WAIT
WHAT'S THE USE TO LOVE YOU
F. Young 2461
4. THE MARSHAL'S DAUGHTER
THE SAN ANTOINE STORY
T. Riffer 2475
5. I'VE GOT TO WIN YOUR LOVE AGAIN
I CAN'T LAST LONG
S. McDonald 2434
6. THE WHEEL THAT DOES THE SQUEAKIN'
I CAN'T RUN AWAY
J. Dolan 2482
7. I FEEL IT IN MY SOUL
ASK, YOU SHALL RECEIVE
M. Carson 2477
8. I'LL STOP LOVING YOU
I DON'T WANT YOUR KISSES
G. O'Quin 2490
9. HIGH NOON
GO ON! GET OUT!
T. Riffer 2120
10. IS IT LOVE OR IS IT LIES!
LONESOME JOE
R. Acuff 2460

BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
2. SKETCHES ON STANDARDS
Stan Kenton 426
3. LOVER'S RHAPSODY & SONGS FROM
LOVER'S RHAPSODY
Jackie Gleason 366
4. THE HIT MAKERS!
Les Paul & Mary Ford 416
5. JANE FROMAN FAVORITES
Jane Froman 429
6. BY THE LIGHT OF THE SILVERY MOON
Gordon MacRae & June Hutton 422
7. NEW CONCEPTS OF ARTISTRY IN
RHYTHM
Stan Kenton 383
8. MEMORY SONGS
Jo Stafford & Gordon MacRae 428
9. POPULAR FAVORITES BY STAN
KENTON
Stan Kenton 421
10. TODAY'S TOP HITS, VOLUME VIII
8 Top Artists 9113
11. THE KAY STARR STYLE
Kay Starr 363
12. PIANO HITS
Ben Light 427
13. BYE BYE BLUES
Les Paul & Mary Ford 356

BEST SELLING— CLASSICAL ALBUMS

Based on Actual Capitol Sales Reports

1. GERSHWIN—"THEME FROM RHAPSODY IN BLUE," "THREE PRELUDES FOR PIANO"
Leonard Pennario 8206
2. WAGNER—"SIEGFRIED'S RHINE JOURNEY" & "SIEGFRIED'S FUNERAL MUSIC" & "PRELUDE AND LIEBESTOD FROM TRISTAN UND ISOLDE"
The Pittsburgh Symphony Orchestra Conducted by William Steinberg 8185
3. ENESCO—"RUMANIAN RHAPSODIES, OP. 11," DVORAK—"SLAVONIC DANCES, OP. 46"
Fabien Sevitzky Conducting the Indianapolis Symphony Orchestra 8209
4. TCHAIKOVSKY - TANEIEFF-GOUNOD—"ROMEO AND JULIET DUETS"
Franz Waxman Conducting the Los Angeles Orchestral Society 8189
5. SCRIBAIN—"POEM OF ECSTASY, OP. 54," LOEFFLER—"A PAGAN POEM"
Paris Philharmonic Orchestra Conducted by Manel Rosenthal 8188
6. DUBUSSEY—"CLAIR DE LUNE," CHOPIN—"WALTZ IN D FLAT," LISZT—"LIEBE-TRAUME"
LEONARD PENNARIO 8205
7. ERNEST BLOCH—"CONCERTO GROSSO," WILLIAM SCHUMAN—"SYMPHONY FOR STRINGS"
The Pittsburgh Symphony Orchestra conducted by William Steinberg 8212
8. TCHAIKOVSKY—"DANCES FROM THE SWAN LAKE"
Roger Desormiere Conducting the French National Symphony Orchestra 8213
9. TCHAIKOVSKY—"SELECTIONS FROM THE NUTCRACKER SUITE"
Roger Desormiere Conducting the French National Symphony Orchestra 8202
10. CHOPIN—"POLONAISE IN A FLAT," FALLA—"RITUAL FIRE DANCE," AL-BENIZ—"SEGUIDILLA"
Leonard Pennario 8204
11. "CHOPIN WALTZES FOR ORCHESTRA"—TRANSCRIBED BY BENJAMIN BRIT-TEH
Ballet Theatre Orchestra Conducted by Joseph Levine 8199
12. DVORAK—"SLAVONIC DANCES"
Fabien Sevitzky Conducting the Indianapolis Symphony Orchestra 8215
13. ENESCO—"RUMANIAN RHAPSODY NO. 1 IN A MAJOR, OP. 11" & "RUMANIAN RHAPSODY NO. 2 IN D MAJOR, OP. 11"
Fabien Sevitzky Conducting the Indianapolis Symphony Orchestra 8210

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The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending June 13

Best Selling Sheet Music

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

Week This	Weeks Last on Chart	Title	Rank
1	1	SONG FROM MOULIN ROUGE (R) (F)—Broadcast	10
2	3	I BELIEVE (R)—Leeds	6
3	2	APRIL IN PORTUGAL (R)—Chappell	10
4	3	I'M WALKING BEHIND YOU (R)—Leeds	6
5	5	RUBY—(R) (F)—Miller	7
6	6	PRETEND (R)—Brandom	20
7	8	DOGGIE IN THE WINDOW (R)—Santly-Joy	18
8	7	YOUR CHEATIN' HEART (R)—Acuff-Rose	16
9	9	SAY YOU'RE MINE AGAIN (R)—Meridian	7
10	10	SEVEN LONELY DAYS (R)—Jefferson	10
11	—	JUST ANOTHER POLKA (R)—Frank	1
12	11	ANNA (R) (F)—Hollis	6
13	12	MY ONE AND ONLY HEART (R)—Roncom	5
14	—	ALMOST ALWAYS (R)—Brandom	1
15	—	TILL I WALTZ AGAIN WITH YOU (R)—Village	24
15	14	BUMMING AROUND (R)—Four Star Sales	2

Tunes with Greatest Radio and Television Audiences

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

Top 30 in Radio

All by Myself (R)—Berlin—ASCAP Allez-Vous En Go Away (R) (M)—Chappell—ASCAP Anna (R) (F)—Hollis—BMI April in Portugal (R)—Chappell—ASCAP Big Mamou (R)—Peer—BMI Breeze (R)—Leeds—ASCAP Call of the Far-Away Hills (R) (F)—Famous—ASCAP Caravan (R)—American Academy—ASCAP Dancing With Someone (R)—Valando—ASCAP I Am in Love (R) (M)—Chappell—ASCAP I Believe (R)—Cromwell—ASCAP I'm Walking Behind You (R)—Leeds—ASCAP Just Another Polka (R)—Frank—ASCAP My Flaming Heart (R)—Robbins—ASCAP My One and Only Heart (R)—Roncom—ASCAP Nearness of You (R)—Famous—ASCAP No Other Love (R) (M)—Williamson—ASCAP	Now That I'm in Love (R)—Burke & Van Heusen—ASCAP Pretend (R)—Brandom—ASCAP Ramona (R)—Lion—ASCAP Return to Paradise (R) (F)—Remick—ASCAP Ruby (R) (F)—Miller—ASCAP Say Si Si (R)—E. B. Marks—BMI Say You're Mine Again (R)—Blue River—BMI Send My Baby Back to Me (R)—E. H. Morris—ASCAP Seven Lonely Days (R)—Jefferson—ASCAP Side by Side (R)—Shapiro-Bernstein—ASCAP Song From Moulin Rouge (R) (F)—Broadcast—BMI Wedding Day (R)—Bregman, Vocco & Conn—ASCAP Your Cheatin' Heart (R)—Acuff-Rose—BMI
---	--

Top 10 in Television

April in Portugal (R)—Chappell—ASCAP High Noon (R) (F)—Feist—ASCAP Ho Ho Song (R)—Arbee—ASCAP I Believe (R)—Cromwell—ASCAP I'm Sitting on Top of the World (R)—Feist—ASCAP	Just Another Polka (R)—Frank—ASCAP Nearness of You (R)—Famous—ASCAP Pretend (R)—Brandom—ASCAP Ruby (R) (F)—Miller—ASCAP Song From Moulin Rouge (R) (F)—Broadcast—BMI
--	--

England's Top Twenty

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

1. In a Golden Coach—Box & Cox (Box & Cox) 2. I'm Walking Behind You—Peter Maurice (Leeds) 3. I Believe—Cinephonic (Cromwell) 4. Pretend—Leeds (Brandom) 5. Windsor Waltz—Michael Reine (E. B. Marks) 6. Moulin Rouge Theme—Connelly (Broadcast) 7. Downhearted—New World (Paxton) 8. Hold Me, Thrill Me, Kiss Me—Mills (Mills) 9. Pretty Little Black-Eyed Susie—Cinephonic (Santly-Joy) 10. Theme From Limelight—Bourne (Bourne)	11. Doggie in the Window—Connelly (Santly-Joy) 12. Celebration Rag—Bradbury Wood (Chappell) 13. Oh, Happy Day—Chappell (Bregman, Vocco & Conn) 14. Wonderful Copenhagen—Morris (Frank) 15. Little Red Monkey—Robbins (Miller) 16. I Talk to the Trees—Chappell (Chappell) 17. Coronation Rag—Francis Day (Jefferson) 18. Till I Waltz Again With You—Francis Day (Village) 19. Tell Me You're Mine—Chappell (Capri) 20. Wild Horses—Morris (Simon)
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1953
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MOULIN ROUGE**



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From "RETURN TO PARADISE,"
in color by Technicolor—
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the movie version of
the Broadway stage hit

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IS MY
PRAYER”**



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NOEL



love ballads...

**"TILL I
SEE YOU
AGAIN"**

DECCA 28716 (78 rpm) and 9-28716 (45 rpm)

*America's Fastest
Selling Records*



The Billboard Music Popularity Charts

... for Week Ending June 13

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

GEORGIA GIBBS
For Me, for Me, for Me...82
 MERCURY 70172 — A tender ballad sung with understanding and distinction by Georgia. Miss Gibbs has been getting plenty of spins and sales on recent disks and should continue with this. (Acuff-Rose, BMI)

Thunder and Lightning...77
 Pretentious lyrics and a noisy backing could cause some excitement. The thrush belts it out with fire. (Folkways, BMI)

TONY MARTIN
Sorta on the Border...81
 V 20-5352 — Tony Martin has his strongest waxing here in a long time, and one that could move up with enough exposure. It's a melodic, light-hearted item, and it's sung by the warbler with a lot of charm and smoothness. Watch this one; it could bust out. The Henre Rene ork backs Martin brightly. (E. H. Marks, ASCAP)

Unfair...79
 The singer shows off his rich pipes on this big ballad, over a most attractive arrangement by Hugo Winterhalter, and sparkingly performed by the Rene ork. This side, too, is potent, tho the flip has an edge. (Paul Music, BMI)

NAT (KING) COLE
Return to Paradise...80
 CAPITOL 2498 — Nat Cole should get his share of the total action being stirred up on this lush composition, originally an instrumental. He sings it warmly. (Remick, ASCAP)

Angel Eyes...77
 Song is unusual, but lacks simplicity and felicity. Nat Cole has that same wonderful sound, but needs better material. Maybe the picture, "Jennifer," from whence the tune, will help. (Bradshaw, BMI)

PETE HANLEY
Help Me Mend a Broken Heart...80
 OKEH 6980 — Pete Hanley, whose "Big Mamou" is still selling, has a potent waxing here that could also grab loot and sales. It's a spirited, bouncy new ditty, with a strong vocal by Hanley and a lot of help from the chorus and shuffle-beat ork. Watch this one; it could move out. (Fred Kramer, ASCAP)

Come Back to Me...76
 An attractive ballad is sung warmly by the chanter over a big ork and chorus backing. Side is not as powerful as the flip, but again Hanley shows that he can bat out a tune stylishly. This side is headed for spins, too. (Rush, BMI)

DICK NOEL
Till I See You Again...79
 DECCA 28716 — The new singer on the label bows auspiciously in a dreamy, heartfelt reading of the pretty waltz ballad. The intimate style of the chanter comes across appealingly on wax. Jocks should spin, and the side could break out into the money. (Marian, ASCAP)

This Is My Prayer...78
 Another fine side that highlights the chanter's warm approach to a ditty. Another romantic opus, this, too, bears watching. (Brandom, ASCAP)

DON CORNELL
She Loves Me...78
 CORAL 61011 — Interesting new ballad is attractively handled by Cornell, ork and chorus for an excellent effort. Vocal group answers lines sung by the chanter for good results. (Granson, BMI)

When the Hands of the Clock Pray at Midnight...77
 Semi-religioso pop gives Cornell a chance to sell warmth and feeling, but it's not in the style which helped him break thru. Yet it's well done. (Shapiro-Bernstein, ASCAP)

JIMMY BOYD
Playmates...78
 COLUMBIA 40007 — Jimmy Boyd, "Le enfant terrible" of the young chanters, does a happy, lively job with the snappy evergreen, supported substantially by a large chorus and a good ork arrangement. Side seems aimed more at the kiddie than the pop market, but it should pull many jock spins. Good wax. (Santly-Joy, ASCAP)

Shoo-Fly Pie and Apple Pan Dowdy...77
 Jimmy Boyd has another oldie here, and he hands the cute ditty a strong reading over a solid ork and chorus arrangement. This side, too, should pick up spins, and the platter should do quite well in the kiddie market. (Michael Goldsen, ASCAP)

PEGGY LEE
My Heart Belongs to Daddy...78
 DECCA 28737 — Peggy Lee, still looking for a follow-up to her hit "Lover" of last year, has an exciting waxing here that could get off the ground with proper exploitation. The oldie is tricked up with a rumba beat, and the thrush hands it a wild reading, with help from a great group of musicians. Watch it; it goes. (Chappell, ASCAP)

I've Got You Under My Skin...75
 Thrush and her musical group are not quite as successful on this Porter tune as on the flip, but it's still a bright dishing with a good vocal and a

swing backing. Both sides will appeal to the jazz fan as well as the thrush's followers. (Chappell, ASCAP)

GUY LOMBARDO ORK
Half a Photograph...78
 DECCA 28742 — Upcoming tune sits very well with the Lombardo tradition. As always, it's very danceable. Vocal by Kenny Gardner is a very warm one. (Vesta, BMI)

Don't You Care?...72
 Another smooth Lombardo arrangement of a tune that has a long way to go before it's set. (Sherwin, ASCAP)

THE SUPER SONICS
Tabu...77
 RAINBOW 217 — The Super Sonics, now getting some juke box action with their slicing of "Sheik of Araby," have a good side here, and one that could also pull juke loot. The group really swings on this dishing, handing the oldie a healthy ride and featuring the group's unusual sound. Fine for boxes. (Peer, BMI)

FOUR SENSATIONS
This One Today
That One Tomorrow...73
 The Four Sensations turn in a nice job on a novelty ditty, backed with spirit by the Super Sonics. Listenable wax. (Porgie, BMI)

TONY MOTTOLA ORK
Under Paris Skies...76
 M-G-M 11527 — Instrumental in waltz time has good melodic line and gets an outstanding reading. This one, with the strength of the tune, could pull loot and spins.

Block Party in Barcelona...75
 Imaginatively rendered instrumental by Tony Mottola ork. Guitarist does a good job, and side should pull a lot of spins.

(Continued on page 46)

International

LOS BAMBUCOS-ORK
Rakmaninoff...74
 PAMPA 11032 — Mambo take-off on the famous Rachmaninoff Prelude is given a scintillating and exciting ride by the ork. Good dance wax.

Baion Del Desierto...70
 Near-East flavor of the opus, set above a Latin beat, makes for a listenable side.

JOE KOVICH
Arrowhead Polka...74
 BALKAN 6003 — Polka is nicely paced for good dancing. It's an instrumental and should be given a listen by those who go for this type of offering.

The Bells...69
 Another polka, this time it's rendered in a more subdued manner. There's also a close harmony duet by Ann and Angie.

EDO LUBICH
Carohna Noc...72
 Balkan 546 — Warm ballad is sung in both Croat and English by Lubich, with a nice assist by the Martin Kapudija string band. (Balkan, BMI)

Kraj Tanana Sadrvana...70
 This one is done in Croat by Lubich. It's a nice effort. (Balkan, BMI)

ENRIQUE MORA ORK
Asi Era Mi Barrio...68
 PAMPA 11035 — Tuneful tango is played prettily by the small ork, with Pedro de Luca warbling effectively.

Cuando Llora La Milonga...66
 Another pleasant tango presented in a smooth rendition by the Argentinian ork. Dancers should like.

Spiritual

LUCILLE BARBEE
Where Could I Go?...71
 REPUBLIC 7034 — Thrush demonstrates an exciting style as she sings this fast spiritual. She's backed by piano and guitar. (Babb, BMI)

I Just Can't Keep It to Myself...70
 This side starts slower but builds as it develops. (Babb, BMI)

Jazz

AHMAD JAMAL'S THREE STRINGS
Will You Still Be Mine?...69
 OKEH 6945 — The lovely oldie receives a quiet, cool instrumental performance from the trio, with the piano standing out. It's for jazz jocks. (Embassy, BMI)

Ahmad's Blues...65
 Jazz fans may be interested in this slightly boppish blues effort. It's listenable and has a beat, tho it doesn't go anywhere. (Crestwood, BMI)

Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	C&W	R&B
BBS	1	1	—
CAPITOL	2	3	—
COLUMBIA	1	2	—
CORAL	1	—	—
CROWN	—	1	—
CRYSTALETTE	3	—	—
DC	—	—	1
DECCA	4	1	1
FEDERAL	—	—	1
GREGORIAN	—	1	—
HILLBILLY	—	1	—
KING	1	3	3
LLOYDS	1	—	—
LONDON	3	—	—
MASTER	2	—	—
MECCA	1	—	—
MERCURY	1	1	1
M-G-M	8	2	—
OKEH	2	2	1
OPAL	1	—	—
RAINBOW	1	—	—
RCA VICTOR	3	2	—
SAVOY	—	—	1
SEGER	1	—	—
SLATE	—	1	—
TOTAL	37	21	9

Children's

MR. I. MAGINATION (Paul Tripp)
All Aboard a Covered Wagon (Part 1 & 2) ...82
 COL MVJ 163 — A gap was left in the lives of many children when for some commercial reason the "Mr. I. Magination" TV program went off the air. There's some solace for them, tho, in the periodic release of a "Mr. I." record. This one is about a covered wagon trip to the West in the middle of the 19th Century. As usual, it's flavored with song and story, both handled in Paul Tripp's usual excellent manner. This looks like a natural if it doesn't get hidden in the stock.

Latin American

HUGO ROMANI
Engano...75
 SEECO 7262 — A pretty bolero is handed a warm vocal by Romani, over a pleasant backing by the ork. Arrangement is a smooth one for dancing. A good disk.

Mi Beso...74
 Another listenable bolero, about a special kiss, is sung neatly by the chanter, with good help from America and his Caribes. This side was cut in Colombia.

BOBBY CAPO
Boing...74
 SEECO 7265 — Bouncy bolero-mambo novelty is sung with spirit by Capo, especially the title word. It's cute.

Mi Preferido Espanola...72
 The singer turns in a lively reading of this moruno, over a big backing by the Avelino-Munoz ork.

MARIA VICTORIA
Nadie Me Quiere...72
 V 23-6031 — Tango-ish bolero makes for strong ballad material for the hush-voiced chirp. Orking is good, too.

He Encontrado Otro Querer...70
 Another bolero ballad here for more good listening.

RUBEN REYES
Que Quiere Que Haga?...71
 V 23-6036 — Mexican Western ditty is slickly handled by the ork and chanter Reyes for a good slicing.

Corazon Traicionero...71
 More of the same, but in waltz tempo.

DANIEL SANTOS
Oye Bien...69
 SEECO 7226 — Fast rumba gives the ork a chance to show off its bravura rhythm section.

Amor De Ayer...65
 Ballad with a bolero beat is warbled in okay fashion for a listenable slicing.

Country & Western

THE CARLISLES
Something Different...82
 MERCURY 70174 — Spirited performance by The Carlises of a novelty ditty. Side has freshness and plenty of bounce. Will merit deejay and juke box action. One to watch.

Is That You, Myrtle?...81
 Papa sends that scalawag home before he can steal a kiss. A cute lyric, belted out in first rate fashion by The Carlises, it will grab loot.

HAWKSHAW HAWKINS
The Long Way...82
 V 20-5333 — Here a winning rendition by Hawkins in his Victor debut. Tune has the power to make it. Watch it. (Hill & Range, BMI)

I'll Trade Yours for Mine...75
 The warm pipes of Hawkins come thru nicely on this rhythmic ditty. Clever instrumentation, including a tuba, helps out. (RFD, ASCAP)

BILLY WALKER
Time Will Tell All...78
 COLUMBIA 21122 — The swain questions the honesty of his sweetheart. Time will tell all, he says. The lyrics are freshly phrased, and Billy Walker's vocal has a distinct sound. Could get some action. (Dona Music)

It Didn't Have the Nerve
It Took to Go...75
 He's packed up and left for other parts—alho she thought he didn't have the nerve to go. A powerful weeper, sung with sincerity by Billy Walker. (Peer, BMI)

LINK DAVIS
Lonely Heart...78
 OKEH 18011 — Davis knocks himself out selling this weeper. It's a good piece of material and bears watching. The writer of "Big Mamou" might have another one. (Hill & Range, BMI)

Time Will Tell...74
 This one moves along at a pleasant tempo with the warbler's stylized voice handling the vocal very well. (Hill & Range, BMI)

ROSE MADDOX
I'd Rather Die Young...78
 COLUMBIA 21127 — Rose Maddox delivers a very strong performance on this side—packed with emotion and sincerity. Backing is in keeping with the dignified sentiment of this weeper. One to watch. (Randy Smith, ASCAP)

The Nightingale Song...72
 Country ditty in waltz time, with Rose Maddox doing the vocal, captures a pastoral atmosphere. Bird sounds are part of the background. (Muse, BMI)

WAYNE RANEY
Gonna Row My Boat...74
 KING 1229 — An interesting weeper receives a good go from the chanter, who lets his flame know who he is rowing down another stream. Tune is melodic, and jocks should spin. (Lanar, BMI)

Burning Your Love Letters...73
 Raney, in his own individual style, tells why he is making a bonfire of his old love letters. Pleasant wax, and an okay vocal by the warbler. (Lanar, BMI)

BILLY STRANGE
Half a Photograph...74
 CAPITOL 2500 — Weeper ballad makes good country fare in this tasteful version by Strange. A mighty pleasant side to listen to, and jocks should hand it spins. (Vesta, BMI)

Red...71
 Rhythm ditty about a gal with roaming affections is sung brightly to an energetic backing. Jukes could use. (Wonder, BMI)

CLIFFIE STONE
In a Shanty is Old Shanty Town...74
 CAPITOL 2497 — The indestructible oldie emerges freshly in this bright reading by the Western ork. Jukes should find this a coin catcher. (M. Witmark, ASCAP)

The Bunny Hop...68
 Dance novelty by Ray Anthony dons rural raiment for an unimpressive waxing. Might snare some coin in jukes located in spots where the kids can dance, tho. (Moonlight, BMI)

LEE BONDS
Undecided Heart...72
 CAPITOL 2499 — Rural weeper is wailed with engaging sympathy by Bonds. A good side. (Babb, BMI)

Okee-Fi-No-Kee...71
 Opus about a gal from deep down in Georgia is given a bright reading by the chanter. Regional action can be expected. (Babb, BMI)

(Continued on page 50)

Rhythm & Blues

SUGAR RAY ROBINSON
Knock Him Down Whiskey...80
 KING 4641 — The great fighter shows impressive talent as a chanter in this well-produced side. Special material ditty about a bout with alcohol is clever and performed with telling impact by Robinson and the Earl Hines ork. Side could earn plenty of loot. (Fred Fischer, ASCAP)

I Shoulda Been on My Merry Way...78
 Romantic ballad with allusions to the ring is sung pleasantly. Tho the flip has the power, plenty of plays should be awarded this side too. (Jay & Cee, BMI)

DOLLY COOPER
Alley Cat...78
 SAVOY 898 — Ditty about a sort of female hound dog is warbled vivaciously by Miss Cooper. She sells the entry strongly and is backed rhythmically. Platter side could stir some excitement and should be a potent draw on the boxes. (Savoy, BMI)

I Need Romance...74
 The gal wants some lovin', and she is on the hunt for a partner. Another good side by the songstress. (Savoy, BMI)

PINEY BROWN
Whispering Blues...78
 KING 4636 — This is actually standard blues pattern stuff, but the lyric idea is strong. The use of a fem voice in the chatter answers make this a most interesting hunk of wax. Brown handles his stuff smartly. (Jay & Cee, BMI)

Walk-a-Block-and-Fall...72
 Another ode to whiskey, and it's okay stuff. (Marvin, ASCAP)

BIG THREE TRIO
Be a Sweetheart...75
 OKEH 6944 — This is a wild one. It has overtones of "Don't Let the Stars Get in Your Eyes," as well as a lot of r.&b. flavor. In addition, there is whistling and a cute vocal by Willie Dixon. The beat is all fumba blues. Side should pull jock spins and could catch some coin. Watch it. (Premium, BMI)

Come Here, Baby...65
 A routine blues effort is sung without too much spirit by the trio, over a too quiet backing. Side needs a stronger vocal and a heavier beat. (Sunbeam, BMI)

IKE CARPENTER
Ain't Nothin', Nothin', Baby
Without You...73
 DECCA 28687 — The Duke Ellington tune is handed a good reading by Effie Smith, who sings it with warmth, over a fine backing by the Carpenter crew. Disk should spins. Nice wax. (World Music, ASCAP)

Shoo My Blues Away...68
 Side has the flavor of a spiritual, tho it is really a wild r.&b. effort with a good vocal by Effie Smith, plus help from a kid's chorus. Idea was good one, tho the side does not live up to it's initial promise, in spite of some loud backing by the ork. (Emperor, BMI)

THE ROYALS
Get It...72
 FEDERAL 12133 — Group sells itself all the way on this hunk of blues material. (Lois, BMI)

No It Ain't...70
 Routine effort and material here, tho it's still above average. (Lois, BMI)

WYNONIE HARRIS
The Deacon Don't Like It...71
 KING 4635 — A rousing-type hand-clapper gives Harris a chance to belt one out in his usual fashion. The group rocks and sells. (Lois, BMI)

Song of the Bayou...69
 Attempt to make something interesting of the fine old pop favorite fails to catch on as Harris and the group sticks to repetition of the first few bars of music and lyric. (Felix, ASCAP)

FRANK MOTLEY
I Found Out...70
 DC 94-78 — The answer to "I Wanna Know" is already moving via another dishing. Tho Motley wrote the material, he figures to do best in his own territory in grabbing some of the action. It's good wax. (Claborne-Davis, BMI)

Caravan...60
 More so-called "coverage" on a ditty getting renewed attention these days. This is instrumental and Motley, billed as a "dual trumpeter," could be playing two horns on this side. (Claborne-Davis, BMI)

ARNETT COBB
Apple Wine...69
 MERCURY 70171 — Boppish effort has a good, danceable beat. Should appeal to the advanced set and provide jocks with change-of-pace material.

The Traveler...62
 Another cool side. Might appeal to hipsters.

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

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

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

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



BIG

WATCH EM GET BIGGER!

Champ Butler's

Johnnie Ray's

CRISY LOW

SATISFIED

b/w
"TILL NOW"
COLUMBIA-40009

b/w
"WITH THESE HANDS"
COLUMBIA-40006



BIG

BIG

BIG

BIG

BIG

BIG

The Billboard Music Popularity Charts

... for Week Ending June 13

NEW RECORDS TO WATCH

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

Popular

EDDIE FISHER

With These Hands (Ben Bloom, ASCAP)
When I Was Young (Hawthorne, ASCAP)—RCA Victor 20-5365—Another likely looking Fisher disk. He belts out the top side in his familiar style and adds a wistful reading of "Young," a very pretty piece of material. Could be another big one for the young singer.

GORDON JENKINS ORK

Allez Vous En (Buxton Hill, ASCAP)—Decca 28746—In a neat switch that could pay off, Jenkins presents a lush instrumental etching of a show tune that is getting good activity in the Kay Starr vocal version. Should be meat for jockeys in this instrumental era. Flip is "No Other Love" (Williamson, ASCAP), also an instrumental.

TONY MARTIN

Sorta on the Border (E. B. Marks, ASCAP)
Unfair (Paul, BMI)—RCA Victor 20-5352—Potentially the strongest Martin in some time with the label off on a hefty push to break this out. "Border" is a bright, light-hearted ditty while flip is a big ballad. Bears watching.

DON CORNELL

She Loves Me (Granson, BMI)—Coral 61011
The boy version of the Jenny Barrett record

on Vogue that is listed as a "Best Buy" in this issue. There's been early activity noted in parts of the Midwest on this. Flip is "When the Hands of the Clock Pray at Midnight" (Shapiro-Bernstein, ASCAP).

JIM LOWE

Gambler's Guitar—Mercury 70163—Writer of the tune, Lowe debuts impressively on this. Oddly enough Mercury is competing with itself on this. The Rusty Draper is listed as a "Best Buy" this week, having already shown good action thruout the country. Chicago reports, however, show this version to be selling as well as the Draper at the moment. If Mercury distributors give this the proper exposure, there may be many who will think the Lowe effort is a superior performance. Flip is "The Martins and the Coys" (Bourne, ASCAP).

DARRELL GLENN

Crying in the Chapel (Valley, BMI)—Valley 105—Just received for review, this disk has been getting some good action in some spots. It's a semi-religious number, and distribution is still far from complete. Action on this has sparked a number of major cover efforts. Flip is "Hang Up That Telephone."

DAVIS SISTERS

Rock-A-Bye Boogie (Teri, ASCAP)—RCA Victor 20-5345—This one really rocks as the two gals kick off their Victor disk contract in sparkling style. It's out of the nursery

rhyme field and could catch in a hurry. Pop jockeys should give this a listen. It could spill over into this field with a push. Flip is "I Forgot More Than You'll Ever Know" (Fairway, BMI).

REX ALLEN

Crying in the Chapel (Valley, BMI)—Decca 28758—A strong cover record that should do well in the country field and possibly pull scattered pop action. It has a sacred coupling in "I Thank the Lord" (Boxer, BMI).

Rhythm & Blues

JOHNNY ACE

The Clock (Lion, BMI)—Duke 112—There's a lot of potential in this ballad which Ace offers up in his warm style. Could be a real big one. Flip is "Aces Wild" (Lion, BMI).

SHIRLEY AND LEE

Shirley's Back (Aladdin, BMI) — Aladdin 3192—The cycle's completed. First she left; then Lee pleaded for her return; finally she's back and happiness reigns. Should meet with a healthy reception. Flip is "So in Love" (Aladdin, BMI).

PINEY BROWN

Whispering Blues (Jay & Cee, BMI)—King 4636—A strong blues offering by Brown that could pull healthy sales. Particularly fine for the South, but could go all over. Flip is "Walk-A-Block-and-Fall" (Marvin, ASCAP).

THIS WEEK'S BEST BUYS

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

Popular

GAMBLER'S GUITAR (Frederick, BMI) — Rusty Draper—Mercury 70167

The strongest of this week's selections according to reports. On the Pittsburgh chart and moving ahead strongly in Boston, Philadelphia, Buffalo and St. Louis. Flip is "Free Home Demonstration" (Santly-Joy, ASCAP). A previous "New Record to Watch."

SEND MY BABY BACK TO ME (E. H. Morris, ASCAP)

I LAUGH TO KEEP FROM CRYING — Billy Eckstine—M-G-M 1151

Reports on this show good initial acceptance in many markets. Strongest spot at the moment is New York, but L. A., Philadelphia, Buffalo, Detroit, St. Louis and Cincinnati gave good reports. Most activity on "Send My Baby Back to Me." There's also some r.&b. action here.

HE LOVES ME (Granson, BMI)—Jenny Barrett—Vogue 1024

Indie label has kicked this off well in a number of areas. Very good reports from Cincinnati and Chicago. Detroit and Philadelphia also noted good action as did one

dealer in L. A. Jockey spins are heavy. Flip is "Do Me a Favor." Don Cornell and Dean Martin have big versions of this.

FOR ME, FOR ME (Acuff-Rose, BMI) THUNDER AND LIGHTNING (Folkways, BMI)—Georgia Gibbs—Mercury 70172

Already on the Atlanta chart and moving up well in Boston, New York, Philadelphia and Chicago. Most action on "For Me, For Me." A previous "New Record to Watch."

HELP ME MEND A BROKEN HEART — Pete Hanley—Okey 6980

Follow-up to "Big Mamou" has gotten off to good start in Boston, Philadelphia, Cincinnati, St. Louis and Chicago. Flip is "Come Back to Me."

Country & Western

BUTTERFLY LOVE (American, BMI) LET ME LOVE YOU JUST A LITTLE (American, BMI)—Jim Reeves—Abbott 137

Action on both sides has been lively. Both have appeared on the Houston chart. Activity also good in Louisiana, Chicago, St. Louis and L. A.

Rhythm & Blues

TIN PAN ALLEY—Jimmie Wilson—Big Town 101

Very strong in Cincinnati and L. A. Chicago, St. Louis and parts of the South. Complete distribution apparently has not yet been achieved. Flip is "Big Town Jump."

I'LL CRY NO MORE (Beacon, BMI)

FOR YOU I HAVE LOVE (Beacon, BMI)—Crickets—M-G-M 11507

Good and building reports were received from a number of areas, including Philadelphia, Durham, Chicago, Cincinnati and Buffalo.

IF I CAN'T HAVE YOU—Flamingos—Chance 1133

The strongest selection this week. On the Philadelphia chart. Good in Detroit, Cincinnati, Buffalo and St. Louis. Reports show action as definitely increasing. Flip is "Some Day, Some Way."

COMING UP IN THE TRADE

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

(Listed Alphabetically)

Popular

APRIL IN PORTUGAL
Tony Martin—RCA Victor 20-5279CANDY LIPS
LET'S WALK THAT-A-WAY
Doris Day-Johnnie Ray—Columbia 40001CRAZY, MAN, CRAZY
Ralph Marterie Ork—Mercury 76153DON'T CALL MY NAME
THE BREEZE
Helene Dixon—Okeh 6964GIGI
I LOVE PARIS
Les Baxter Ork—Capitol 2479I AM IN LOVE
MY FLAMING HEART
Nat (King) Cole—Capitol 2459LEARNING
EIGHT BEAT BOOGIE
Johnny Maddox—Dot 15090LOVE ME, LOVE ME
Bobby Wayne—Mercury 70148OH!
Pee Wee Hunt—Capitol 2442SHEIK OF ARABY
The Super-Sonics—Rainbow 214TOO MUCH MUSTARD
INTO EACH LIFE SOME RAIN
MUST FALL
Teresa Brewer—Coral 60994USKA DARA
Eartha Kitt—RCA Victor 20-5284YOU, YOU, YOU
Ames Brothers—RCA Victor 20-5325YOU'RE DRIVING ME CRAZY
Buddy Greco—Coral 60979

Country & Western

BROKEN WINGS
CANNONBALL YODEL
Elton Britt—RCA Victor 20-5251CRAZY BLUES
RAINBOW IN THE VALLEY
Mac Wiseman—Dot 1168CRYING IN THE CHAPEL
Darrell Glenn—Valley 105DON'T CALL MY NAME
HEY, MR. COTTON PICKER
Roberta Lee-Tex Williams—Decca 28721

A HALF-WAY CHANCE WITH YOU

A CASTLE IN THE SKY
Marty Robbins—Columbia 21111I CAN'T WAIT
Faron Young—Capitol 2461I PASSED BY YOUR WINDOW
HALF-HEARTED
George Morgan—Columbia 21108I'M YVONNE
Goldie Hill—Decca 28685IT'S BEEN SO LONG
DON'T THROW YOUR LIFE
AWAY
Webb Pierce—Decca 28725RESTLESS HEART
Slim Whitman—Imperial 8199SOUTH IN NEW ORLEANS
Johnnie & Jack—RCA Victor 20-5290THAT'S ALL RIGHT
UH HUH, HONEY
Autra Inman—Decca 28629TOO YOUNG TO TANGO
Sunshine Ruby—RCA Victor 20-5250TRADEMARK
DO I LIKE IT?
Carl Smith—Columbia 21119TREASURE UNTOLD
Red Foley—Decca 28695

Rhythm & Blues

CHEROKEE
Earl Bostin—King 4623HEAVY JUICE
Tiny Bradshaw—King 4621I FOUND OUT
The Du Droppers—RCA Victor 20-5321I WANNA KNOW
Dolly Cooper—Savoy 891LONG, LONG DAY
Amos Milburn—Aladdin 3168LUCY MAE BLUES
Frankie Lee Sims—Specialty 459PLEASE LOVE ME
HIGHWAY BOUND
B. B. King—RPM 386SHE FELT TOO GOOD
Jimmy McCracklin—Peacock 1615SHE'S GOT TO GO
The Ravens—Mercury 70119THIRD DEGREE
Eddie Boyd—Chess 1541WHERE YOU AT?
BABY, DON'T TURN YOUR
BACK ON ME
Lloyd Price—Specialty 463

CURRENT TOP RECORDS

See page 40 for the current top pop records.
See page 49 for the current top c.&w. records.
See page 53 for the current top r.&b. records.

THIS IS IT!

... A DYNAMIC SMASH HIT!

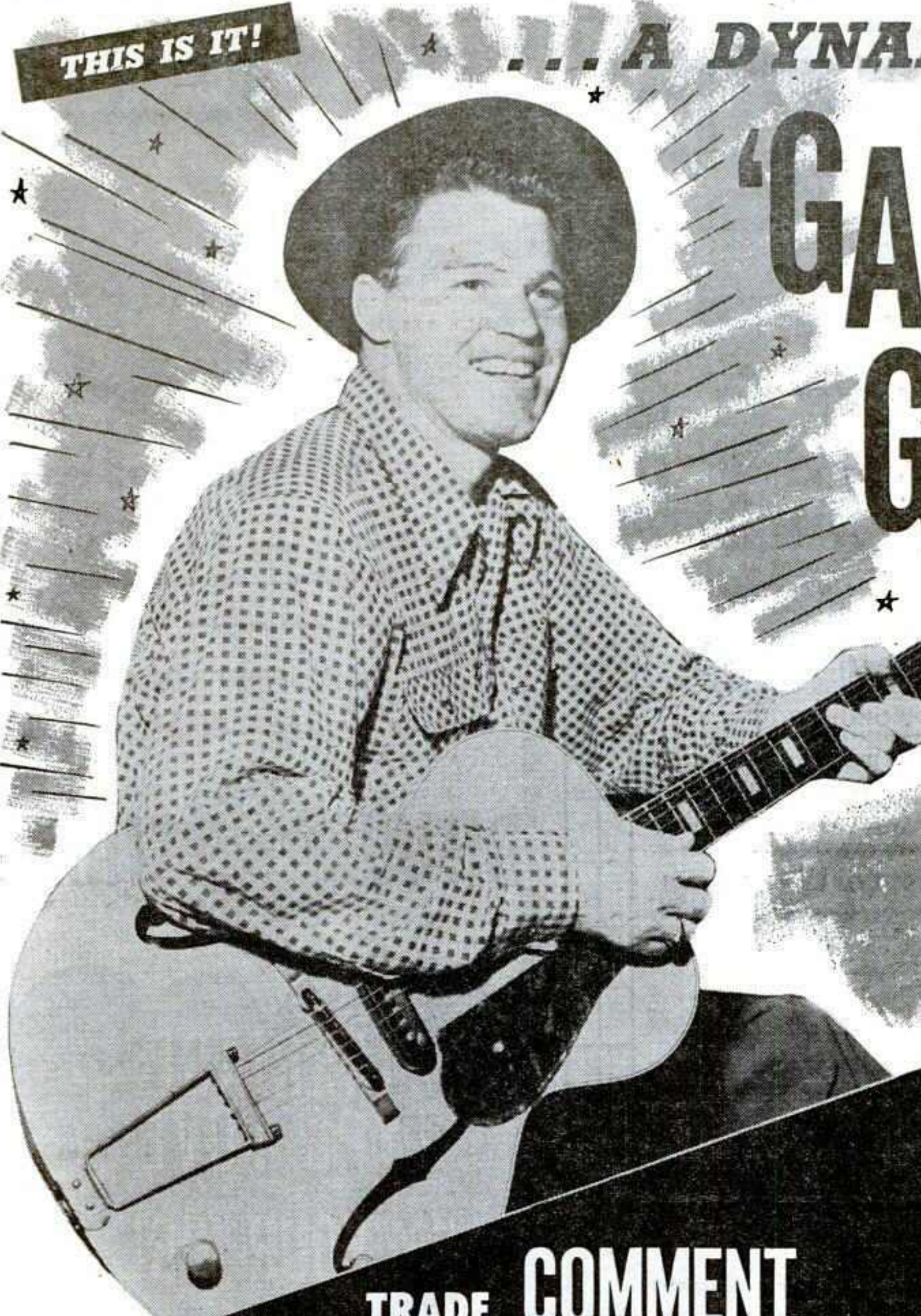
'GAMBLER'S GUITAR'

BY

RUSTY DRAPER

COUPLED WITH "FREE HOME DEMONSTRATION"

MERCURY 70167 • 70167X45



TRADE COMMENT

ON MERCURY'S NEW RELEASES

NEW RECORDS TO WATCH ... BILLBOARD

GEORGIA GIBBS

For Me, For Me—Mercury 70172—Her Nibs pulls a change of pace on this slow ballad with potentially winning results. Flip is a wild one, "Thunder And Lightning."

... two equally excellent sides" ... CASH BOX

BEST BETS ... VARIETY ... GEORGIA GIBBS ...
"Thunder and Lightning" ... "For Me, For Me"

RUSTY DRAPER

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

THE CARLISLES Is Zat You Myrtle?

Something Different—Mercury 70174—Group looks to continue their past successes on this new disk. Both are cut-up sides with "Myrtle" catching a lot of the "No Help Wanted" flavor.

CURRENT BEST SELLERS

1. RUBY Dansero ... RICHARD HAYMAN ... No. 70145*
2. APRIL IN PORTUGAL Anna ... RICHARD HAYMAN ... No. 70114*
3. SEVEN LONELY DAYS If You Take My Heart Away ... GEORGIA GIBBS ... No. 70095*
4. APRIL IN PORTUGAL I'm Walking Behind You ... VIC DAMONE ... No. 70128*
5. CRAZY, MAN, CRAZY Go Away ... RALPH MANTERIE ... No. 70153*
6. DOGGIE IN THE WINDOW My Jealous Eyes ... PATTI PAGE ... No. 70070*
7. GAMBLERS GUITAR Free Home Demonstration ... RUSTY DRAPER ... No. 70167*
8. FOR ME, FOR ME Thunder And Lightning ... GEORGIA GIBBS ... No. 70172*
9. SHANE Limelight ... RICHARD HAYMAN ... No. 70169*
10. TELL ME THAT YOU LOVE ME Coquette ... THE GAYLORDS ... No. 70170*
11. OO, WHAT YOU DO Now That I'm In Love ... PATTI PAGE ... No. 70127*
12. CARAVAN While We Dream ... RALPH MANTERIE ... No. 70097*
13. LOVE ME, LOVE ME More Than I ... BOBBY WAYNE ... No. 70149*

TOP COUNTRY HITS

1. NO HELP WANTED This Heart Is Not For Sale ... THE CARLISLES ... No. 70028*
2. IS ZAT YOU MYRTLE Something Different ... THE CARLISLES ... No. 70174*
3. KNOTHOLE Leave That Liar Alone ... THE CARLISLES ... No. 70109*
4. I'M NOT THAT KIND OF GIRL I Long To Tell You ... SUE THOMPSON ... No. 70152*

TOP RHYTHM & BLUES

1. HITTIN' ON ME Ecstasy ... BUDDY JOHNSON ... No. 70116*
2. LEAN BABY Never, Never ... DINAH WASHINGTON ... No. 70175*
3. HIT, HIT Feel About You ... BUDDY JOHNSON ... No. 70173*

* DENOTES AVAILABLE ON 45 RPM

NEW RELEASES



EDDY HOWARD

SINGS A CATCHY NEW HIT

"LOVE EVERY MOMENT YOU LIVE"

AND A TENDER NEW BALLAD

"THE RIGHT WAY"

MERCURY 70176 • 70176X45



TWO GREAT SIDES BY THE BILLY WILLIAMS QUARTET

"YOU'RE THE ONE FOR ME"

AND

"THIS SIDE OF HEAVEN"

MERCURY 70180 • 70180X45



Not will it
hit a million...

But When!

Perry Como

NO OTHER LOVE and KEEP IT GAY

20/47-5317



PERRY'S 4TH SMASH IN A ROW!

From Rodgers and Hammerstein's
New SRO Musical "Me and Juliet"

NEW RELEASES

RCA VICTOR—
Release #53-25

POPULAR

- | | 78 | 45 |
|---|----|----|
| MARRIAGE TYPE LOVE
I'M YOUR GIRL
(from the musical prod. "Me and Juliet")
Dinah Shore with Vic Schoen and his Orch.
20-5335 (47-5335)* | | |
| SORTA ON THE BORDER
UNFAIR
Tony Martin with orchestra conducted by Henri Rene
20-5352 (47-5352)* | | |
| I'LL STEP ASIDE
(Adapted from the opera "Du Aller Stefanturm" by Hugo Kline
and Jose Brandel, 1887) | | |
| SAINT CECILIA
Dennis Day with Harry Geller and his orch.
20-5348 (47-5348)* | | |
| UNDER PARIS SKIES
(Sous Le Ciel de Paris) | | |
| DON'T TAKE YOUR LOVE FROM ME
The Three Suns
20-5347 (47-5347)* | | |
| THE TERRY THEME — Mambo
(from "Limelight") | | |
| NO OTHER LOVE — Mambo
(from the musical prod. "Me and Juliet")
Noro Morales and his Orch. Sax Solo: Les Clarke
20-5342 (47-5342)* | | |
| JAZZ TIME POLKA
TOPPER'S POLKA
Johnny Vadnal and his Orch.
20-5346 (47-5346)* | | |
| LINDA POLKA
(Lindenau Polka) | | |
| THE OWL WALTZ
Six Fat Dutchmen under dir. of Harold Loeffelmacher
20-5349 (47-5349)* | | |
| UPSIDE DOWN POLKA
OUTDOOR WALTZ
Six Fat Dutchmen under dir. of Harold Loeffelmacher
20-5350 (47-5350)* | | |
| LIFE'S RAILWAY TO HEAVEN
SOMEBODY BIGGER THAN YOU AND I
George Beverly Shea with Choir and orch.
20-5343 (47-5343)* | | |

SPIRITUAL

- | | | |
|---|--|--|
| THE DEVIL IS A REAL BRIGHT BOY
JESUS LOVER OF MY SOUL
Bill Landford Quartet
20-5351 (47-5351)* | | |
|---|--|--|

COUNTRY-WESTERN

- | | | |
|---|--|--|
| YOUR KISSES AREN'T KISSES ANYMORE
IF AND WHEN
Pee Wee King and his Band Featuring Reed Stewart
20-5344 (47-5344)* | | |
| ROCK-A-BYE BOOGIE
I FORGOT MORE THAN YOU'LL EVER KNOW
The Davis Sisters
20-5345 (47-5345)* | | |
| FROM PAREE TO TENNESSEE
FROM ONE O'CLOCK TO MIDNIGHT
Hal "Lone Pine" and His Mountaineers
20-5331 (47-5331)* | | |

ALBUMS

- | | 33 1/3 | 45 |
|---|--------|----|
| EDDIE FISHER sings IRVING BERLIN FAVORITES
With Hugo Winterhalter and his Orchestra
LPM-3122*** (EPA-448)* | | |
| "BLUE TAIL FLY" and other Folk Favorites
Vaughn Monroe and The Wanderers (EPA-450)* | | |
| A MELACHRINO CONCERT
The Melachrino Strings conducted by George Melachrino
LPM-1003*** (EPB-1003)* | | |
| RODGERS AND HAMMERSTEIN PRESENT
ME AND JULIET
(from the musical production "Me and Juliet") Original Cast.
OC-1012** • LOC-1012** (EOC-1012)* | | |
| RODGERS AND HAMMERSTEIN PRESENT HIGHLIGHTS
FROM ME AND JULIET (EOA-458)*
(from the musical production "Me and Juliet") Original Cast.
*45 rpm cat. nos.
**78 rpm cat. nos.
***33 1/3 rpm cat. nos. | | |

BEST SELLERS

This Week's
RCA Victor
Best Sellers

POPULAR

- | | 78 | 45 |
|--|----|----|
| NO OTHER LOVE/KEEP IT GAY
Perry Como20-5317 (47-5317) | | |
| I'M WALKING BEHIND YOU/JUST ANOTHER POLKA
Eddie Fisher20-5293 (47-5293) | | |
| SAY YOU'RE MINE AGAIN/MY ONE AND ONLY HEART
Perry Como20-5277 (47-5277) | | |
| ONCE UPON A TUNE/YOU, YOU, YOU
Ames Brothers20-5325 (47-5325) | | |
| USKA DARA/TWO LOVERS
Eartha Kitt20-5284 (47-5284) | | |
| THE TERRY THEME/SYMPHONY OF A STARRY NIGHT
Hugo Winterhalter20-5326 (47-5326) | | |
| THAT HOUND DOG IN THE WINDOW/PURE OL' KOOLIGER
Homer & Jethro20-5280 (47-5280) | | |
| THE CARLEBOOGIE/THE RHYTHM OF THE RAINDROPS
Frankie Carle20-5319 (47-5319) | | |
| MATILDA, MATILDA!/SUZANNE
Harry Belafonte20-5311 (47-5311) | | |
| NOW HEAR THIS/APRIL IN PORTUGAL
Tony Martin20-5279 (47-5279) | | |
| DON'T YOU CARE/MY GOOD GIRL
Vaughn Monroe20-5329 (47-5329) | | |
| SEND MY BABY BACK TO ME/MEANWHILE
Sunny Gale20-5306 (47-5306) | | |
| THE MOON IS BLUE/RETURN TO PARADISE
Silver Strings20-5318 (47-5318) | | |
| THE SONG FROM MOULIN ROUGE/FANTASIA MEXICANA
Noro Morales20-5324 (47-5324) | | |
| APRIL IN PORTUGAL/PENNY WHISTLE BLUES
Freddy Martin20-5052 (47-5052) | | |

COUNTRY-WESTERN

- | | | |
|--|--|--|
| HOW'S THE WORLD TREATING YOU/FREE HOME DEMONSTRATION
Eddy Arnold20-5305 (47-5305) | | |
| TOO YOUNG TO TANGO/HEARTS WERE'T MEANT TO BE BROKEN
Sunshine Ruby20-5250 (47-5250) | | |
| SPANISH FIRE BALL/BETWEEN FIRE AND WATER
Hank Snow20-5296 (47-5296) | | |
| SIXTEEN CHICKENS AND A TAMBOURINE/ONE ROOM APARTMENT
Jerry Glenn20-5323 (47-5323) | | |
| THE LONG WAY/I'LL TRADE YOURS FOR MINE
Hawkshaw Hawkins20-5333 (47-5333) | | |

RHYTHM-BLUES

- | | | |
|---|--|--|
| I WANNA KNOW/LAUGHING BLUES
The Du Droppers20-5229 (47-5229) | | |
| DON'T YOU CARE/DO ME A FAVOR
Damito Jo20-5328 (47-5328) | | |
| I FOUND OUT/LITTLE GIRL, LITTLE GIRL
The Du Droppers20-5321 (47-5321) | | |

Dinah's FIRST with two
of the BESTEST!

DINAH SHORE



20/47-5335

From Rogers and Hammerstein's
"Me and Juliet"

Here's a New Record to Watch



THE THREE SUNS

**DON'T TAKE YOUR
LOVE FROM ME**
and
**UNDER
PARIS SKIES**

20/47-5347



SALES GROW
WHEN YOU GO "45"

RCA VICTOR
FIRST IN RECORDED MUSIC

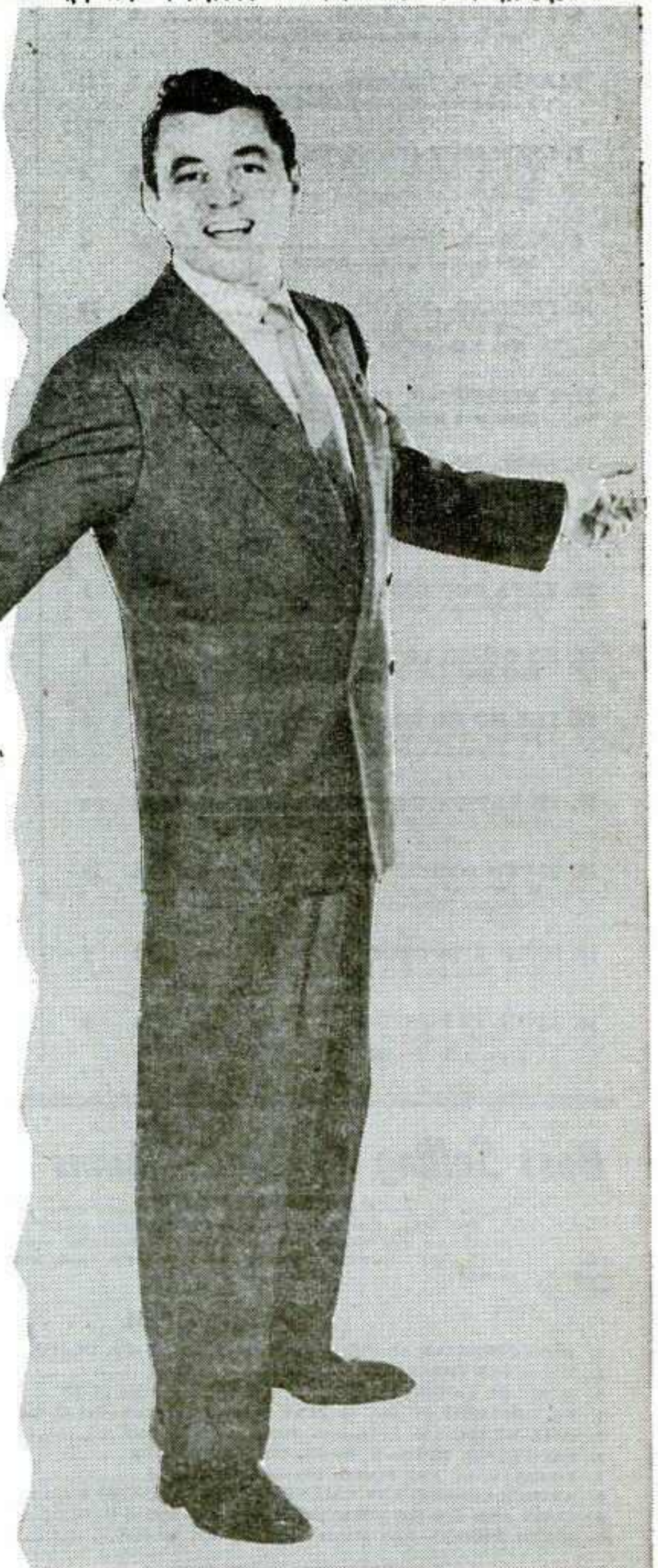


CLIP—FILL IN—ORDER TODAY!



TONY MARTIN
at his greatest!

UNFAIR
and
**SORTA
 ON THE
 BORDER**



20/47-5352



The Billboard Music Popularity Charts

...for Week Ending June 13

TOP POPULAR RECORDS

Best Selling Singles

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	12	SONG FROM MOULIN ROUGE—	P. Faith—Swedish Rhapsody—Col 39944—BMI
2	3	7	I'M WALKING BEHIND YOU—	E. Fisher-H. Winterhalter—Just Another Polka—V 20-5293—ASCAP
3	2	12	APRIL IN PORTUGAL—L. Baxter...	Suddenly—Cap 2374—ASCAP
4	4	11	RUBY—R. Hayman...	Dansero—Mercury 70146—ASCAP
5	5	9	SAY YOU'RE MINE AGAIN—	Perry Como—My One and Only Heart—V 20-5277—ASCAP
6	6	18	I BELIEVE—F. Laine...	Your Cheatin' Heart—Col 39938—ASCAP
7	7	11	ANNA—S. Mangano...	I Loved You—M-G-M 11457—BMI
8	9	4	LIMELIGHT (Terry's Theme)	F. Chacksfield—Limelight (Ballet Music)—London 1342—ASCAP
9	15	4	RUBY—L. Baxter...	Little Love—Cap 2457—ASCAP
10	10	19	PRETEND—Nat (King) Cole...	Don't Let Your Eyes Go Shopping—Cap 2346—ASCAP
11	16	8	I BELIEVE—J. Froman...	Ghost of a Rose—Cap 2332—ASCAP
12	12	8	APRIL IN PORTUGAL—R. Hayman...	Anna—Mercury 70114—ASCAP
13	8	21	DOGGIE IN THE WINDOW—P. Page...	My Jealous Eyes—Mercury 70070—ASCAP
13	—	1	VAYA CON DIOS—L. Paul & M. Ford...	Johnny—Cap 2486—ASCAP
15	—	1	NO OTHER LOVE—P. Como...	Keep It Gay—V 20-5317—ASCAP
16	11	8	THE HO HO SONG—Red Buttons...	Strange Things Are Happening—Col 39981—ASCAP
17	20	3	I'D RATHER DIE YOUNG—Hilltoppers	I Love You—Dot 15085—ASCAP
18	14	15	SEVEN LONELY DAYS—G. Gibbs...	If You Take My Heart Away—Mercury 70095—ASCAP
19	18	2	HALF A PHOTOGRAPH—K. Starr...	Allez Vous En—Cap 2464—BMI
19	19	3	APRIL IN PORTUGAL—V. Damone...	I'm Walking Behind You—Mercury 70128—ASCAP

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	8	SONG FROM MOULIN ROUGE—	P. Faith—Swedish Rhapsody—Col 39944—BMI
2	2	7	I'M WALKING BEHIND YOU—	E. Fisher-H. Winterhalter—Just Another Polka—V 20-5293—ASCAP
3	3	9	APRIL IN PORTUGAL—L. Baxter...	Suddenly—Cap 2374—ASCAP
4	4	8	SAY YOU'RE MINE AGAIN—P. Como...	My One and Only Heart—V 20-5277—BMI
5	5	15	I BELIEVE—F. Laine...	Your Cheatin' Heart—Col 39938—ASCAP
6	6	15	SEVEN LONELY DAYS—G. Gibbs...	If You Take My Heart Away—Mercury 70095—ASCAP
7	8	4	RUBY—R. Hayman...	Dansero—Mercury 70146—ASCAP
8	11	6	ANNA—S. Mangano...	I Loved You—M-G-M 11457—BMI
9	7	18	PRETEND—Nat (King) Cole...	Don't Let Your Eyes Go Shopping—Cap 2346—ASCAP
10	9	5	THE HO HO SONG—R. Buttons...	Strange Things Are Happening—Col 39981—ASCAP
11	13	2	MY ONE AND ONLY HEART—	Perry Como—Say You're Mine Again—V 20-5277—ASCAP
12	15	5	RUBY—L. Baxter...	Little Love—Cap 2457—ASCAP
13	9	8	ALMOST ALWAYS—J. James...	Is It Any Wonder?—M-G-M 1470—ASCAP
14	18	3	HALF A PHOTOGRAPH—K. Starr...	Allez Vous En—Cap 2464—BMI
15	—	1	SONG FROM MOULIN ROUGE—	Mantovani—Vola Colomba—London 1328—BMI
16	—	1	LIMELIGHT (Terry's Theme)—	F. Chacksfield—Limelight (Ballet Music)—London 1342—ASCAP
17	12	20	DOGGIE IN THE WINDOW—Patti Page	My Jealous Eyes—Mercury 70170—ASCAP
17	19	3	THAT HOUND DOG IN THE WINDOW—Homer-Jethro	Pore Ol' Kee-Liger—V 20-5280—ASCAP
19	—	1	THE BREEZE—T. Richards...	I Can't Love You Anymore—Derby 823—ASCAP
20	16	5	CRAZY, MAN, CRAZY—	B. Haley's Comets—What Cha Gonna Do—Essex 321—BMI
20	17	3	APRIL IN PORTUGAL—V. Damone...	I'm Walking Behind You—Mercury 70128—ASCAP

Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	9	SONG OF MOULIN ROUGE—P. Faith...	Swedish Rhapsody—Col 39944—BMI
2	2	6	I'M WALKING BEHIND YOU—	E. Fisher-H. Winterhalter—Just Another Polka—V 20-5293—ASCAP
3	3	11	APRIL IN PORTUGAL—L. Baxter...	Suddenly—Cap 2374—ASCAP
4	5	10	RUBY—R. Hayman...	Dansero—Mercury 70146—ASCAP
5	13	2	LIMELIGHT (Terry's Theme)—	F. Chacksfield—Limelight (Ballet Music)—London 1342—ASCAP
6	4	8	SAY YOU'RE MINE AGAIN—	Perry Como—My One and Only Heart—V 20-5277—BMI
7	10	5	RUBY—L. Baxter...	Little Love—Cap 2457—ASCAP
8	10	14	SEVEN LONELY DAYS—G. Gibbs...	If You Take My Heart Away—Mercury 70095—ASCAP
9	6	16	I BELIEVE—F. Laine...	Your Cheatin' Heart—Col 39938—ASCAP
10	—	1	HALF A PHOTOGRAPH—K. Starr...	Allez Vous En—Cap 2464—BMI
11	15	7	APRIL IN PORTUGAL—V. Damone...	I'm Walking Behind You—Mercury 70128—ASCAP
11	—	1	ALLEZ VOUS EN—K. Starr...	Half a Photograph—Cap 2464—ASCAP
13	8	6	SONG FROM MOULIN ROUGE—	Mantovani—Vola Colomba—London 1328—BMI
14	16	2	P.S.: I LOVE YOU—Hilltoppers...	I'd Rather Die Young—Dot 15085—ASCAP
15	—	4	ANNA—S. Mangano...	I Loved You—M-G-M 11457—BMI
16	16	2	I'D RATHER DIE YOUNG—Hilltoppers	P. S.: I Love You—Dot 15085—ASCAP
17	12	3	SAY SI SI—Mills Brothers...	I'm With You—Dec 2870—BMI
17	—	1	CANDY LIPS—D. Ray & J. Ray...	Let's Walk That A-Way—Col 40001—ASCAP
19	—	1	RETURN TO PARADISE (Parts I & II)	—P. Faith—Col 39998—ASCAP
20	—	1	CRAZY, MAN, CRAZY—R. Marterie...	Go Away—Mercury 70153—BMI

Best Selling Popular Albums

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

This Week	Last Week	Weeks on Chart	Title	Artist
33 1/3 R.P.M.				
1	3	23	HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec DL-5433...	
2	1	23	MUSIC FOR LOVERS ONLY—J. Gleason—Cap H-352...	
3	2	6	MUSIC OF VICTOR HERBERT—Mantovani—London LL-746...	
4	5	7	BY THE LIGHT OF THE SILVER MOON—Doris Day—Col CL-6248...	
5	6	4	CALL ME MADAM—E. Merman—Dec DL-5465, DL 8035...	
6	7	4	WONDERFUL TOWN—R. Russell—Dec A-937, DL-9010...	
7	8	41	LIBERACE AT THE PIANO—Liberace—Col CL-6217...	
8	9	23	ARTHUR GODFREY'S TV CALENDAR SHOW—A. Godfrey & His Friends—Col CL-521...	
9	13	9	STARS AND STRIPES FOREVER—A. Newman—M-G-M E-176...	
10	—	99	SOUTH PACIFIC—Mary Martin-Ezio Pinza—Col ML-4180...	
45 R.P.M.				
1	1	18	MUSIC FOR LOVERS ONLY (4)—J. Gleason—Cap EBF-325...	
2	2	21	HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec 9-364...	
3	3	7	BY THE LIGHT OF THE SILVER MOON—Doris Day—Col B-334...	
4	4	5	MUSIC OF VICTOR HERBERT—Mantovani—London BEP-6074; London BEP-6075...	
5	5	7	LIBERACE AT THE PIANO (4)—Liberace—Col B-308...	
6	6	17	SWEETHEARTS (4)—M. Marlowe and Frank Parker—Col B-331...	
7	7	64	CALL ME MADAM—E. Merman—Dec ED-508...	
8	8	28	BIG BAND BASH (3)—B. Merz—Cap KCF-329...	
8	—	23	STARS AND STRIPES FOREVER—A. Newman and 20th Century-Fox Studio Ork—M-G-M K-176...	
10	9	17	KAY STARR STYLE—Kay Starr—Cap EBF-363...	

Best Selling Children's Records

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	17	PETER PAN (2)—B. Driscoll-Original Cast—V VY-4001...	
2	2	8	DOGGIE IN THE WINDOW (1)—Patti Page—Mercury 70070...	
3	3	17	HANS CHRISTIAN ANDERSEN (4)—D. Kaye—Decca A-919...	
4	4	6	TELL ME A STORY (1)—J. Boyd-F. Laine—Col MJV-361...	
5	5	41	TRAIN TO THE ZOO (1)—N. Rose—Children's Guild 1001...	
6	6	4	NEVER SMILE AT A CROCODILE (1)—J. Lewis—Cap CAS-3163...	
7	7	5	LITTLE RED MONKEY (1)—R. Clooney—Col MPV-164...	
8	8	14	BOZO ON THE FARM (2)—P. Colvig-B. May—Cap DBX-3076...	
9	9	171	CINDERELLA (2)—I. Woods and Others—V Y-399...	
9	11	16	IT'S HOWDY DOODY TIME (1)—Howdy Doody and B. Smith—V Y-446...	
11	11	41	ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Cap DBX-3138...	
11	11	71	SNOW WHITE AND DOPEY (1)—Dennis Day—Y-488...	
13	13	30	LONE RANGER VOL. I (He Becomes the Lone Ranger) (1)—G. Trendle—Dec K-29...	
13	13	3	NEVER SMILE AT A CROCODILE—H. Winterhalter-J. Vakebtube—V Y-463...	
15	15	164	LITTLE ENGINE THAT COULD (1)—G. Lombardo—Dec K-57...	
15	15	162	PETER AND THE WOLF (2)—Sterling Holloway—V Y-386...	

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual reports for week ending June 13.

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
TELL US WHERE THE GOOD TIMES ARE THERE'S NOTHING AS SWEET AS MY BABY	Guy Mitchell and Mindy Carson	39992 • 4-39992
LET'S WALK THAT-A-WAY CANDY LIPS	DORIS DAY and JOHNNIE RAY	40001 • 4-40001
GIGI SHANE	Paul Weston	40014 • 4-40014
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
LITTLE JOSEY DENNIS THE MENACE	Rosemary Clooney and Jimmy Boyd	39988 • 4-39988
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	FRANKIE LAINE and JIMMY BOYD	39945 • 4-39945
SOMEONE TURNED THE MOON UPSIDE DOWN I'LL GO	Tony Bennett	40004 • 4-40004
WHEN I SEE YOU IT JUST HAPPENED TO HAPPEN TO ME	Rosemary Clooney	40003 • 4-40003
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994
RETURN TO PARADISE—Part 1 RETURN TO PARADISE—Part 2	Percy Faith	39998 • 4-39998
I'M THE KING OF BROKEN HEARTS NO ONE WILL EVER KNOW	Tony Bennett	39964 • 4-39964
THE THEME FROM LIMELIGHT INCIDENTAL MUSIC FROM LIMELIGHT	Wally Stott	40013 • 4-40013

BEST SELLING FOLK RECORDS

Based on actual reports for week ending June 13.

A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT COLD SHOULDER	Ray Price	21117 • 4-21117
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 • 4-21087
I PASSED BY YOUR WINDOW HALF-HEARTED	George Morgan	21108 • 4-21108
CALIFORNIA BLUES I'M LONELY AND BLUE	Lefty Frizzell	21102 • 4-21102
NEVER NO MO' BLUES SLEEP BABY SLEEP	LEFTY FRIZZELL	21101 • 4-21101
TRADEMARK DO I LIKE IT!	CARL SMITH	21119 • 4-21119
WE CRUCIFIED OUR JESUS WHEN IT COMES TO MEASURING LOVE	LEFTY FRIZZELL	21118-s • 4-21118-s
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
THE HIDDEN YOU DADDY'S CUTIE PIE	Stuart Hamblen	21116 • 4-21116

two-sided smash!

a tingling pairing of two fine instrumentals!

MORTON GOULD

conducts the

ROCHESTER "POPS"

in

**MUSIC BOX TANGO
WEDDING DANCE**

Entre' 78 rpm 102-E • 45 rpm 4-102-E

NEW POPULAR RELEASES

DORIS DAY KISS ME AGAIN, STRANGER A PURPLE COW	40020 • 4-40020
JO STAFFORD SOMEONE'S BEEN READIN' MY MAIL I'M YOUR GIRL	40021 • 4-40021
RICHARD BOWERS TEAR DROP IN THE RAIN BABY, LET ME KINDLE YOUR FLAME	40016 • 4-40016
ART LOWRY PALE MOON SHANGRI-LA	40017 • 4-40017

NEW FOLK MUSIC RELEASES

LESTER FLATT and EARL SCRUGGS IF I SHOULD WONDER BACK TONIGHT DEAR OLD DIXIE	21125 • 4-21125
THE JOHNSON FAMILY SINGERS PASS ME NOT I NEED THE PRAYERS	21126-s • 4-21126-s

NEW CHILDREN'S SET

SALLY SWEETLAND and ARTHUR MALVIN LET'S HAVE A RHYTHM BAND (2 parts)	78 Set MJV-167 • 45 Set MJV 4-167
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NEW EXTENDED PLAY RELEASES

HOLLYWOOD'S BEST — Vol. II — ROSEMARY CLOONEY and HARRY JAMES. Set B-1687	QUIET MUSIC MINIATURES—COLUMBIA SALON ORCHESTRA. Set B-1680
UNDER A BLANKET OF BLUE—PAUL WESTON. Set B-1688	TRIO LOS PANCHOS. Set B-1681
BUDDY CLARK. Set B-1689	FRANKIE YANKOVIC'S POLKA FAVORITES. Set B-1682
KEN GRIFFIN at the organ. Set B-1690	DUKE ELLINGTON SPOTLITE. Set B-1683
SING, SING, SING—BENNY GOODMAN. Set A-1677	ONE NIGHT OF LOVE—MARION MARLOWE and FRANK PARKER. Set B-1684
ERROLL GARNER. Set B-1678	FRANKIE LAINE FAVORITES. Set B-1685
I LOVE YOU TRULY—JO STAFFORD and NELSON EDDY. Set B-1679	BAR-ROOM JAZZ—TURK MURPHY. Set B-1686

DORIS DAY
AND
JOHNNIE RAY
*In Two Tuneful, Catchy
Novelties*

CANDY LIPS
LET'S WALK THAT-AWAY
78 rpm 40001 • 45 rpm 4-40001

**COLUMBIA
RECORDS**

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

that natural-born hit maker

GUY

MITCHELL

pops up again with two

Summer-time specials



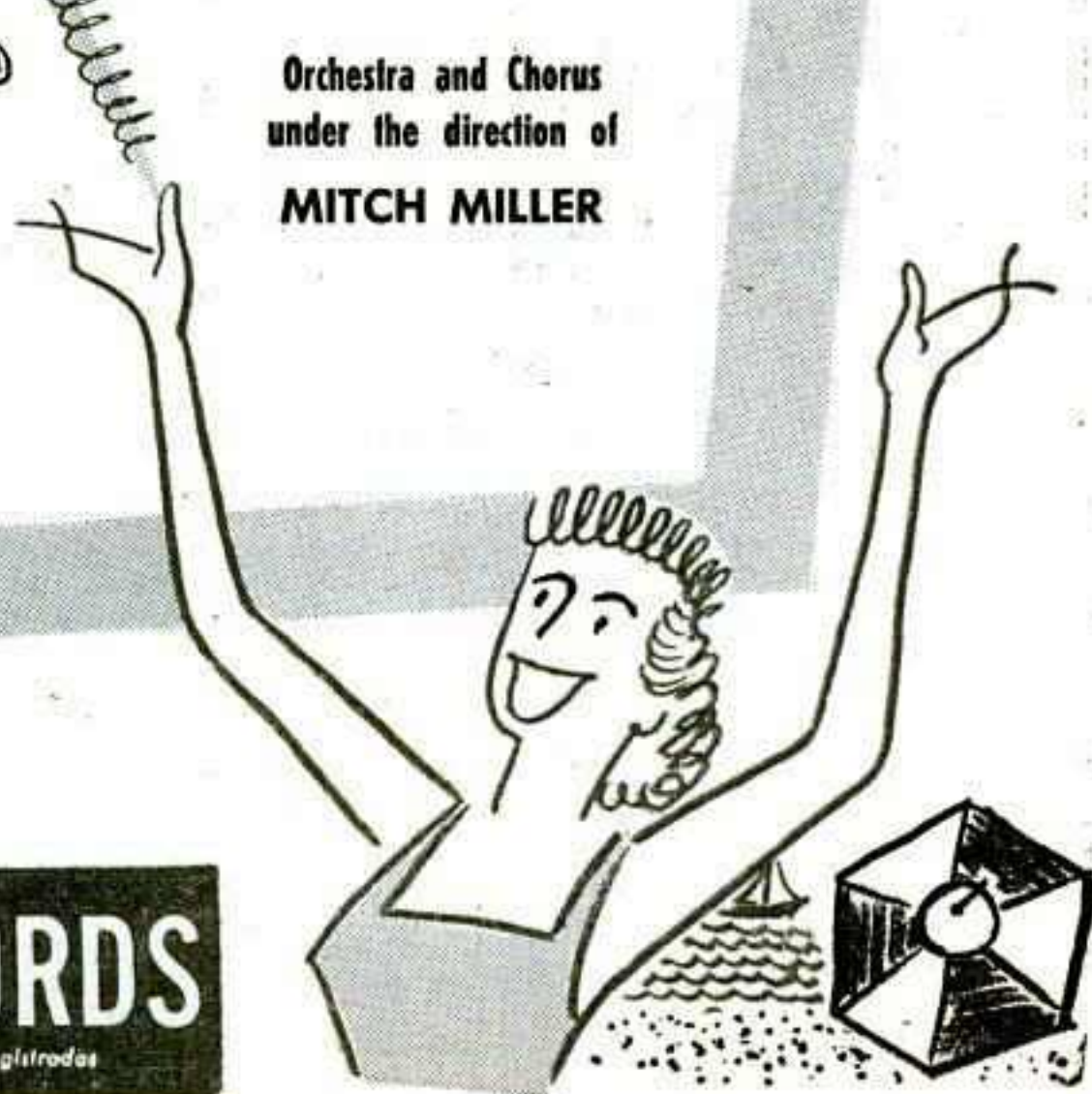
LOOK AT THAT GIRL
hannah lee

Orchestra and Chorus
under the direction of
MITCH MILLER

THE BILLBOARD, JUNE 13, 1953
NEW RECORDS TO WATCH
GUY MITCHELL
Look at That Girl (Oxford, ASCAP)—Columbia 40008—Back to his established pattern of gay rhythm tunes, Mitchell sparkles on this Bob Merrill tune. Should garner lots of spins. Flip is "Hannah Lee" (Ranger, ASCAP).

78 rpm 40008 • 45 rpm 4-40008

COLUMBIA RECORDS
Trade Marks "Columbia," "Masterworks," © D. © Reg. U. S. Pat. Off. Marcas Registradas



The Billboard's Music Popularity Charts

... For Week Ending June 13

Territorial Best Sellers (Popular)

This Week's Territorial Best Sellers to Watch

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

- New York**
Cincinnati
Boston
Chicago
Washington, D. C.-Baltimore, Md. . . . **NO OTHER LOVE**
P. Como, Victor 20-5317
- Pittsburgh** . . . **GAMBLER'S GUITAR**
R. Draper, Mercury 70167
- LOVE ME, LOVE ME**
B. Wayne, Mercury 70148
- Boston** . . . **KEEP IT GAY**
P. Como, Victor 20-5317
- Atlanta** . . . **FOR ME, FOR ME**
G. Gibbs, Mercury 70172
- SONG FROM MOULIN ROUGE**
V. Young, Decca 28675
- Detroit**
St. Louis . . . **GIGI**
L. Baxter, Capitol 2479

Territorial Best Sellers

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

New York

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **Limelight (Terry's Theme)**
F. Chacksfield, London
3. **Anna**
S. Mangano, M-G-M
4. **April in Portugal**
L. Baxter, Capitol
5. **Ruby**
R. Hayman, Mercury
6. **I Believe**
J. Froman, Capitol
7. **Pretend**
Nat (King) Cole, Capitol
8. **No Other Love**
P. Como, Victor
9. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
10. **Crazy Man Crazy**
B. Haley, Essex

Chicago

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
3. **Limelight (Terry's Theme)**
F. Chacksfield, London
4. **Ruby**
R. Hayman, Mercury
5. **April in Portugal**
L. Baxter, Capitol
6. **Anna**
S. Mangano, M-G-M
7. **Uska Dara**
E. Kitt, Victor
8. **No Other Love**
P. Como, Victor
9. **Vaya Con Dios**
L. Paul & M. Ford, Capitol
10. **I Believe**
J. Forman, Capitol

Los Angeles

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

Philadelphia

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

7. **April in Portugal**
R. Hayman, Mercury
8. **April in Portugal**
V. Damone, Mercury
9. **Limelight (Terry's Theme)**
F. Chacksfield, London
10. **Half a Photograph**
K. Starr, Capitol

Detroit

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **April in Portugal**
R. Hayman, Mercury
3. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
4. **Say You're Mine Again**
P. Como, Victor
5. **I Believe**
F. Laine, Columbia
6. **Limelight (Terry's Theme)**
F. Chacksfield, London
7. **Ruby**
R. Hayman, Mercury
8. **Organ Grinder's Swing**
Four Aces, Decca
9. **Vaya Con Dios**
L. Paul & M. Ford, Capitol
10. **Gigi**
L. Baxter, Capitol

Boston

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **I'd Rather Die Young**
Hilltoppers, Dot
3. **No Other Love**
P. Como, Victor
4. **Limelight (Terry's Theme)**
F. Chacksfield, London
5. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
6. **Ruby**
L. Baxter, Capitol
7. **Ruby**
R. Hayman, Mercury
8. **Keep It Gay**
P. Como, Victor
9. **April in Portugal**
V. Damone, Mercury
10. **Say You're Mine Again**
P. Como, Victor

Pittsburgh

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
3. **April in Portugal**
V. Damone, Mercury
4. **I'd Rather Die Young**
Hilltoppers, Dot
5. **April in Portugal**
L. Baxter, Capitol
6. **I Believe**
F. Laine, Columbia
7. **Gambler's Guitar**
R. Draper, Mercury
8. **Love Me, Love Me**
B. Wayne, Mercury
9. **Vaya Con Dios**
L. Paul & M. Ford, Capitol

Atlanta

1. **April in Portugal**
L. Baxter, Capitol
2. **Song From Moulin Rouge**
Mantovani, London

3. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
4. **For Me, For Me**
G. Gibbs, Mercury
5. **Pretend**
Nat (King) Cole, Capitol
6. **Song From Moulin Rouge**
P. Faith, Columbia
7. **Limelight (Terry's Theme)**
F. Chacksfield, London
8. **Ruby**
V. Young, Decca
9. **Half a Photograph**
K. Starr, Capitol
10. **I'd Rather Die Young**
Hilltoppers, Dot

St. Louis

1. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
2. **Limelight (Terry's Theme)**
F. Chacksfield, London
3. **Vaya Con Dios**
L. Paul-M. Ford, Capitol
4. **April in Portugal**
L. Baxter, Capitol
5. **Allez Vous En**
K. Starr, Capitol
6. **I'd Rather Die Young**
Hilltoppers, Dot
7. **Ruby**
R. Hayman, Mercury
8. **Gigi**
L. Baxter, Capitol
9. **Breeze**
T. Richards, Derby
10. **Song From Moulin Rouge**
P. Faith, Columbia

Washington-Baltimore

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **April in Portugal**
L. Baxter, Capitol
3. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
4. **Ruby**
R. Hayman, Mercury
5. **No Other Love**
P. Como, Victor
6. **Anna**
S. Mangano, M-G-M
7. **I Believe**
J. Froman, Capitol
8. **Limelight (Terry's Theme)**
F. Chacksfield, London
9. **I Am in Love**
Nat (King) Cole, Capitol
10. **I Believe**
F. Laine, Columbia

Seattle

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **Ruby**
L. Baxter, Capitol
3. **April in Portugal**
L. Baxter, Capitol
4. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
5. **I Believe**
F. Laine, Columbia
6. **Anna**
S. Mangano, M-G-M
7. **Limelight (Terry's Theme)**
F. Chacksfield, London

New Orleans

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **I Believe**
F. Laine, Columbia
3. **I'd Rather Die Young**
Hilltoppers, Dot
4. **April in Portugal**
L. Baxter, Capitol
5. **Ruby**
V. Young, Decca
6. **Tell Me a Story**
F. Laine-J. Boyd, Columbia
7. **Allez Vous En**
K. Starr, Capitol
8. **Big Mamou**
D. Gray, Decca
9. **Doggie in the Window**
P. Page, Mercury
10. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor

Dallas-Ft. Worth

1. **April in Portugal**
L. Baxter, Capitol
2. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
3. **Song From Moulin Rouge**
P. Faith, Columbia
4. **Anna**
S. Mangano, M-G-M

5. **Song From Moulin Rouge**
V. Young, Decca
6. **Ruby**
V. Young, Decca
7. **I Believe**
F. Laine, Columbia
8. **Ruby**
R. Hayman, Mercury
9. **Pretend**
Nat (King) Cole, Capitol
10. **I Believe**
J. Forman, Capitol

Denver

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

Cincinnati

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
3. **Say You're Mine Again**
P. Como, Victor
4. **April in Portugal**
R. Hayman, Mercury
5. **I'd Rather Die Young**
Hilltoppers, Dot
6. **Ruby**
R. Hayman, Mercury
7. **April in Portugal**
V. Damone, Mercury
8. **I Believe**
J. Froman, Capitol
9. **April in Portugal**
L. Baxter, Capitol
10. **No Other Love**
P. Como, Victor

Indies Get Hotter

Continued from page 23

Labels have shown not only that they can start a tune and introduce new artists, but that they can come up with hits on a more or less consistent basis, just as do the major firms. The fact that every strong indie label has one, and sometimes two artists in the stable who can sell 100,000 records has proved to be important for the up-to-date publisher.

For the indie label gives the publisher another place to take his tune, if he is unsuccessful in getting a top record artist with a major diskery. It helps weaken the hold that many publishers feel the major a.&r. men have on the music business. Rather than take a second-rate artist on a major label, many publishers would rather use a top artist with an indie firm. There are two reasons for this: the strong indie artist usually can outsell a second-rate warbler with a large diskery; also, a tune that breaks on an indie label has a good chance to be covered by a potent name on a big label.

Some of the indie labels are able indeed to withstand even the cover waxing made by a big name on a big label. "Crazy, Man, Crazy" on Essex was covered by Ralph Marterie on Mercury, who has covered a lot of indie hits, but the Essex slicing is still the big seller. It is true, tho, that the opposite is more often the case.

Publishers Co-Operate
Publishers who have been working with indie diskeries over a number of years, will even go as far as to put up the loot for a waxing session in order to get a large ork and the preferred arrangement and conductor. In many cases they will share only part of the costs, since the indie label is happy to work with a strong new tune.

Some publishers are more interested in working with a small label for more reasons than the record alone. They believe that in working with an indie diskery they are getting down to fundamentals in the art of making a record, in case of future necessity.

LADDER OF Best Sellers FROM King AND Federal RECORDS

Popular

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

THE GLOBE TROTTERS
MY CAL SAL
4T SUNDOWN
1210 and 45-1210

Folk/Western

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

LOUIE INNIS
WHAT A WAY TO DIE
WHAMMY BAMMY BUZ-
ZARD GOOZER
1225 and 45-1225

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

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

Rhythm/Blues

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

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

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

JULL MOOSE JACKSON
MEET ME WITH YOUR
BLACK DRESS ON
TRY TO FORGET HIM,
BABY
4634 and 45-4634

Federal

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

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

JIMMY WITHERSPOON
ONE FINE CAL
TACK HOME
12128 and 45-12128

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AN EXCITING NEW
SMASH HIT BY

GEORGIA GIBBS

COUPLED WITH
FOR ME, FOR ME

MERCURY 70172 • 70172X45





NEWEST SINGING SENSATION

DUB DICKERSON

SINGS

THE BELLS OF MONTPELIER

backed with Another Hit Song
"Sweet Bunch of Bitterweeds"
RECORD No. 2504



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HOLLYWOOD 28, CALIFORNIA

EXCLUSIVE MANAGER
CHARLES WRIGHT
909 MAIN STREET, DALLAS, TEXAS
PHONE - RI 1051

Popular Record Reviews

Continued from page 34

BOB MANNING
All I Desire 76
CAPITOL 2493 — Ballad by Bob Manning is the title song of the flick of the same name. Performance is okay, with nice backing. Flick will spark interest. (Broadcast, BMI)
It's All Right With Me 73
Cole Porter tune from "Can-Can" gets an understanding performance by Bob Manning. Ditty is material, with the disadvantages that go with it. (Chappell, ASCAP)

THE JUMPING JACKS
Do Let That Dream Come True 76
LLOYDS 101—The Jumping Jacks, a smooth r.&b. group, turn in a nice job on their first waxing for the new label, a subsidiary of Apollo. Group has a warm sound, and the lead singer has a future. Performance of the boys, which is quite good, should help it grab spins and some loot. (Bess, BMI)
Why, Oh Why? 73
Same comment. (Bess, BMI)

JOHNNY JOHNSTON-ACQUAVIVA ORK
Beyond the Next Hill 75
BBS 117—Johnny Johnston, back on wax after a long sabbatical, turns in a smooth, warm reading of the Acquaviva ditty which was released a few months ago as an instrumental. The singer shows off smooth chanting, and the beautiful arrangement is handled well by the ork. Side should pull bundle of spins. (Morris, ASCAP)
Please Come Back to Me 70
Main feature of this tune is the fact that Milton Berle is a co-writer, tho the melody will be recognized immediately by all who hear it. The singer hands it a nice warble, and a large chorus adds color. (United, BMI)

FRAN WARREN
Miss Me Just a Little 75
M-G-M 11522 — Miss Warren pleads her case appealingly in this okay waxing of the weeper ballad. Could possibly strike a responsive chord among kids saying vacation goodbyes, and thereby build some action.
Love Is a See-Saw 68
Novelty love ditty is sung engagingly by the thrush to a fast three-quarter beat by the ork.

THE NOCTURNES
Giuseppe's Serenade 75
M-G-M 11525—The vocal group projects the pleasant novelty ballad with simple, but mighty appealing, charm. Item has an attractive folksy flavor and could do nicely as a summer entry.

AS YOU DESIRE ME 62
Relaxed harmonizing by the combo of a lazy-beat ditty is listenable.

KEN REMO
You, You, You 74
M-G-M 11512 — Remo warbles the romantic ballad appealingly. A good side that should attract spins.
Ufemia 72
The chanter pipes this one with considerable charm. Latin-style ditty from the flicker, "Sombbrero," has some rhythm breaks that add novelty interest.

TONY MORELLI
What Good Is Falling in Love? 74
M-G-M 11528 — Fast-tempo weeper, with schmaltzy backing. Corny and exciting. Might catch on. Keep an eye on it.
Rather 71
Sentimental, tearful ballad of hopeless love. Tony Morelli's vocal is from the heart—his broken heart.

STANLEY BLACK-MANTOVANI ORK
The Last Rhapsody 73
LONDON 1312—A beautiful record, but possibly better in album form than as a single. Black is showcased on the piano excellently with the Mantovani ork backing. As it is, it smacks a bit of the classical vein, but puts this with three others of its type, and it'd make a whale of an EP. Still, jockeys could easily give this a ride.
Naila 69
This fails to have the sparkle of the other side, but it's a good candidate as tune No. 2 for the EP mentioned above.

GEORGE BARNES
Flibberty-Gibbet 72
DECCA 28688—Instrumental novelty. It's guitar, multiple tracking. Nicely done. (Old Master, ASCAP)
It Must Be True 72
Same technical deal, but with a slower-paced tune. (Mills, ASCAP)

BILL HEYER
Invisible Hands 72
OKEH 6975 — Semi-religious ballad has a retentive melody, and it's read warmly by the chanter. (Alamo, ASCAP)
You're Gone 71
Pleasant waltz ballad is sung easily by Hoyer. A listenable effort that jocks might twirl some. (T. Presser, ASCAP)

TEDDY PHILLIPS ORK
You Can't Go Wrong 71
KING 1233—Ensemble vocal, brassy sound and simple, retentive material add up to a good effort by the ork on a polka-like item. (Brandon, ASCAP)
Pale Moon 68
Okay vocal effort and orking by chanter Clay Campbell and the Phillips crew. Tune is the familiar standard. (Forster, ASCAP)

(Continued on page 54)

VOX JOX

By GENE PLOTNIK

Pianist Jan August, who recently went out on a cross-country tour, is banking on an assist from disk jockeys on a mammoth contest-promotion he is staging in connection with a tune he just composed. An instrumental disk of the new tune is going to each jock three weeks before August hits his town. The jock is asked to spin the disk on the air and invite listeners to send in lyrics for the melody. The jock is also supposed to get local columnists and celebs to serve as judges, and the winning lyric in each town will earn its writer \$50 from August. In November, August will pick the grand prize winner, who will split August's royalties on the forthcoming Mercury recording of the song. . . . **Lonnie Barron**, WSDC, Marine City, Mich., got a write-up in local papers recently when he rescued a 10-year-old boy who had fallen into a 16-foot canal from his father's 24-foot yacht. . . . **Lee Carle**, WGAT, Utica, N. Y., has his "Carle's Corner" on for a total of seven hours a

years old. . . . **Carl Swanson**, Western recording artist on M-G-M, who has a two-and-a-half hour disk show daily on WRUN, Utica, N. Y., as "Mr. Sunshine," recently received a letter from a former listener, now a G.I. in Japan. On request, Swanson had sent the soldier a tape of one of his shows. The G.I. wrote in that altho he gets a lot of the same kind of music via the Far East Network, he enjoyed it more with Swanson's commercials.

. . . **Tom Edwards**, WERE, Cleveland, is currently selling his seventh picture pack this year. This one consists of photos of **Eddie Fisher**, **Teresa Brewer**, **Frankie Laine**, **Tom Edwards** and a character he plays called **Ted Mahon**. The other packs have sold out at 10 cents each with about 2,500 orders. The profit of 4 cents a pack goes to a local charity. Edwards says he'll be glad to advise any other jock interested in such a promotion. . . . **Walter Phillips**, WLW, Cincinnati, is proud of the job done for one sponsor, a retail clothing merchant, on his late evening disk show. Phillips pulled 2,700 requests for the sponsor's catalog, which was five times more than the sponsor estimated he needed for a successful campaign. . . . **Nick Reyes**, WIRK, West Palm Beach, Fla., has taken on a new 15-minute daily show called "The Wax Hacienda," on which he is joined by **Joseph Negron**, Palm Beach language expert and classic guitarist. . . . **Daddy Jule Silver**, WPNX, Columbus, Ga., has started a nightly disk show for the Fort Benning Hospital station, WFBS. . . . **Bob Lloyd**, WAVZ, New Haven, Conn., is using the mass of recent motion picture theme releases in a 30-minute segment entitled "Music From the Movies." . . . **Cass Kaid**, WKHM, Jackson, Mich., has added a new show an hour Monday and Thursday evenings from the Citadel Lounge. . . . **Tim Fitzgerald**, WCMC, Wildwood, N. J., played "Crazy, Man, Crazy" 10 times in a row, and stopped only when more phone calls had been received demanding that he do so than that he continue. This was the first marathon request ever used on the station.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JUNE 19, 1943

1. Taking a Chance on Love
2. As Time Goes By
3. Velvet Moon
4. Don't Get Around Much Anymore
5. You'll Never Know
6. Let's Get Lost
7. All or Nothing at All
8. Comin' in on a Wing and a Prayer

JUNE 19, 1948

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

day. . . . **Candy Lee**, WDOK, Cleveland, has gone into her third year in the same slot, 11:15 a.m. Saturdays, with her "Kiddie Korral" show. She is reputed to be the youngest disk jockey in the country, 11

FOLK TALENT AND TUNES

Nashville

WSM continues to add to its country broadcasts with a weekly 4:30 to 5:00 p.m. spot entitled "Stage Door Opry." The show will be emceed by **Dave Overton** with interviews of "Grand Ole Opry" visitors waiting at Ryman Auditorium for the evening performance and introductions of the stars as they enter backstage. The station's 8 a.m. "Breakfast at the Opry" broadcast from the Noel Hotel's ballroom is drawing more and more ham-n'-egggers as its schedule becomes more known. . . . **Hy Davis**, of WJXN, Jackson, Miss., headed WSM's "Mr. Deejay U.S.A." show June 12, replacing **Clair Meekins**, of WFIN, Findlay, O., since Meekins recently gave up record spinning for the WFIN's news department. **J. C. Johnson**, of WGOV in Valdosta, Ga., has the spot for June 19.

Johnny Bond's next release will feature his "I Wonder Where You Are Tonight?" penned 15 years back and consistently recorded by other names since. . . . **Valley Records** of Knoxville is off to a big indie start with their **Darrell Glenn** "Crying in the Chapel" wax. The tune is also pubbed by its subsid, **Valley Music**, headed by Knoxville attorney **Jack Comer**. . . . **Porter Wagoner** sent wires to his deejay list last week asking them to listen to his new RCA Victor record over a cup of coffee. A Western Union money order for 10 cents to cover the coffee cost accompanied the wire. . . . **Rex Allen's** forthcoming rush release has Valley Music's "Crying in the Chapel" as the top side. Allen starts a new Republic movie in Hollywood, June 15, with a rodeo date set in Miles City, Mont., June 25. His horse, **Koko**, and band, **The Arizona Wranglers**, are also making the Montana date.

Smiley Burnette is set for a Mississippi theater trek beginning June 22, following two-weeks of personal appearances in Canada in June. . . . **Porter Wagoner** and guitar man **Speedy Haworth** headed a show at Roy Schafer's Timberlake Park near Mexico, Mo., last week-end. . . . **Jack and Gertrude Dunigan**, of KWTO, Springfield, Mo., have started two weeks of personal appearances in New York and Pennsylvania. . . . **Eddy Arnold's** latest RCA Victor record is kicking off in country circles better than any Arnold wax in a long time with "Free Home Demonstration" (a **Charlie Grean-Cy** Cohen tune). . . . **Vogue's Snuffy Smith** is making Texas and New Mexico deejay calls between appearances at the Club Morrice near Hobbs, N. M., which he operates. . . . **Carolina Cotton** is doubling up on "Carolina Cotton Calling" Armed Forces transcriptions before making an Eastern trip with her manager, **Bobbie Bennett**, in July. Carolina, along with **Tex Williams**, **Terry Preston** and others, did a benefit for the Indians in Arizona at Long Beach's Municipal Auditorium June 16. . . . **Jimmie Davis** is getting in some fishing while rehearsing for a new Decca session soon. . . . **Skeets McDonald** will make his first Western Canada tour soon, brought on by increased sales of his Capitol disks in that area. . . . **Wade Ray** is just back from three months' tour of 11 Western States and Canada with seven band members. The group entertained at numerous Army and Air Force installations on the trip. The big song of the trip was Ray's current RCA Victor "Burned Fingers," that's catching with the jockeys, too. The group opened at Hollywood's **Riverside Rancho** for

(Continued on page 50)

Newest Mantovani
Long Play Release

MANTOVANI TANGOS

LL 768

- La Cumparsita
- Arana De La Noche
- Tango Delle Rose
- Adios Muchachos
- Besame Mucho
- Blue Skies
- A Media Luz
- Tango De La Luna
- Red Petticoats
- Chiquita Mia
- El Choclo
- Jealousy

ffrr
LONDON
RECORDS

New Releases

LITA ROZA

RETURN TO PARADISE (Vocal)

TELL ME WE'LL MEET AGAIN (Vocal)

with the Peter Knight Singers — accompaniment directed by Johnny Douglas
1349 & 45-1349

The **Billboard** says in "New Records To Watch," May 30th

"LITA ROZA — Return to Paradise (Remick, ASCAP) — London 1349 — Label, spurting strongly in the pop market of late, has come up with another potentially strong number. Tune is from the still-to-open movie (set for July). A number of instrumentals of this have hit the market. Thrush's performance is a tender one with intriguing backing. If pushed, this might kick the tune off. Flips is 'Tell Me We'll Meet Again'."

THEME FROM THE LAST RHAPSODY (Inst.)

Backed by Naila — Waltz (Pas Des Fleurs) (Inst.) 1312 & 45-1312

STANLEY BLACK, piano with MANTOVANI AND HIS ORCHESTRA

FELA SOWANDE — April in Portugal (Inst.): La Vie En Rose (Inst.) 1340 & 45-1340

ROSE MURPHY — Little Red Monkey (Vocal): Time On My Hands (Vocal) 1339 & 45-1339

LONDON **ffrr**
RECORDS

TERRY'S THEME from

LIMELIGHT

backed by
INCIDENTAL MUSIC FROM LIMELIGHT
Frank Chacksfield and his orchestra
1342 & 45-1342

LONDON **ffrr**
RECORDS

TOP 5 SELLERS

TERRY'S THEME FROM LIMELIGHT

Backed by Incidental Music from Limelight
Frank Chacksfield and his orchestra 1342 & 45-1342

MOULIN ROUGE

Backed by Vola Colomba
Mantovani and his orchestra 1328 & 45-1328

CORONATION RAG (Inst.)
BOUNCE THE BOOGIE (Inst.)

Winifred Atwell, piano 1343 & 45-1343

LA MER

Backed by On The Bridge (Sur Le Pont D'Avignon)
Ted Heath and his orchestra 1305 & 45-1305

YOU KNOW THAT I'LL ALWAYS LOVE YOU (Vocal)

Backed by No More (Vocal)
Vera Lynn with accompaniment directed by Roland Shaw 1298 & 45-1298

LONDON **ffrr**
RECORDS

the nation's no. 1
best selling
long playing record

the music of Victor Herbert

the orchestra of Mantovani

the sound of **FFrr**

LL 746

LONDON **ffrr**
RECORDS

The Billboard's Music Popularity Charts

Classical Records

... For Week Ending June 13

Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/2 and 45 r.p.m. records.

Week This	33 1/2 R.P.M.	Last Week	Weeks on Chart
1.	ROSSINI: WILLIAM TELL OVERTURE—NBC Symphony Ork, A. Toscanini, conductor.....V(45)WDM-605	1	39
1.	GERSHWIN: RHAPSODY IN BLUE—O. Levant, Philadelphia Symphony Ork, E. Ormandy, conductor.....Col(45)A-251; Col(45)A-1643	2	7
3.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia Ork.....V(45)WDM-1020	3	19
3.	OFFENBACH: Gaité Parisienne—Boston Pops Ork, A. Fiedler, conductor.....V(45)WDM-1147	—	14
5.	MUSIC OF JOHANN STRAUSS—Minneapolis Symphony Ork, E. Ormandy, conductor.....V(45)WDM-262	4	44
45 R.P.M.			
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merriam, J. Peerce, N. Scott, R. Shaw, Chorale, NBC Symphony Ork, A. Toscanini, conductor.....V(33)LM-6009	1	36
2.	MUSIC OF VICTOR HERBERT—Mantovani Ork.....London(33)LL-746	2	6
3.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, A. Fiedler, conductor.....V(33)LM-1001	3	21
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis Symphony Ork, Dorati, conductor.....Mercury(33)MG-50009	4	12
4.	RACHMANINOFF CONCERTO NO. 2—A. Rubinstein, Piano; NBC Symphony Ork, Golschman, conductor.....V(33)LM-1005	5	19

Reviews of the Current Classical Releases

MASTERWORK SERIES FOR THE YOUNG MUSICIAN
MOZART: NOTEBOOKS AND VARIATIONS (1-12")
SCHUMANN: ALBUM FOR THE YOUNG (1-12") 65
 Poldi Zeitlin, Piano
 Opus (33) 6003; Opus (33) 6004
 Here are the third and fourth of this series, introduced earlier with Beethoven and Tchaikovsky disks. Miss Zeitlin continues to hew her avowed intention of acquainting serious-minded young musicians with compositions written by the masters in a style easy to comprehend and not difficult to master. Neither of these quite matches the original two from the point of view of general interest, but from a student's point of view this is no drawback. Of these two the Mozart is more melodic while many of the Schumann pieces smack of exercises.

DORUMSGAARD: CANZONE SCORDATE — Gerard Souzay, Baritone, with Piano (1-12")
CLASSICAL ARIAS—Gerard Souzay, with Ork (1-12") 62
 London (33) LL 731; London (33) LS 731
 Title of the Dorumsgaard disk might intrigue or confuse some, but there's little doubt as to the excellence of what the record contains. In it, Souzay displays his expected vocal intelligence and musical sensitivity in 19 Italian and German songs of the 17th and 18th Centuries, in arrangements by musicologist Dorumsgaard. The 10-incher, which should enjoy a brisker sale, holds arias excerpted largely from operas and oratorios by Mozart, Scarlatti, Lully, Gluck and Rameau. The disks are a treat for fanciers of the voice and for those who wish to prospect for musical gems in half-forgotten repertoire.

MELBA—Patrice Munsel, Soprano; Orchestra and Chorus conducted by Muir Mathieson and Warwick Braithwaite (original sound track) (1-10") 80
 V (33) LM 7012
 From the sound track of the forthcoming flick about Dame Nellie Melba, a role being portrayed by Metopera star Patrice Munsel, the label has put together this new LP set. In a sense the arias and songs in the collection are catch-as-catch-can, in that there is little continuity or programing from selection to selection. But be that as it may, the new set shows off the fine vocal work of the young soprano to wonderful advantage, and the ork and chorus work is first-rate. The Met thrush gets a chance to sell such favorites as "Una Voce Poco Fa," "Juliet's Waltz Song," the "Mad Scene" from "Lucia di Lammermoor," Bach's "Ave Maria" and even "Home Sweet Home." Many fans of Miss Munsel will want this set, and the many fans she wins via the "Melba" flick will also be interested in this LP. It could become a strong seller after the movie is released.

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

List Income

Continued from page 24

jurisdiction of 99 locals, and only 34 of these theaters use men on a 52-week basis. The balance of 276 employ musicians for variable lengths of time. Here's the breakdown of men employed and income earned from January 1 to December 31, 1952:

Vaudeville and presentation, 1,115 men, \$1,753,175; dramatic and musical, 1,997, \$3,064,057; opera and ballet, 730, \$829,374; burlesque, 198, \$614,366; organ, 15, \$41,148.

Studio Employment
 The major Hollywood film studios, from January 1, 1952 to December 31, 1952, employed 339 musicians under contract. Their gross earnings totaled \$2,887,111.07. Other than those under contract, the studios employed 4,206 men who earned \$1,528,908.23. The above musicians made 277 features and 64 shorts.

Indie Hollywood producers in 1952 paid musicians \$450,752.98.

In New York, musicians in motion picture work in 1952 earned \$160,472.20.

Symphony Orks
 A survey of symphony orks employed during the 1951-'52 season indicates that the symphony is still an important factor in community life in cities. The survey lists 31 major symphony orks—so classified because they engage musicians at regular weekly salaries for a specified number of weeks per season—and 129 secondary symphony orks—where the musicians are engaged on a per-concert basis for an indefinite number of concerts each season.

During the regular season, 2,531 local members were employed from eight to 30 weeks. In addition to these local members, there were 541 musicians imported from other locals in 25 orks. During the summer, 931 musicians were employed in 12 of the orks from three to 17 weeks. The average regular season is 22.5 weeks. The average summer season is 7.7 weeks. Average weekly scale is \$81.

In secondary symphonies, the employment figure is 4,777 local members. In addition, 996 members are imported from other locals, making the total of 5,773.

JUNE VALLI

Rushed into the Studio to record . . .

A Stunning Performance
of a Beautiful Ballad!

CRYING
IN THE
CHAPEL

A New June You'll Love On!

LOVE EVERY
MOMENT
YOU LIVE

20/47-5368

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending June 13

National Best Sellers

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

This Week	Last Week	Weeks on Chart	Record
1		11	MEXICAN JOE—J. Reeves I Could Cry—Abbott 116—BMI
2		6	TAKE THESE CHAINS FROM MY HEART— H. Williams Ramblin' Man—M-G-M 11479—BMI
3		5	THAT HOUND DOG IN THE WINDOW— Homer & Jethro Pore O' Koo-Liger—V 20-5280—ASCAP
4		18	YOUR CHEATIN' HEART—H. Williams Kaw-Liga—M-G-M 11416—BMI
5		9	BUMMING AROUND—T. T. Tyler Jealous Love—Dec 28579—BMI
6		18	KAW-LIGA—Hank Williams Your Cheatin' Heart—M-G-M 11416—ASCAP
6		3	SPANISH FIRE BALL—H. Snow Between Fire and Water—V 20-5296—BMI
8		5	THIS ORCHID MEANS GOOD-BYE—Carl Smith Just Wait Till I Get You Alone—Col 21087—BMI
9		1	FREE HOME DEMONSTRATION—E. Arnold Spanish Fire Ball—V 20-5296—ASCAP
10		13	LAST WALTZ—W. Pierce I Haven't Got the Heart—Dec 28594—BMI

Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Record
1		12	MEXICAN JOE—J. Reeves Abbott 116—BMI
2		15	YOUR CHEATIN' HEART—H. Williams M-G-M 11416—BMI
3		4	TAKE THESE CHAINS FROM MY HEART— H. Williams M-G-M 11479—BMI
4		1	TOO YOUNG TO TANGO—S. Ruby V 20-5296—BMI
5		10	LAST WALTZ—W. Pierce Dec 28594—BMI
5		2	I CAN'T WAIT—F. Young Cap 2461—BMI
7		4	RUB-A-DUB-DUB—H. Thompson Cap 2445—BMI
7		1	SEVEN LONELY DAYS—Bonnie Lou King 1192—ASCAP
9		2	THIS ORCHID MEANS GOOD-BYE—Carl Smith Col 21087—BMI
10		11	KNOTHOLE—Carlisles Mercury 70109—BMI
10		8	I COULDN'T KEEP FROM CRYING—Marty Robbins Col 21075—BMI

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Record
1		12	MEXICAN JOE—J. Reeves Abbott 116—BMI
2		6	TAKE THESE CHAINS FROM MY HEART— H. Williams M-G-M 11479—BMI
3		17	YOUR CHEATIN' HEART—H. Williams M-G-M 11416—ASCAP
4		19	NO HELP WANTED—Carlisles Mercury 70028—BMI
5		6	BUMMING AROUND—T. T. Tyler Dec 28579—BMI
6		3	THAT HOUND DOG IN THE WINDOW— Homer & Jethro V 20-5280—ASCAP
7		2	LAST WALTZ—W. Pierce Dec 28594—BMI
8		3	RUB A DUB DUB—H. Thompson Cap 2445—BMI
9		18	KAW-LIGA—Hank Williams M-G-M 11416—ASCAP
10		2	SPANISH FIRE BALL—H. Snow V-20-5296—BMI
10		1	I COULDN'T KEEP FROM CRYING—M. Robbins Col 21075—BMI

"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

John Gale Barker
Barker Music Center
McLellan's Store
Tucson, Arizona

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3 BIG RECORDS!

Faron Young
"I CAN'T WAIT"
(FOR THE SUN TO GO DOWN)
Capitol-2461

Roy Acuff
"LONESOME JOE"
"IS IT LOVE OR IS IT LIES"
Capitol-2460

Terry Preston
"I'VE GOT A WOMAN'S LOVE"
Capitol-2467



The Billboard Music Popularity Charts

... for Week Ending June 13

TOP COUNTRY & WESTERN RECORDS

This Week's Territorial Best Sellers to Watch

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

- Dallas-Fort Worth... CASTLE IN THE SKY W. Ray, Victor 20-5302
Houston... YOU SAID YOU COULD DO WITHOUT ME M. Robbins, Columbia 21111
Cincinnati... UH HUH, HONEY K. Wells, Decca 28666
Nashville... TRADEMARK A. Inman, Decca 28629
RAINBOW IN THE VALLEY Carl Smith, Columbia 21119
M. Wiseman, Dot 1168

Territorial Best Sellers

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

Dallas-Ft. Worth

- 1. Take These Chains From My Heart H. Williams, M-G-M
2. Mexican Joe J. Reeves, Abbott
3. Bumping Around T. T. Tyler, Decca
4. That Hound Dog in the Window Homer & Jethro, Victor
5. Spanish Fire Ball H. Snow, Victor
6. Crying in the Chapel D. Glenn, Valley
7. Last Waltz W. Pierce, Decca
8. Rub-a-Dub-Dub H. Thompson, Capitol
9. I Haven't Got the Heart W. Pierce, Decca
10. Castle in the Sky M. Robbins, Columbia

Houston

- 1. Mexican Joe J. Reeves, Abbott
2. Let Me Love You Just a Little J. Reeves, Abbott
3. Your Cheatin' Heart H. Williams, M-G-M
4. I'm Yvonne G. Hill, Decca
5. Free Home Demonstration E. Arnold, Victor
6. Don't Throw Your Love Away W. Pierce, Decca
7. Too Young to Tango S. Ruby, Victor
8. Last Waltz W. Pierce, Decca
9. Big Mamou L. Davis, Okeh
10. You Said You Could Do Without Me K. Wells, Decca

Cincinnati

- 1. Take These Chains From My Heart H. Williams, M-G-M
2. Uh Huh, Honey A. Inman, Decca
3. This Orchid Means Good-Bye Carl Smith, Columbia
4. Spanish Fire Ball H. Snow, Victor
5. Knothole Carlises, Mercury
6. No Help Wanted Carlises, Mercury
7. Free Home Demonstration E. Arnold, Victor
8. Red Rose S. Willet, Four Star
9. Restless Heart S. Whitman, Imperial
10. Slaves of a Hopeless Love Affair R. Foley, Decca

Memphis

- 1. Seven Lonely Days B. Lou, King
2. That Hound Dog in the Window Homer & Jethro, Victor
3. Too Young to Tango S. Ruby, Victor
4. Free Home Demonstration E. Arnold, Victor
5. This Orchid Means Goodbye Carl Smith, Columbia
6. Take These Chains From My Heart H. Williams, M-G-M

- 7. Bumping Around T. T. Tyler, Decca
8. Your Cheatin' Heart H. Williams, M-G-M
9. Rub-A-Dub-Dub H. Thompson, Capitol
10. Slaves of a Hopeless Love Affair R. Foley, Decca

Nashville

- 1. Take These Chains From My Heart H. Williams, M-G-M
2. This Orchid Means Goodbye Carl Smith, Columbia
3. Half Way Chance With You M. Robbins, Columbia
4. Last Waltz W. Pierce, Decca
5. Free Home Demonstration E. Arnold, Victor
6. Trademark Carl Smith, Columbia
7. Rainbow in the Valley M. Wiseman, Dot
8. Spanish Fire Ball H. Snow
9. Seven Lonely Days B. Lou, King
10. Mexican Joe J. Reeves, Abbott

New Orleans

- 1. This Orchid Means Goodbye Carl Smith, Columbia
2. That's All Right A. Inman, Decca
3. Take These Chains From My Heart H. Williams, M-G-M
4. Rub-A-Dub-Dub H. Thompson, Capitol
5. Mexican Joe J. Reeves, Abbott
6. Restless Heart S. Whitman, Imperial
7. I'm Yvonne G. Hill, Decca
8. Ramblin' Man H. Williams, M-G-M
9. Too Young to Tango S. Ruby, Victor
10. Just Wait Till I Get You Alone Carl Smith, Columbia

Denver Ballrooms Pull Great B. O's

DENVER, June 13.—Denver's summer dance season has opened with the biggest box offices since the end of the war, with both Lakeside and Elitch Gardens reporting record breaking crowds. Clyde McCoy closed at Lakeside last week, followed by Hal McIntyre who has also hung out the s.r.o. sign at the huge lake shore dancery. Less than two dozen blocks away, at Elitch Gardens Troc, Benny Strong is drawing a good crowd.

Ishlon, Townsend Prep Disk Book

NEW YORK, June 13.—Debbie Ishlon and Irving Townsend, of Columbia Records, are working on a book covering the record field. The book will not be a critical analysis but a popular work covering the pop, classical, c.&w., r.&b. and jazz record field, and will also cover playing equipment.

FOLK TALENT AND TUNES

Continued from page 46

Wednesday and Sunday dancing on June 10, where they will do the NBC Western division net spot each night at 10:30 PDT. WSM "Grand Ole Opry" artists are sticking to parks for week-end bookings, with June 21 finding Carl Smith at Valley View Park, Hallam, Pa.; Hank Snow at New River Ranch near Rising Sun, Md.; Lonzo and Oscar and Martha Carson at the Brown County Jamboree, Bean Blossom, Ind.; Ernest Tubb at Roy Acuff's Dunbar Cave near Clarksville, Tenn.; Minnie Pearl at Sante Fe Ranch, Reading, Pa.; Jimmie Dickens at G-Bar-C Ranch, Columbus, O., and Ray Price and Cowboy Copas at Chain of Rocks Park, St. Louis. Johnny and Jack are playing Detroit's Roosevelt Lounge June 19 thru 27. Bill Monroe plays the Isis Theater in Lynchburg, Va., June 21 and Webb Pierce has Evansville, Ind., on the same day. Martha Carson is doing Tennessee Drive-Ins currently thru June 20.

WLS (Chicago) talent are going on a lot of out-of-town personals, with Homer and Jethro, Jimmy James, The Beaver Valley Sweethearts and Augie Klein doing a June 16 show at the Illinois State Penitentiary at Pontiac, Ill. The date was arranged by the prison's warden. Lulu Belle and Scotty play the Santa Fe Ranch at Reading, Pa., June 14, and the Hillbilly Park, Newark, N. J., June 21. WLS is again co-operating with the Chicago Area Callers' Association and the Chicago Park District for its fourth annual International Square Dance Festival in Chicago's International Amphitheater. The date has been set as October 24 for the all-day event.

Ernie Lee was guest emcee of WSM's Prince Albert "Grand Ole Opry" over NBC June 13, with Little Rita Faye taking guest honors. Both are new M-G-M recorders, with their first releases of "How Come You Never Answer?" and "Wait a Little Longer" showing strong. Tex Williams takes the top Prince Albert spot on June 20, with Marty Robbins guesting. A new Decca name, Ricky Riddle, will lead the June 27 show, with Columbia's Anita Carter guesting. WSM's "Sunday Down South" regional netter for Lion Oil has Tex Williams set for the June 21 feature, with Betty Johnson, of Charlotte, N. C., featured the following week. Little Rita Faye had the spotlight on June 14.

Hy Davis is leaving WJXN, Jackson, Miss., June 19 after three years of pop and country spinning. Davis will vacation in Memphis for a month before taking other duties. Speedy West, seen regularly on the Tennessee Ernie radio and TV shows, is vacationing in Springfield, Mo. Shorty Thompson is back at his Walnut Grove, Mo., home for a rest after a Western tour. Sonny James visited his home town deejay, Johnnie Lott, at WERH in Hamilton, Ala., while vacationing from WFAA in Dallas. WERH is going from 1 kw. to 5 kw's. in three weeks. Gene Davis is doing an early morning country spinner at KBHS in Hot Springs, Ark. Davis formerly had country chores with KTHS before its Little Rock move. Bill Ring is busy taping a new General Mills quarter-hour show at Radiozark in Springfield, Mo., with a new year's contract just signed for the ABC net shows.

Hollywood's Hinton Bradbury and Nashville's Jimmie Rule are set as agents, according to Editor Thurston Moore, for Cincinnati's Artist Publications, Inc., a new country and western monthly. The first issue is set for August 20. Nashville's Pickin' and Singin' News is in new offices in The Home Federal Building. Joe McKenzie Jr. is managing the paper, with Vivian Keith as secretary. Their third issue is in the making.

Faron Young was in Nashville for "Grand Ole Opry" guest appearance June 6, after heading a recruiting show at nearby Camp Campbell. The Army private is at Third Army Headquarters, Ft. Mc-

C & W Record Reviews

Continued from page 34

JOHNNIE LEE WILLS
Honey in the Horn 72
V 20-5336—Tune is kicking up some action in the pop field. Here it's set to a bouncy beat, with the Wills group supplying a gang vocal. (Alamo, ASCAP)
A-L-B-U-Q-U-E-R-Q-U-E... 70
Red Foley made a hit out of "Hot Toddy," after Ralph Flanagan had a big pop record as an instrumental. Flanagan also introduced this tune as an instrumental but without any significant results. Tho Wills and his gang work hard on the vocal version, the same fate might occur. (Coachella, ASCAP)

ANN JONES
Love Is a Losing Game... 72
KING 1232—A pretty ballad is sung very nicely by the thrush, who also turns in a good job on guitar. Disk could pull spins in these days of gal country singers. (Lols, BMI)
I've Had It... 72
Bright novelty receives a rousing performance from the chanteuse as she tells of the debilitating effects of the years. Jocks can use. (Lols, BMI)

JIMMIE OSBORNE
My Main Trail Is Yet to Come... 72
KING 1231—Sad story of a prisoner awaiting death in the electric chair and meditating upon life after death receives a grim performance from the chanter. For those who can take this material, the waxing should be of some interest. (Acuff-Rose, BMI)
Hills of Roan County... 69
The traditional folk tune is sung with feeling by the warbler. The doleful tale is handled sincerely, tho its tragic lyric may be too much for the present market.

LUCKY BROTHERS
It Ain't Quit Hurtin' Yet... 70
M-G-M 11523—No one can take your place in my heart is the burden of his song. Fair performance by Lucky Brothers.
I'll Dance at Your Wedding... 69
Routine performance of this routine country love.

TOBY STROUD
My Favourite Blonde... 70
M-G-M 11524—Cute novelty with unusual but lively lyrics receives a happy reading from Stroud. Side could pull jocks spins.
I'm Cutting Paper Hearts... 69
Pleasant weeper with imaginative lyrics is handed an adequate vocal by the warbler.

HANK LOCKLIN
I Can't Run Away... 70
DECCA 28740—This swain is in trouble. He can't run away from his love for the gal who broke his heart. Hank Locklin's vocal has spirit. (Four

Star, BMI)
The Red Rose... 68
Ditty, authored by Slim Willett, stems from the same inspiration that produced "Don't Let the Stars Get in Your Eyes." Very similar in material construction and melody. So obviously a carbon copy, that it is doubtful Locklin's vocal can grab much loot at this date. (Four Star, BMI)

CARL BUTLER
Crowded Out... 70
OKEH 18012—Butler sings out for all he's worth on this weeper. He has a fine strong voice. (Peer, BMI)
My Heart Tells Me... 68
Routine material is helped a lot by a sensitive reading by the singer. (Peer, BMI)

JIMMY JAMES
I Love to Live... 70
BBS 5001—The label looks as if it could break thru in the country field with more of this type of stuff. Both James and the song are above average. (Revere, ASCAP)
Don't Call My Name... 67
Another good side, but the competition on the ditty is, perhaps, too strong at this point for James to make it big. (Laurel, ASCAP)

ROCKY STARR
Lonesome Childhood... 67
CROWN 3588—The slow blues ballad is stronger than Starr's effort, tho he is a capable wax artist. (Terl, ASCAP)
Rock-a Bye Boogie... 67
Starr sounds better here, but the material doesn't appear to be as strong commercially. (Terl, ASCAP)

(LAZY) BILL HUGGINS
Forget... 60
SLATE 3037—Nothing special in either the material or the performance. May be just a bit too pop. (Dubonnet, ASCAP)
My Heart Seconds the Motion... 60
Same comment. (Slate, BMI)

BOBBY GREGORY
Dream Girl... 55
GREGORIAN 2206—Pleasant ditty is sung casually by the chanter. (American Music, ASCAP)
My Love Is Real... 52
Bobby is joined by Cathy Gregory in a bland reading of a slight ballad. (American Music, ASCAP)

BOBBY GREGORY
Lavender Eyes... 50
HILLBILLY 71111—Neither the material nor the singer figure to make noise with this one. (American Music, ASCAP)
I'm Putting My Heart Back in the Saddle... 50
More of the same on a Western ballad. (American Music, ASCAP)

Pherson, Ga., this week and goes to Washington next week to start taping Armed Forces recruiting shows for release to over 2,000 radio stations. A Korean entertainment tour is also in the making for Faron... Webb Pierce, with a newly blue-outfitted band, The Wondering Boys, opened Connie B. Gay's boat excursions in Washington on June 11, after three top days in Pennsylvania. Bob Ferguson, of KCLX in Colfax, Wash., and Ann Jones are set for a dual appearance at Riverside Park, Potlatch, Idaho, June 20. Claude Casey, of WGAC, Augusta, Ga., was in Nashville June 12 for his first sides under his new M-G-M contract... Little Alf, new jock at WIVK, Knoxville, and Charlotte Fritsch, oathsinger from WNAM, Neenah, Wis., were backstage guests at "Grand Ole Opry" June 6... Mercury's Dee Kilpatrick went on a round of Charlotte, N. C., Atlanta and Miami distribs this week... Bonnie Kroll is doing a promotion job for Mercury in New Orleans, Houston and Dallas areas... Del Wood and his sister are opening new secretarial offices in Nashville's Stahlman Building, with a big bid for artists' letter work. The Maryville, Tenn., "Hillbilly (Continued on page 54)

2 GREAT NEW COUNTRY RELEASES...

HARDROCK GUNTER "NAPTOWN, IND."

MGM 11520 Published by Tannen Music, Inc.

ELTON BRITT And The BEAVER VALLEY SWEETHEARTS "JUST FOR YOU"

RCA 20/47-5322 Published by R. F. D. Music, Inc.

the gals who started "Jealous Love"
Now on RCA Victor with a Smash!

the
**DAVIS
SISTERS**

Singing



**ROCK-A-BYE
BOOGIE**

and

**I FORGOT MORE THAN
YOU'LL EVER KNOW**

20/47-5345

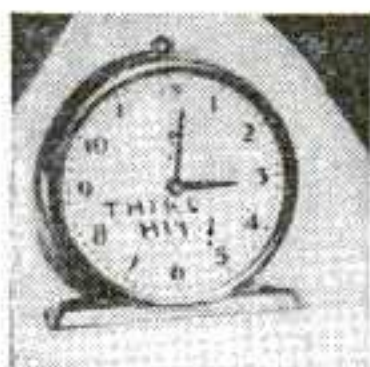
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"THE CLOCK"



STRIKES AGAIN FOR

JOHNNY ACE

This new release backed by ACES WILD will strike \$ \$ \$ \$ on your cash register

THREE RELEASES—THREE HITS!

Dealers, Ops and D-Jays Label It the NATION'S NEWEST HIT

DUKE 112

BONG! BONG! BONG!

EARL "Whooperin and Hollerin" FOREST



—DOES IT AGAIN—

"LAST NIGHT'S DREAM"

b/w "FIFTY-THREE"

The Season's Most Profitable Operator's Dream

Another DUKE—113 Triumph



SUNSET TRAVELERS

Singing

"YES, YES, I'VE DONE MY DUTY"

b/w

"MY NUMBER WILL BE CHANGED"

Two great Spiritual Sides

DUKE 201

ALWAYS FIRST

DUKE RECORDS
4104 Lyons Ave. Houston, Texas

ALWAYS BEST

The Billboard's Music Popularity Charts

TOP R & B RECORDS

... For Week Ending June 13

This Week's Territorial Best Sellers to Watch

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

- Los Angeles... HIGHWAY BOUND B. B. King, RPM 386
- KEEP IT COOL M. Jones, Recorded in Hollywood 425
- St. Louis... MEND YOUR WAYS Ruth Brown, Atlantic 993
- Washington, D. C.-Baltimore, Md.... MY DEAR, DEAREST, DARLING Five Willows, Allen 1000
- Chicago... SHE FELT TOO GOOD J. McCracklin, Peacock 1615
- Philadelphia... IF I CAN'T HAVE YOU Flamingoes, Chance 1133

Territorial Best Sellers

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

Detroit

1. Help Me Somebody Five Royales, Apollo
2. I Found Out Du Droppers, Victor
3. Way Back Home Big Maybelle, Okeh
4. These Foolish Things Dominoes, Federal
5. Third Degree E. Boyd, Chess
6. I'm Mad W. Mabon, Chess
7. I'm Glad M. Mars, Checker
8. Hound Dog W. M. Thornton, Peacock
9. Wild, Wild Young Men R. Brown, Atlantic
10. Hittin' on Me B. Johnson, Mercury

Cincinnati

1. Help Me Somebody Five Royales, Apollo
2. Way Back Home Big Maybelle, Okeh
3. These Foolish Things Fats Domino, Imperial
4. Hittin' on Me B. Johnson, Mercury
5. Wild, Wild Young Men Ruth Brown, Atlantic
6. Heavy Juice T. Bradshaw, King
7. Cherokee E. Bostic, King
8. She's Got to Go Ravens, Mercury
9. Tin Pan Alley J. Wilson, Big Town
10. Is It a Dream? Vocaleers, Robin

New Orleans

1. Please Love Me B. B. King, RPM
2. Help Me Somebody Five Royales, Apollo
3. I Found Out E. Boyd, Chess
4. Goin' to the River Fats Domino, Imperial
5. One Room Country Shack Mercy Dee, Specialty
6. Red Top King Pleasure, Prestige
7. Crawlin' Clovers, Atlantic
8. Wild, Wild Young Men Ruth Brown, Atlantic
9. Way Back Home Big Maybelle, Okeh
10. Lucy Mae Blues F. L. Sims, Specialty

Washington—Baltimore

1. These Foolish Things Dominoes, Federal
2. Is It a Dream? Vocaleers, Robin
3. I'm Mad W. Mabon, Chess
4. Wild, Wild Young Men Ruth Brown, Atlantic
5. My Dear Dearest Darling Five Willows, Allen
6. I Found Out Du Droppers, Victor
7. Hound Dog W. M. Thornton, Peacock
8. Heavy Juice T. Bradshaw, King
9. I Wanna Know Du Droppers, Victor
10. Red Top King Pleasure, Prestige

Atlanta

1. Please Love Me B. B. King, RPM
2. Help Me Somebody Five Royales, Apollo
3. I Found Out Du Droppers, Victor
4. Goin' to the River Fats Domino, Imperial
5. I Wanna Know Du Droppers, Victor
6. Lucy Mae Blues F. L. Simms, Specialty
7. Third Degree E. Boyd, Chess
8. Wild, Wild Young Men Ruth Brown, Atlantic
9. Hound Dog W. M. Thornton, Peacock
10. Shirley Come Back to Me Shirley & Lee, Aladdin

Chicago

1. Help Me Somebody Five Royales, Apollo
2. I'm Mad W. Mabon, Chess
3. Wild, Wild Young Men Ruth Brown, Atlantic
4. Hittin' on Me B. Johnson, Mercury
5. Hound Dog W. M. Thornton, Peacock
6. Crazy Crazy Crazy Five Royales, Apollo
7. Let Me Go Home Whiskey A. Milburn, Aladdin
8. Heavy Juice T. Bradshaw, King
9. She Felt Too Good J. McCracklin, Peacock
10. Is It a Dream? Vocaleers, Robin

Charlotte

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

Philadelphia

1. Goin' to the River Fats Domino, Imperial
2. Hound Dog W. M. Thornton, Peacock
3. I'm Mad W. Mabon, Chess
4. Help Me Somebody Five Royales, Apollo
5. These Foolish Things Dominoes, Federal
6. She's Got to Go Ravens, Mercury
7. Hittin' on Me B. Johnson, Mercury
8. I Wanna Know D. Cooper, Savoy
9. If I Can't Have You Flamingoes, Chance
10. Mend Your Ways Ruth Brown, Atlantic

The Billboard's Music Popularity Charts

TOP R & B RECORDS

... For Week Ending June 13

National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. HELP ME, SOMEBODY—Five Royales.....	1	6
2. GOIN' TO THE RIVER—Fats Domino.....	2	9
3. I WANNA KNOW—Du Droppers.....	3	10
4. I'M MAD—W. Mabon.....	4	8
5. WILD, WILD, YOUNG MEN—R. Brown.....	—	1
6. HOUND DOG—W. M. Thornton.....	6	13
7. THESE FOOLISH THINGS—Dominoes.....	5	3
8. IS IT A DREAM?—Vocaleers.....	9	4
9. HITTIN' ON ME—B. Johnson.....	—	1
10. RED TOP—King Pleasure.....	7	12

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. HELP ME, SOMEBODY—Five Royales.....	1	5
2. HOUND DOG—W. M. Thornton.....	2	12
3. I'M MAD—W. Mabon.....	4	9
4. GOIN' TO THE RIVER—Fats Domino.....	3	4
5. CRAZY, CRAZY, CRAZY—Five Royales.....	5	2
6. RED TOP—King Pleasure.....	6	7
7. HITTIN' ON ME—B. Johnson.....	7	6
8. ONE-ROOM COUNTRY SHACK—Mercy Dee.....	—	2
9. I'M GLAD—M. Mars.....	9	3
9. IS IT A DREAM?—Vocaleers.....	—	1

New York

1. Help Me Somebody
Five Royales, Apollo
2. I Wanna Know
Du Droppers, Victor
3. I'm Mad
W. Mabon, Chess
4. Pretend
Nat (King) Cole, Capitol
5. Goin' to the River
Fats Domino, Imperial
6. Wild, Wild Young Men
Ruth Brown, Atlantic
7. Red Top
King Pleasure, Prestige
8. Bells
Dominoes, Federal
9. These Foolish Things
Dominoes, Federal
10. I Found Out
Du Droppers, Victor

Los Angeles

1. Is It a Dream?
Vocaleers, Robin
2. Tin Pan Alley
J. Wilson, Big Town
3. Highway Bound
B. B. King, RPM
4. Keep Cool
M. Jones, Recorded in Hollywood
5. These Foolish Things
Dominoes, Federal
6. I'm Mad
W. Mabon, Chess
7. Help Me Somebody
Five Royales, Apollo
8. Goin' to the River
Fats Domino, Imperial
9. Heavy Juice
T. Bradshaw, King
10. I Wanna Know
Du Droppers, Victor

St. Louis

1. I Wanna Know
Du Droppers, Victor
2. Please Love Me
B. B. King, RPM
3. Is It a Dream?
Vocaleers, Robin
4. I Found Out
Du Droppers, Victor
5. Help Me Somebody
Five Royales, Apollo
6. These Foolish Things
Dominoes, Federal
7. Third Degree
E. Boyd, Chess

8. Wild, Wild Young Men
Ruth Brown, Atlantic
9. Mend Your Ways
Ruth Brown, Atlantic
10. Red Top
King Pleasure, Prestige

'Camel Caravan' to Play at Colleges

NEW YORK, June 13.—The fall edition of the "Camel Caravan" network radio segment, co-starring Vaughn Monroe and the Sauter-Finegan ork, will emanate from schools and colleges throughout the country. The plan is to hit at least one school in each of the 48 States during the coming year. Shows will be live whenever possible, but in order to work in the schedules of both, others will be taped in advance. Willard Alexander, who handles both acts, will route the show.

Monroe, who disbanded his ork some weeks ago, has been re-pacted as a single. He will front the show and handle the vocals. This is the first radio segment for the Sauter-Finegan ork, a band which was formed only a year ago for record sessions and just recently began touring. With this move to the "Camel Caravan," the Sauter-Finegan ork joins a list of the nation's top bands that have been sponsored on this show by the cigarette company.

NBC Aired

• Continued from page 24

"Maybe they will offer us a better deal," he said.

Publisher Herbert Marks, nominated as one of the committeemen, was stricken off the list of committeemen when he stalked out of the meeting, claiming publisher-disk relations should not be discussed before the press.

Problem of time loomed as a rough one to overcome. NBC indicated that in the event the publishers could not make up their minds as to program details, the network would throw another program into the 9-9:30 p.m. Friday time slot.

It was estimated that the program, as outlined by Sacks, would cost NBC about \$10,000 weekly.

SALES SHOW THEY'RE REAL HITS!



"NAPONEE"

by
"TEX" DEAN
PLAY IT POPULAR OR FOLK

"ROCK ME"

by
"LUCKY JOE" ALMOND
TR #199 45X199
PLAY IT POPULAR OR FOLK



"CAMPIN' WITH MARIE"

by
Werly Fairburn
FOLK TR #195 45X195



'HONEYMOON WALTZ'

by BILL BLEVINS
FOLK TR #200 45X200



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2102 W. Washington Blvd.
Los Angeles, Calif. | Bertos Sales Co.
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| Chatton Distributing Co.
1921 Grove St.
Oakland, Calif. | Coral Records, Inc.
920 Race St.
Cincinnati, Ohio |
| Top Tune Record Co.
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WHY?

Flip to "Market Place" PAGE 55

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AN ASSIST

Duke's Org Would Help New Talent

CHICAGO, June 13.—Orchestra leader Duke Ellington has a blueprint for a plan to provide organized aid for the careers of young hopefuls and up-and-coming performers.

The maestro, who opened a three-week engagement at the Blue Note June 12, said he would hold a series of conferences with associates to launch a nationwide organization which would "promote careers and help provide opportunities for the vast number of little-known but highly talented entertainers and performers who need backing."

Ellington announced he would call for the co-operation of an inter-racial group of big names in show business to lend prestige and support to the campaign.

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Things are popping in the r.&b. field this week. Okeh Records, the Columbia subsidiary which originally started as an r.&b. label and then spread to the pop field, is expected to return to r.&b. diskings exclusively, with a new label, Epic, being created to take over pop disks. And RCA Victor's forthcoming independently distributed r.&b. label, as yet unnamed, is believed to be closer to fruition. (See separate story.)

The *Flamingos*, new vocal group on the Chance label, are at Gleason's in Cleveland, starting June 15. . . *Johnny Sellers*, of the same label, opens at the New Era in Nashville for two weeks starting June 12. . . Duke Records will release *Johnny Ace's* third slicing next week, titled "The Clock." *Don Robey*, head of the label, is cutting a new spiritual singer, *Cleophus Robinson*, in Memphis today. Duke also recently signed the *Sunset Travelers*, a spiritual group.

Orkster *Buddy Johnson* will offer a \$50 defense bond to the person who sends him the best title for a new tune which he has written in honor of *Joe Louis*. Titles should be sent to the Gale Agency in New York before July 10. Johnson starts out with the r.&b. road package with *Ruth Brown* and other stars on July 17. . . *Lee Magid*, of Savoy Records, cut singers *Earl Johnson*, *Huey Smith*, *Billy Wright* and *Willie Johnson* for the firm in New Orleans this week.

Peacock Records' *Dixie Hummingbirds* signed guitarist *Howard Carroll* for the group. Peacock has signed the *Tempo Toppers*, new vocal group, to a term pact. *Little Richard* sings the lead with the group. . . Progressive Records is the name of the new Peacock jazz label, and its first release will feature pianist *Phineas Newborn*. The label has also packed *Al Grey* and *His All Stars*.

On the Philadelphia scene, as the summer gets into full swing, there is no letdown on the name quality offered at the after-dark spots. *Pep's Musical Bar* steps up, in fact, with *Erskine Hawkins* this week, while *Arnett Cobb* holds forth down the street at the Showboat and *Al Hibbler* holds the spotlight around the corner at the Emerson. Crosstown, *Stuff Smith* plus the *Charlie Rice All Stars* attract attention to the Red Rooster, and out in West Philly, *Powelton Cafe* carries on with *Eddie Vinson*. Away from the Stem, *Romaine Brown* and his *Romaines* opened this week at the suburban Cafe De-Ray in Andalusia, Pa., while the *Treniers* remain in town at *Sciolla's Cafe*.

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Mr. Percy" b/w "No Good No How"

Watch "50 MILLION WOMEN"

SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

Popular Record Reviews

Continued from page 46

HENRY JEROME ORK
Pie Wock A-Jilly Wock.71
M-G-M 11526—A tongue-twister, with choruses done in gang-sing fashion. Milton Drake, one of the writers on the tune, hit the jackpot years ago with "Matzry Doats," another tongue-twister.

Here's to the Ladies.68
A marching song, robust in theme and performance in praise of all women, large and small. Chanted vocals by the Ray De Meno ensemble.

JACKI FONTAINE
Are You Lonesome Tonight?70
CRYSTALLETTTE 657—This is the oldie done up in strict two-a-day vaude fashion—including a cliché-laden talking second chorus. It's different. (Bourne, ASCAP)

Oh Mis'erable Love.70
Miss Fontaine, the Starlighters and Lloyd Schaeffer's ork are teamed for a neat reading of an attractive bouncer. (Goday, BMI)

JAN PEECE
I'll Know My Love70
V 20-5338—This is the umpteenth re-write of the English folk item, "Greensleeves." An okay lyric and Peerce's strong pipes make it strong stuff for his many fans. (Budd, ASCAP)

Just for a While.67
Typical pop-concert stuff for Peerce, and well done. (E. B. Marks, BMI)

LEROY HOLMES ORK
Anna69
M-G-M 11529—Hit ditty is given a solid-beat reading by the big ork. Instrumental shapes as a good dance platter.

Ruby.69
More of the same stylish orking on another hit opus. Both sides could fit program slots capably.

BOB LONDON
Vaya Con Dios68
CRYSTALLETTTE 654—Ditty getting some strong wax action via Les Paul and Mary Ford etching is capably done by London, Lloyd Schaeffer's ork and the Starlighters. Should get some of the coin. (Ardmore, ASCAP)

My Adobe Hacienda.68
Good backing here for the Spanish-type top side as London and the group tackle the oldie for nice results. (Southern, BMI)

BOB LONDON-LOYD SHAFFER ORK
How Close Can You Be?68
CRYSTALLETTTE 653—An agreeable waltz ballad is done well by bary London. Guy handles his voice professionally. (Harvey, BMI)

FOLK TALENT AND TUNES

Continued from page 50

Homecoming the week of June 29 thru July 4 will feature displays on Tennessee history, art and literature, antiques and pioneer furnishings, in addition to nightly shows featuring Tennessee artists, entertainers, songwriters and personalities. One gate price gets all shows and displays. . . . *Chip Morgan* has joined *Scotty Swan's* live shows on WEAU, in Eau Claire, Wis. . . . *Smiley Burnette's* cookbook is set for department stores, book shops and other outlets where the concocter will autograph copies. . . . *Gary Walker*, co-writer of "That's It" and "Trademark" with *Porter Wagoner*, just graduated from Southwest Missouri State College and is headed for Army service shortly. . . . *Acuff-Rose's Mel Foree* is off on an Eastern trip all the way to Maine and back. . . . *Santa Fritz* is doing a big job of secretarialy for *Little Jimmie Dickens* in the New Orleans area. . . . *Max Raney* operates a country music park near Rochester, N. Y., in addition to fronting *The Hi-Boys and Flossie* at WARC. . . . *The Valley Maids* are catching lots of ears with their airing from WKNK, in Muskegon, Mich. . . . The mother of *Cousin Louie Buck*, vet announcer of WSM and "Grand Ole Opry," died recently.

ready been waxed for Intro. *Hazelwood* has written 35 songs recorded by other artists, including "Sick, Sober and Sorry" and "On a Honky-Tonk Hardwood Floor." His BMI deal is for two years with options. . . . *Polly Possum* and *Joe Wolverton* returned this week from Las Vegas. They soon head for Eureka, Calif., for a six-week engagement. . . . *Chester Studdard* is a new c.&w. deejay on radio Station WGWD, Gadsden, Ala. . . . *Vogue Records* has signed *Shirley Wilson*, blond chirp, to an exclusive three-year contract. She'll cut eight sides yearly. Her first release is "Two's Company and Three's a Crowd," a pop hillbilly tune, backed by "Don't You Care." . . . Dates are now being set for appearances of *Skeets McDonald* in Western Canada. . . . *Lonnie Glosson*, the "Talking Harmonica Man," writes to say he'll be guest star on the "Grand Ole Opry," WSM, Nashville, on Saturday, July 11.

A musical tribute to composer-brothers *Charley, Henry and Harry Tobias* has been set over the NBC radio network on Thursday (25) from 6:30 to 7 p.m., PDT. . . . Two-time Academy Award winning composer *Miklos Rozsa* will conduct a special concert over England's BBC on July 4. Then *Rozsa* will leave for Italy for a special performance of his "Quo Vadis Suite" during that film's opening in Rome. . . . Negro singer pianist *Anne More* has been signed by owner *Bernard Tohl* to play at the Captain's Table. . . . Latest artist to be signed by 7-11 Records is *Dessa Ray*. . . . *Kem Records* thrush *Ellen Sutton* is getting the eye of NBC-TV officials. . . . *Decca Records* will wax an album of music and songs from Columbia Pictures' "Miss Sadie Thompson." . . . *Pearl Bailey's* sked has her slated for the Casino Theater, Toronto, July 2; Seville Theater, Montreal, July 9, and Uptown Theater, Philadelphia, July 17.

Hollywood
Tex Cooper and His Blue Bonnet Playboys of Pecos, Tex., are currently broadcasting over radio Station WKBV, Richmond, Ind., and are appearing at the White-water Valley Jamboree in New Paris, O., every Saturday night. Tex is what could be termed a versatile man. He's a composer, his own booking agent, producer and manager. . . . Intro Records artist *Eddie Hazelwood* has signed exclusively as a writer for Broadcast Music, Inc. His latest effort, "Last-Minute Shopping," has al-

Another good effort, but the Tony Bennett etching figures to stay ahead. (United, ASCAP)

LISA KIRK
King Size Kisses68
V 20-5334—Miss Kirk tries hard here and, as a result, this is one of her better disk efforts in some time. Yet, despite okay material, the disk doesn't figure to break thru in the current market. (Paramount, ASCAP)

Do Me a Favor.63
Heavy competition on the ditty and a so-so voice dubbing effort add up to routine wax for the thrush. (Presto, BMI)

MARY ANN KELLY
If I Ever Fall in Love65
SEGER 7013—Young thrush, a wax newcomer, shows a nice set of pipes despite heavy echo treatment. She hands the sentimental ditty a pleasant reading to guitar backing. (C. Coleman, ASCAP)

Willful Lies.55
Multi-dub waxing is far below standard of the flip. (Arta, ASCAP)

ROSE MURPHY
Time on My Hands65
LONDON 1339—The old standard is done in scat manner by Miss Murphy. Rhythmical backing helps out. Possibly better as a night club routine.

Time on My Hands.65
This tune got a good run several months ago without anything startling happening. It was probably issued for Rose Murphy's English fans, but it hasn't much chance here at this date.

BLUE BARRON ORK
Under the Sweetheart Moon.64
M-G-M 11521—A typical Barron performance, this can be waltzed to.

You Said 'Hello'
to Somebody Else.63
Vocal combo awards the weeper a rather ineffective performance. Okay filler stuff.

CAROLYN GREY
Second Best62
MASTER 364—Carolyn Grey handles an okay waltz ballad fairly well for a listenable side. (Yasi-Nichols, BMI)

Don't Slam That Door.58
Miss Grey sounds like an okay band thrush, and the Dick Taylor ork plays nicely. But the material is a little too weak to make for much sales interest here. (Yasi-Nichols, BMI)

THE CARRIBEANS
O Chuca Chuca60
OPAL 579—Attractive samba is performed in spritely, tho rather thin,

fashion by the ork, on this instrumental sliking. (Bell Song Pub., ASCAP)

HUMBERTO HERRERA ORK
Moonlight Tango.60
The light tango effort receives a capable instrumental performance from the ork. (Bell Song Pub., ASCAP)

CAROLYN GREY
Jig-Saw Puzzled Heart60
MASTER 363—Spritely novelty is handed a cute vocal by the chanteuse, over listenable ork backing. Good filler material for jocks. (Yasi-Nichols, BMI)

Do You Want Me Now?58
Pleasant performance of a melodic ballad by thrush Carolyn Grey. Arrangement and recording have a quaint old-fashioned air. (Yasi-Nichols, BMI)

FELA SOWANDE RHYTHM GROUP
La Vie En Rose60
LONDON 1340—Big tune of several years ago is played with a real bouncy beat by this rhythm group, with first an organ and then a piano taking the lead.

Avril Au Portugal.50
Pleasant instrumentation by the group but probably too late to pick up anything but a few crumbs left by the other earlier entries. May do better abroad.

THE CHANTICLEERS
My Place in the Sun50
MECCA 106—Casual waxing of an okay ditty, featuring John Morgan as warbler. (Mecca, BMI)

What D'Ya Care?40
Message of the ditty is carefree, but rendition is careless. (Mecca, BMI)



Lieutenant Colonel
Raymond G. Davis, USMC
Medal of Honor

COLD, BATTLE-WEARY, the Marines were re-deploying toward Hungnam. A rifle company was guarding a mountain pass vital to the withdrawal of two regiments. The company became surrounded. If help didn't come, 6,000 men were lost.

Into this situation, Lieutenant Colonel Davis boldly led his Marine battalion. Over eight miles of heavily defended icy trail they attacked, and across three ridges deep in snow.

They fought three days and nights. But finally Colonel Davis reached and freed the company. He opened the pass and held it till the two regiments got by. Then he led his own gallant battalion into safety.

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Music as Written

BRUNSWICK SIGNS FRED MITCHELL...

Phil Rose, a.&r. exec at Brunswick Records, has signed saxist Freddie Mitchell to a term pact. Mitchell, formerly with Derby and Mercury, has cut several sides for Brunswick which are skeddled for early release.

NATIONAL SYMPHONY SPONSORS CONTEST...

To mark its forthcoming 25th anniversary, the National Symphony Orchestra, of Washington, will sponsor a competition for three original American compositions. The awards, for a symphony, an extended orchestral piece and an overture, will total \$3,300. Deadline for entries is January 1, 1955, with the winning

works to be performed by the ork the following season, the year of its silver anniversary. The ork and its conductor, Howard Mitchell, were recently signed to a recording pact by Westminster.

SHADOWS SIGN WITH DECCA...

Decca, which is prepping a new drive in the r.&b. field, has signed the Shadows, whose first disk is being readied for early release. The group, formerly an active recording combo, is returning to wax after a five-year hiatus. Lead singer is Scott King.

RAY SETS MARK AT SYRACUSE...

Johnnie Ray, who closed the Three Rivers Inn, Syracuse, Thursday (11), broke all records for the spot during the one-week booking. He drew over 10,000 covers.

BROWN ORK DRAWS 16,990 TO PALLADIUM...

A near attendance record was chalked up during the first week of Les Brown's ork at the Hollywood Palladium which ended Tuesday (9). A total of 16,990 paid admissions were racked up for the seven-day period, according to General Director Sterling Way.

GALE CLARK, HALE SET BY FINE ARTS...

Composer Peter Tinturin has signed two new pop singers whose disks, when released in the near future, will be the first recorded by Fine Arts Recording Company in two years. Tinturin this week resumed recording by diskery, which he heads, after leaving a teaching post in the music department at Chapman College here. Artists signed are Gale Clark and Frank Hale. Miss Clark's disk will be released after Tinturin has formed his company's record distribution. He leaves June 21 for the East to line up distributors.

JONI JAMES TAKES IN \$8 SO FAR...

Thrush Joni James, currently on a one-nighter tour thru California, grossed \$3,500 on June 5, playing the Veterans Memorial Building, San Luis Obispo, and followed with a \$5,000 gross, drawing 3,500 people, the next night at the Mission Beach Ballroom, San Diego. The chirp plays Playland Park, Modesto; Rainbow Ballroom, Fresno; Palomar Ballroom, San Jose; Pacific Auditorium, Sacramento, and Sweet's Ballroom, Oakland, all in California, before opening at the State-line Country Club, Lake Tahoe, Nev., on June 19.

EVANS TO ATTEND FIRM SHINDIG...

Redd Evans, of Evans and Jefferson Music, left Thursday (11) for the Potomac River Festival, and the annual shindig thrown by his firm for Washington, Baltimore and Richmond, Va., area deejays. Evans took warbler Jackie Paris, who incidentally just cut Evans tune "If Love Is Good to Me," on Brunswick, to the affair to meet the jocks. The firm's picnic is a three-day affair and includes fishing, swimming and fun.

New York

Jack Harris, young singer from Detroit and a protege of deejay Bill Silbert of WMGM here, won the "Chance of a Lifetime" show over CBS-TV this week and is due to play a week at a New York night club. Record promoter Kappi Jordan, who handles all of Patti Page's record pushing, has taken on the personal management of singer-writers Corky Robbins and Johnny Bosworth, who wax for Okeh. Pubber Milt Kellel married model Pat King Saturday (6). George Simon, of Simon House and George Simon Music, left this week for the West Coast. Request Records has appointed Alpha as its distributor here. Writer Joe Nuccio, who recently penned "You're Mine" and "Constantly," is hospitalized. Emerald Records pacted a number of singers and groups recently, including Paul Valentine, Jerry De Whalen, the Savoir Faires and the Gem Tones. Tommy Prisco opens at Maksik's Town and Country Club on June 16. Erroll Garner is being featured on WNEW's "Piano Tops" show during the summer.

Leonard Wolf is back from a trip to the Midwest plugging the Dorothy Collins waxing on the new Audivox label. Boosey & Hawkes has acquired the rights to Weintraub Music's "Wedding Dance" for the British Empire.

The United States Court of Customs and Patent Appeals this week unanimously agreed that the RCA Victor slogan, "The Music You Want When You Want It," could not be considered a service mark and refused to permit the company to register the slogan. Joe Delaney, former sales manager and a.&r. exec for Coral and London Records, was admitted to the bar in Louisiana this week after completing the three-year university course in two years. He'll be visiting here on June 17 and 18. McConkey Artists Corporation has set the Buddy Laine ork for a repeat engagement at the Delavan Gardens Ballroom, Lake Delavan, Wis., beginning July 2.

Ivan Mogull, of the publishing firm bearing his name, has acquired the new Victor Young ditty, "Where Can I Go Without You?" Tune has already been cut by a major artist. Ralph Sharon, British jazz pianist, who has cut many sides for London Records, is here for an extended stay.

Chicago

"Coolest Night of Jazz," a one-nighter jazz concert starring Stan Kenton and George Shearing, will play the Opera House July 7. This is the first attempt in years to stage a summer concert here. Prices range from \$1.80 to \$4, with two shows, 7:30 and 10 p.m. A chance remark over his TV show got Herbie Mintz a 55-minute disk jockey show over WAAF. Mintz plans to air tunes that never got on their feet, interspersed with tunes that were popular a few years ago.

Jackie Searle, former Victor artist and Benny Goodman vocalist, in town again after an eight-month engagement in Rio De Janeiro and Sai Paulo. He plans a recording session in her near future. Peggy Taylor, who sings each morning on the "Don McNeill Breakfast Club," just recorded four original tunes in her own session.

Red Buttons, Columbia, in town for Bishop Shell's benefit show at Soldier Field. Red made personal appearances on several deejay shows, plugging his recording of the "Ho Ho Song," and in each instance he literally broke up the show. Deejay Linn Burton, who does a three and one-half hour stint nightly, crawled thru the interview with a hoarse throat and aching sides. The show was turned over to Jack Payne while Burton took a rest.

Duke Ellington opens at the Blue Note for a three-week engagement, starting this week. The Note has a Monday night feature starring Studs Terkel, Chet Roble, Win Stracke, Larry Lane, and Brother John Sellers. The feature is called "I Come for to Sing," and the group covers blues, work songs, Elizabethan ballads and frontier tunes. Louis Armstrong follows Ellington on the bill and July 31 marks a two-week stand by the Sauter-Finegan orchestra. Hamish Menzies, Decca, opens

Monday (15) at the Tic Toc, Milwaukee, for one week and will follow with a recording session in Chicago. Dick Noel, Decca, in on the 26th for a recording session. Paul Siegel, whose music was performed here in 1946 for V-J Day on a world-wide broadcast, is back in town as a pop writer. He is a deejay at WKAT Miami, and his plug now is "No More" by Vera Lynn on the London label.

Jan Kiepora and his wife, Marta Eggerth, will present "A Night of Opera and Operetta" at Orchestra Hall, June 19. The husband and wife team will do a considerable number of duets from the popular operettas, and Broadway musicals such as "Kiss Me Kate."

Ralph Marterie in town on a short visit. His band will return for Star Night on August 1. The Bell Tones close their engagement at the Old Heidelberg July 4 and open July 8 for a four-week-with-options date at Jackson Hole, Wyo. Herbie Fields will be off, due to a leg injury, until his opening at Wildwood, N. J., June 26.

Patti Page, who opened last week at the Marine Room of the Edgewater Beach Hotel, did a guest shot over Howard Miller's deejay show on TV Thursday night (11). Joanne Linn, former vocalist with the Jimmy Palmer orchestra, around town visiting deejays. Name singers set for the summer concert season at Red Rocks Amphitheater, Denver, include Roberta Peters, Jan Peerce, Yma Sumac, Lanny Ross, James Melton, Helen Traubel, Sam Roma and Jeanette MacDonald.

Denver

Jeanette MacDonald signed for a concert in Denver's giant outdoor amphitheater as part of the summer concert under the stars. Gale Robbins and Stan Fisher ended a successful two weeks at the Top of the Park, followed by the Mary Kay Trio, that has hung out the SRO sign at the hotel penthouse nitery. Benny Strong and his aggregation are pulling the crowds into Elitch Gardens Trocadero ballroom, while a dozen blocks away at Lakeside, Clyde McCoy ended a good two weeks' stand, despite inclement weather. Hal MacIntyre opened at Lakeside Monday. Glenna Fraser, thrush with the Jesters, signed with Del Clayton for his Midwest tour. She has been replaced, with Mel Light taking over the high tenor spot with the quartet. Carl Brisson, backed by Lou Morgan's band, pulled a good crowd at the Emerald Room of the Brown Palace Hotel. Joe Leher, local impresario reported a top box office for the Benny Goodman-Louis Armstrong jazz concert. Gene Krupa fronted the aggregation, with Charlie Shavers, Georgie Auld, Teddy Wilson, Ziggy Ellman, Sachmo and Helen Ward sharing the Denver spotlight. Gloria Stewart is vocalizing with Benny Strong's band, while across town at Eddie Ott's Aviation Club Dick and Mary Lane are vocalizing with Eddie Young's aggregation.

UNESCO Treaty

Continued from page 23

tion, may enter the United States, but U.S. authors and composers will not be permitted to have their works printed cheaply abroad and then bring them back here for copyright protection. In the last Congress a bill to modify the manufacturing clause was killed in the House Judiciary Committee.

Under the proposed legislation, a composer or author will have a choice of two ways to secure copyright protection: If he is a national of a ratifying state or if his work is published first in a ratifying nation. Under the Berne Treaty, to which the United States is not a signatory, copyright protection is given only when the work is first published in a ratifying nation.

Copyright protection on recordings is not spelled out in the treaty; it will be handled on a local basis, i.e., domestic copyright laws pertaining to recordings will apply in each nation.

At a meeting in New York last March, Broadcast Music, Inc.; the American Society of Composers, Authors and Publishers, disk manufacturers, broadcasters, the motion picture industry and the American Bar Association indicated to the State Department and the U. S. Copyright Office that they approved the contemplated changes in the Copyright Act.

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AD DEADLINE
JUNE 24th



Hocus-Pocus

By BILL SACHS

RUSSELL SWANN and his assistant, **June Nolden**, arrived back in New York on the Nieuw Amsterdam Wednesday of last week (10), after a several weeks' swing thru Europe and a stop-off in London for the Coronation festivities. . . . One of the larger distilleries is baiting **Charles (Think-a-Drink) Hoffman** with a fancy offering on a year-round deal. Hoffman is expected to come up with an affirmative answer before the week's out. . . . **Alan Shepard** and the **Amazing Mrs. Shepard**, who have been showing clubs in and around Chicago with their mental wizardry, move into Breezy Point Lodge, Brainerd, Minn., July 3 for a nine-week stand. . . . **Lucille and Eddie Robertis** wind up a four-week stay at Chicago's Black Orchid June 22, and three days later open at the Park Lane Hotel, Denver, for a fortnight's engagement. . . . **Anton Scibilia's** new "Man From Mars" mystery show, featuring **Arthur J. Brandon**, makes its bow at the U. Theater, Colorado Springs, Colo., July 3, and heads eastward from there. Arthur J. is not to be confused with the **Brandon** lad who has been touring with the "Tomb of Terror" midnight spook-er. . . . **Bill Baird**, after closing Friday (12) in Erie, Pa., headed for the national board meeting of the AGVA being held this week in Boston. While in St. Louis recently, Baird caught **Rondel the Magician** on the Royal American Show, and last week in Erie he visited with **Noel (The Great) Lester** on the Cetlin & Wilson Shows. He reports that both turn in an excellent performance. . . . **Lady Francis** spent several anxious days in Cincinnati following the recent Society of American Magicians' Convention, when her Brazilian macaw, **Genii**, suddenly decided to see the world on his own. **Genii** took off while **Miss Francis** was visiting at the home of **Mr. and Mrs. Vern Hartmann**, Cincy magic enthusiasts, and for two days police, Boy Scouts and ordinary citizens scoured the heavily wooded area in vain in search for

the green chicken. He finally was found on a neighbor's porch just a half a block from where he had originally taken off. The three local dailies front-paged **Genii's** disappearance, and the local radio stations reported progress of the search.

DICK HIMBER presented a preview of his new music-magic package unit, which he is planning to take on the road soon under the direction of the National Concert Bureau, at the Nola Studios, New York, Saturday night, June 6, with a goodly number of Gotham trixsters turning out for the event, despite an extreme heat wave. Among those in attendance were **Fred Keating, Bruce Elliott, Milbourne Christopher, Jack Miller, Jay Palmer, Arthur LeRoy, Bill Williston, Robert Orben, George Karger** and **Bill Simon**. In describing the Hember presentation, **Robert Orben** writes: "Hember started with a brace of original and improved-upon standard effects. In one, he produced a pail, filled it with water in the usual fashion, and then held it upside down to show that it was empty. He then poured water into the bottom of pail, after which he turned the mouth of pail toward the audience, removed the bottom, and showed the pail empty. Also unusual was an effect in which he had three giant cards selected from nine offered. He placed the nine cards face down upon a table and, upon command, each of the selected cards stood up on end, and then fell over. After three cards were revealed in this manner, they each stood on end again at the finish to acknowledge the applause. The first half of the show closed with a special film featuring **Orson Welles**, who did a card trick for the audience, assisted by **Himber** in person. Throughout the trick, **Dick** and the figure of **Welles** on the screen exchanged banter, and even the deck of cards used for the trick. It was a magnificently timed proposition, and when **Welles** finally revealed the selected card, **Himber** received a one-minute ovation from the crowd. The high point of the second half occurred when **Himber** brought a stout woman up from the audience to assist him in a card trick. She suddenly started a one-woman fillbuster and soon was showing **Dick** the very trick he had brought her up for. **Nina Varela**, TV comedienne, was the woman, and her work drew screams. It proved one of the brightest nights of magic New York has seen in a long time. Assisting **Himber** were **Jim Renaux**, of Abbott's, New York, and **Ed Balducci**. Also on the show were **Ruth Kelly**, acro dancer; **Liza White**, specialty dancer; **George Raymond**, comedian, and **Sammy Lerner**, who provided the piano background. **Himber** plans to add five girls plus a band to the package for theater and auditorium dates. After it comes off the road, he plans to prep it for TV appearances on major shows."

AGVA Demands Army Give Acts Better Treatment

BOSTON, June 13.—If the United States Army doesn't improve its handling of American performers engaged to work in officers' clubs in European zones under American control AGVA will forbid all its members from taking such jobs in the future.

Resolution was unanimously passed by the AGVA convention after hearing charges made by **Jackie Bright**, chairman of the convention, and **Jack Irving**, national administrator. Both cited **Murray Lane's** articles in The Billboard, and **Archie Robbins**, comedy emcee who recently returned from Europe.

It was charged that performers are required to pay illegal kick-backs, are hired for run, but in each club are required to give three auditions before audiences before they are permitted to go to work. They also get poor sleeping and dressing room facilities or no facilities at all. Frequently, they have their privileges revoked in the post P.X. and received no aid in traveling from one post to another.

Under AGVA rules, all contracts are issued on pay-or-play basis. Under it, all performers must get first-class accommodations and first-class transportation. So, part of the AGVA action is a demand that in all future deals for performers by officers' clubs, AGVA form contracts be used.

Convention also authorized AGVA to make representations on a nationwide basis thru **Jack Irving**, who, in turn, was authorized to instruct regional representatives to register complaints with Congressmen and senators and to have them bring the matter to the floor of the U.S. Congress and the U.S. Senate.

Jurisdiction Study on Cafe Vs. AGVA Tiff

CHICAGO, June 13.—Arguments to determine whether the Federal Court has jurisdiction in the legal battle between Chicago's cafe owners and bookers and the American Guild of Variety Artists will be heard in Judge Campbell's court Tuesday (16).

At a hearing this week, at which the cafe owners sought a temporary injunction against the AGVA welfare fund, the question of jurisdiction was raised by **Alfred Kamin**, AGVA attorney. AGVA also sought postponement of the case, which was denied by the court.

Billy Eckstine, currently at the Chicago Theater, will head for the **Chez Paree**, Montreal, following his Thursday (18) close.

AGVA Welfare Plan Kept

Continued from page 21

were also kicked around. **Martin** pointed out that **Bob Hope**, AGVA president, had taken two jobs, club dates, from the Goldsmith agency which is on the unfair list. **Eddie Rio**, AGVA's West Coast head, denied that **Hope** worked for an unfair agent. "When **Hope** was told about the case, **Charlie Yates**, New York indie, set the deals."

Gwynne told the delegates, "We are as honorable as you are uninformed about Chicago. We have nobody to help us. They sent out one man (**Ben White**) as troubleshooter."

Gwynn went on to say, "We want a strong AGVA in Chicago. Don't blame us if we can't go it alone."

Larry Rio, California, suggested that the Philadelphia plan be used in Chicago. A committee was formed to explore the possibilities, plus sending top AGVA echelon there to supervise, with

instructions to return to the convention with such a plan.

Georgie Price also made the convention the sounding board for the beginning of his campaign for re-election to the presidency. (**Hope** has already indicated he won't run.) He took credit for inaugurating the welfare plan, pointed to his membership in the New York Stock Exchange, and casually also mentioned his membership on the New York Racing Commission. He then went on to point to his own record as a union member and a conservative. "I'm a conservative fellow. I always look at the other fellow's side. Believe me when I say that the Theater Restaurant Owners of America organization is weak. In the last 48 hours I've received a lot of phone calls from operators who want to get out. Every move TROA has made legally has been made to weaken us. We've won every battle so far. Sure I want these people to stay in business. Don't be fooled by their plans for benefits" (TROA suggested a yearly national benefit instead of welfare fund contributions). "You're entitled to welfare. I'm speaking as a businessman. You're entitled to a lot more. Let's throw a cordon around Chicago so nobody can play there."

Burlesque Bits

By UNO

Rose LaRose, the highest priced feature by reason of her box-office appeal and the one most strips strive to imitate, will again headline a legit cast on the strawhat circuit over the summer.

. . . **Paul Morokoff**, Hudson, Union City, N. J., producer, after he finishes a new strip routine for **Francine**, who has a new **Pal Brandeau** spectacular gown, leaves in his recently purchased Oldsmobile (98 series) for a visit to his mother in Cedar Rapids, Ia. On his return, he joins the Miller-Kaplan New York agency to prepare girlie units for nitery and shows presentation. . . . **Rita Grable**, a new Hirst circuit exotic from Brooklyn, is a former tap and ballet dancer. Chaperoning her on the tour is **Sheba**, a cocker spaniel pup. . . . **Ben Hamilton**, house singer and character straight at the Hudson, Union City, is in deep mourning over the death after a long cancer battle, of his wife, **Helen Barry**, former parade girl, on June 6 at their Washington Heights, New York home. The funeral was on June 10 in **Walter Cody's** parlor, and burial was in St. Johns Cemetery, Long Island. . . . **Bill Herfert**, owner of the

House of Oscar, Colorado Springs, Colo., merits credit for equipping his nitery with a buzzer system, lights, heat and room service, all necessary for the comfort and convenience of performers who currently are **Jennie Lee**, featured as "The Bazoom Girl"; **Mike Wallace**, comic; **Glorita**, Spanish dancer, and **Maxine Holman**, exotic. . . . Booked exclusively by the local **Gus August Agency**, the Little Club, 23d Street, Miami Beach, features in its continuous entertainment policy, **Tony Rave**, **Lisa Lyn** and **Tambu**, exotics; **Carmen**, Cuban dancer; **Bobbie Farley**, vocalist; **Bob Silva**, record pantomime, and **Billy Lee**, singing emcee. Other August placements are **Ginger Lee**, held over at the Gayety, there, and **Echo Daye**, **Syeda** and **Lucille Finlay**, continued at the Red Barn.

Hudson, Union City, shuttered for the season June 13 with the wind-up cast featuring **Francine** and including **Frank Silk**, **Irving Selig**, **Milt Hamilton**, **Bobbie Parker**, **Texas Sheridan** and **Ben Hamilton**. . . . New at the El Rey, Oakland, Calif., are **Artie Lloyd** (a replacement for **Bumbs Wallace**), **Benny Moore**, **Bruce Brooks** and **Dexter Maitland**. . . . House Singer **Georgie (Eckert) Wayne** will be assistant stage manager over the summer at the Savoy, Asbury Park, N. J., which will present Broadway packages instead of burly, opening with **Jackie Cooper** and **Peggy Ann Garner** in "The Moon Is Blue." . . . **Bobby Vail**, ex-burly comic, has joined the cast of "Carnival in Flanders," the musical which started a pre-Broadway tour June 8 at the Forrester, Philadelphia. . . . **Gayety**, Montreal, which re-opened last month under new ownership after two years of closing with a policy of vaude and pix, changed to pix only on June 1.

SAFETY FIRST

Georgie Price Plays Field In AGVA Race

BOSTON, June 13.—It was win, place and show for **Georgie Price**—he wasn't taking chances of losing out on a major office in AGVA this time around.

In reply to a question by **Price**, "Parliamentary" **Manny Tyler** ruled that candidates may enter their names for all offices and may decide 30 days after notification of nominations which office to finally run for. **Price**, thereupon, permitted his name to be entered for president, first vice-president and second vice-president.

His opponents for president will be **Danny Thomas**, **Jackie Bright** and **Rajah Raboid**; candidates for first vice-president are **Price**, **Peter Chan** and **John Bubbles**; second vice-president, **Georgie Price**, **Jack Gwynne**, **Larry Rio**, **Joe Campo**, **Jackie Bright**, **Lenny Page**, **Tom Martin**, **Bud Harris**.

Candidates for third vice-president are **Billy Lee**, **Sid Marion**, **Irving Grossman**, **Joe Campo**, **Jack Gwynne**, **Larry Rio**, **Charlie Brett** and **Gypsy Rose Lee**. Unopposed for the treasurer, **Rex Weber**; for secretary, unopposed, **Peter Chan**.

AGVA, Statler Near Harmony

HOLLYWOOD, June 13.—A favorable settlement for signing of a minimum basic agreement between the American Guild of Variety Artists and the Statler Hotel here appeared likely this week. Negotiations among AGVA, the hotel and the Central Labor Council, American Federation of Labor, have been temporarily halted pending further word from the hotel's New York headquarters.

Negotiations have been in progress for the past four weeks. Talks are expected to resume June 16. The hotel and the Guild have been unable to reach an agreement since the Statler's opening last September.

Whatever settlement is reached, it's understood any agreement would not take effect until after the current playing contract expires in approximately nine weeks. Currently playing the Statler's Terrace Room is the **Xavier Cugat** variety show.

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Boston Arena Will Be Sold 'Piece by Piece'

BOSTON, June 13.—The famed Boston Arena, subject of political controversy for the past few months, is going to be sold "piece by piece," according to owner Samuel M. Pinsley, Boston, who said he is tired of waiting for State officials to decide whether or not to buy the 7,500-seat Hub events palace.

For immediate sale is the ice making plant, the 7,500 seats, public address system, office furniture, organ and other equipment. Pinsley made the announcement after advertisements were placed giving notice of the sale. Part of the 90,000 square feet of space will be available September 1 for "light manufacturing or warehousing," Pinsley announced.

"I think I was patient enough in waiting nearly six months for public officials to make up their minds," Pinsley said. "I see no valid reason for any further discussion of the matter." He said the property has been costing him \$800 a week while it lies idle.

Two Viewpoints

Sen. Philip Bowker, Brookline, chairman of the metropolitan committee and leading exponent of the plan to have the State purchase the Arena, expressed disappointment. However, Rep. Harold Putnam, Needham, leader of the opposition, said, "It's all right by me. The State can build three outdoor rinks with good field houses for less than the in-

itial cost of the Arena. He repeatedly pointed out that the necessary high ticket prices to make the Arena self-supporting would be ruinous.

Pinsley bought the Arena from the Boston Garden-Arena Corporation for \$235,000 and offered it to the State for \$315,000. He said he has received higher offers from private interests, but refused them previously. He said he had been waiting for nearly six months for the State to decide on whether to buy the Arena.

The Arena was originally offered to both the City of Boston and the Commonwealth of Massachusetts a year ago last April, and it could have been purchased at the time for as little as \$200,000, but there was no interest.

Special Message

Gov. Christian A. Herter had issued a special message, and a bill was introduced to purchase the property and the Ways and Means Committee of the Senate authorized its purchase for \$315,000. However, it has been under consideration by the Ways and Means Committee of the House and Pinsley says it is his distinct impression it will be permitted to languish and die there, so he is selling the Arena piecemeal at once.

Sportswriter Dave Egan, of the Boston Daily Record, scored the State for not acting and said in his Tuesday (9) column: "The most deplorable feature of this entire affair is that outdoor rinks must be operated at a continual cost while the Arena can and should be operated at a profit to the Commonwealth, if only by the rents from professional wrestling and professional boxing. Boxing, in particular, has only started to reach for the television money. This has been the cheapest form of television entertainment, so far as the sponsors are concerned, and it has the largest audience. The promoters and the fight managers now realize it, and now are demanding a larger slice of the pie."

Jacobsen Sets New Package For Fall Bow

DES MOINES, June 13.—Hollywood Circus Corp., which last winter toured a show headlined by Bob Crosby, is making plans for its '53-'54 package, to be billed as "A Night at the Mardi Gras," Charles Jacobsen, corporation topper, announced. Unit will bow in October.

Acts will include Joe McKenna, comedian; Fran McKenna, Victor recording artist; a Dixieland band, a gal line and a dance team. In addition, at least one, and possibly two, name attractions will be used as headliners.

GRACIE FIELDS FLOPS IN REGINA BUILDING

REGINA, Sask., June 13.—With little advance notice, Gracie Fields, English comedienne, played Exhibition Auditorium here Wednesday (3) to poor results. Turnout was 800 for a \$2,000 gross. Booking was done by Hayward Productions, Toronto, and tickets sold at \$2.75 and \$2. House seats 1,860. Three years ago, gross was \$6,000 for a Gracie Fields show.

Concrete Floor Being Installed At Cow Palace

SAN FRANCISCO, June 13.—Construction of a 10-inch concrete floor is now underway at the Cow Palace here and it is scheduled to be completed by August 3, it was announced by Nye Wilson, secretary-manager.

Previously, the arena floor had been of clay. The new floor will cover the 30,100 square feet of arena space, he said. It will include floor anchors installed especially to handle appearances in the building of Ringling Bros. and Barnum & Bailey Circus.

Wilson pointed out that the concrete floor would make the big building more attractive to promoters of trade shows and exhibitions and producers of stagershow.

Sutphen Preps Academy Rink

ROYAL OAK, Mich., June 13.—June 29 has been set as the date for the grand opening of the Academy of Roller Skating here, a Walter E. Sutphen project. Sutphen, who formerly operated Varsity Gardens Roller Rink, Detroit, said that the new spot has a fine skating floor of the latest design and that the establishment is the last one he will construct. Michigan RSROA skating champions will put on an exhibit on opening night.

Sutphen has mailed cards announcing the new rink and has also distributed throwaways which are good for 10 cents at any Saturday or Sunday matinee at the rink, which will operate nightly. He is also plugging the new rink as a spot in which the kiddies may be left for three hours of skating, under supervision, while parents shop.

WEST CANADIAN ASSN. MAKES PITCH FOR NAMES

CALGARY, Alta., June 13.—First concrete step to obtain mass bookings of name bands, stage shows and other indoor entertainments for large arenas throuout Canada was taken here recently when organization of the Western Canadian Arenas Association was completed.

Officers were elected as follows: President, M. E. Hartnett, manager of the Calgary Exhibition and Stampede; vice-president, Norman Couch, manager of the Arena, Saskatoon; secretary-treasurer, Irven W. Parsons, Calgary.

Joe Dukowski, Victoria, B. C., and James A. Paul, Edmonton, Alta., were named directors for two years and R. H. Gillies,

Regina, and Robert Stewart, Brandon, Man., directors for one year.

Arenas as far east as Fort William, Ont., and west to Victoria, B. C., were represented.

The organization adopted a constitution and there were indications that most major arenas in Canada would become members of the group.

Booking agents were present from as far away as Chicago.

Initial meeting was February 2 at which time a temporary board of directors was selected.

Dramatic & Musical Routes

Carnival in Flanders: (Forrest) Philadelphia.
Guys and Dolls: (Geary) San Francisco.
Good Night Ladies: (Murat) Indianapolis, 15-17.
Huller, Betty: (Shubert) Boston.
Maid of the Ozarks: (Selwyn) Chicago.
New Faces: (Great Northern) Chicago.
Pal Joey: (Shubert) Chicago.
South Pacific: (Boston O. H.) Boston.
South Pacific: (Shubert) Detroit.
Top Banana: (Blitmore) Los Angeles.

Skating Shows

Ice Follies of 1953: (Winterland) San Francisco, June 17-July 4.

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Milwaukee, Racine Battle For Wisconsin Honors

MILWAUKEE, June 13.—Heavy entries from all parts of the state made it necessary for the Wisconsin amateur roller skating championships to be held two days, May 30-31, at Pollomar Roller Rink here. Previous tournaments had been run off in one day. All in attendance, however, agreed that the two-day system produced better results.

Spectator attendance was gratifying, according to rink operator Phil Hays. Hays managed to snare a lot of press coverage of the event in local dailies, which featured news stories and photographs of contestants in action.

Largest outside contingent of skaters came from Reggie's Rollerina, Racine. Mr. and Mrs. Reggie Freeman came to the meet with 25 skaters, who made off with their share of the prizes.

Judges were Shirley and Chris Ver Plank, Detroit, and Bob Irwin, Bert Widd, Jean Nelson, Lois Ketchum, Connie Manahan and Bill Fleming, Chicago. Manahan and Fleming combined to take charge of judging chores for speed events.

Results:
Juvenile boys figures, Danny Gleissner, Milwaukee. Juvenile girls figures, Helen DeStrampe, Milwaukee. Junior girls figures, Karin Zizow and Colleen Carnahan, Milwaukee; Ruth Ann Koch, Racine. Novice ladies figures, Sonja Rusiewski, Milwaukee. Novice men figures, Burr Jensen, Anthony Kusak and Fred Freeman, all of Milwaukee. Junior dance, Judy Livermore and Patrick Ryzek, and Karin Zizow and Bob Scherkenbach, all of Milwaukee. Novice ladies singles, Mary Scymanski, Racine; Sonja Rusiewski, Milwaukee. Novice men singles, William Kothe, Racine; Gil SzaJnowski,

Milwaukee; Jerry Mason, Racine. Junior girl singles, Ruth Ann Koch, Racine; Colleen Carnahan, Milwaukee; Judith Konz, Racine. Junior boy singles, Bob Scherkenbach, Milwaukee. Intermediate fours, Donna Lyman, Dave DeLore, Kristine Gojmerac, Eugene Porcucl, Milwaukee. Novice dance, Fred Freeman and Toni Koch, William and Ruth Koch, Jerry Mason and Mary Scymanski, all of Racine.

Speed: Junior boys, John Hansen, Milwaukee. Intermediate ladies, Doris Krause, Milwaukee. Intermediate men, Roland Rachwal, Gordon Dombrowski and Norbert Avine, all of Milwaukee. Senior men, Ray Biesak, Terrence Huebschen and Eugene LaRue, all of Milwaukee. Men's relay, Roland Rachwal, Terrence Huebschen, Ray Biesak, Gordon Dombrowski, all of Milwaukee.

Senior pairs, Janet Durand and Gordon Dombrowski, Donna Lyman and Dave DeLore, Kristine Gojmerac and Eugene Porcucl, all of Milwaukee. Intermediate fours, Donna Lyman, Dave DeLore, Kristine Gojmerac and Eugene Porcucl, Milwaukee. Intermediate ladies figures, Donna Lyman and Gloria Alvishire, Milwaukee. Intermediate men's figures, Gordon Dombrowski and Ronald Ladwig, Milwaukee. Senior men's figures, Eugene Porcucl and Dave DeLore, Milwaukee. Senior ladies figures, Kristine Gojmerac, Milwaukee. Intermediate men's singles, Fred Freeman, Racine; Richard Braasch and Robert Ryan, Milwaukee. Intermediate ladies singles, Judi Gleissner and Gloria Alvishire, Milwaukee. Intermediate dance, Gloria Alvishire and Ronald Ladwig, Milwaukee; Constance Handrich and Robert Ryan, Racine. Senior dance, Kristine Gojmerac and Eugene Porcucl, Donna Lyman and Dave DeLore, Janet Durand and Gordon Dombrowski, all of Milwaukee. Senior ladies singles, Janet Durand, Donna Lyman and Kristine Gojmerac, all of Milwaukee. Senior men singles, Dave DeLore, Gordon Dombrowski, Ronald Ladwig, all

Water Follies Ends 3-Day N. B. Stand

FREDERICTON, N. B., June 13.—Sam Snyder's Water Follies finished a three-day, five-performance stand here Friday (29) under auspices of the Fredericton Police Federal Protective Association.

The opener (27) was light due to lack of advance publicity and the public's unfamiliarity with water spectacles. Don Wickett, staffer on The Daily Gleaner, corrected the situation for the last two days and fair attendance was racked up. Prices were pegged at \$1 general admission and \$2 for reserved seats.

The show opened its current tour at Fort Wayne, Ind., May 1-6; then went to Syracuse, May 8-10. During a week's run at Lachine Arena, Montreal, May 18-23, The Montreal Star gave the show a good review.

Following its stand here, the show moves to Val d'Or, Que., followed by showings at Sioux City, Ia., and Sioux Falls, S. D., and Fargo, N. D. It will later play Denver and Salt Lake City on its way to California for July and August stands. Equipment moves via baggage car; personnel by car or train.

Jones Chi Showing Of Skate Supplies

PITTSBURGH, June 13.—In conjunction with the Fishing Tackle Show at the Conrad Hilton Hotel, Chicago, August 8-12, Milton Aranson and Harry Portugal, of the Johnny Jones Jr. skating rink supply firm, will have a complete line of skates, shoes, skirts, cases and accessories. Rink men and dealers are invited to attend the Jones showing.

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The Final Curtain

ARRAMS—Nathaniel, guitarist-arranger for the Riff Robbins Trio, instrumental-vocal unit, suddenly while playing an engagement in Allentown, Pa., May 30. He was known professionally as Abie Arrams and was a member of Local 274, American Federation of Musicians, Philadelphia. Services June 4 in Philadelphia and burial in that city.

BABCOCK—Emergence, June 6, at Monmouth, Ill., of cancer. Survived by her husband, a trapeze artist.

BAKER—Herman (Lucky), 32, concessionaire on the Sterling Crown Shows, May 21 at Albertville, Ala. Survived by his widow, Virginia; father, Jeff; brother, Ed, and a sister, Mrs. Evelyn Garrett.

BINGHAM—Kitty, of the team of Pisano and Bingham, June 6 in Boston after a brief illness. Survived by three daughters and seven grandchildren.

BLOCH—Percy A., 65, former district manager for Paramount Pictures Distributing Corporation, Philadelphia June 5 at his home in that city. He was made branch manager of the Philadelphia office in 1923 after being with the company in Kansas City, Mo., Cleveland and Chicago. He retired after the war after being with the company 20 years. He was also a former president of the Philadelphia Film Board of Trade. His widow, Mae P., survives. Services June 8 in Philadelphia and burial in Chelton Hills Cemetery.

BAMFORD—Carl R., 81, motion picture theater and radio executive, at Asheville, N. C., June 9 of a cerebral hemorrhage. A native of Philadelphia, he had been associated with theater interests since 1909 and was founder and president of Publix-Bamford Theaters, Inc. In recent months, he had served in an advisory capacity to United Paramount Theaters, having transferred the Publix-Bamford interests to that organization in 1951. He was also president of Radio Station WSKY, Bamford served several terms as a member of the Asheville City Council in 1939 and 1941.

BURKE—Mike, 74, ex-showman, recently at West Memphis, Ark. For many years he toured with the Burke & Gordon Dramatic Troupe. Survived by his widow, Maude, and a son, J. B. Burke.

BURRY—Solon, 50, Broadway character actor, June 8 in Long Island City, N. Y. During his career of 20 years he had acted in vaudeville, stock, radio and television. Burry had been seen in such Broadway productions as "Having a Wonderful Time," "Native Son," "Arsenic and Old Lace," "Barefoot Boy With Cuckoo" and "Death of a Salesman." His widow, daughter and son survive.

CHILFOTE—Robert, 33, auto race driver, fatally injured in a four-car crash during the 25-lap feature stock race at the Fort Wayne, Ind., Speedway June 6. He was a resident of Kendallville, Ind. Survived by his widow.

COFFMAN—Hyman, 63, June 4 in Detroit. He was the owner of the former Band Box and La Salle Theaters in Detroit. Survived by his widow, Rose, and a son, Albert. Interment in Machpelah Cemetery.

DION—Phil, former motion picture cameraman, June 5 in Detroit. He worked for various studios in the Long Island studios early in the century filming among others, Lionel Barrymore and John Bunny. Later he was cameraman for Pathe and Fox newsreels, being credited with taking the first pictures from a seaplane. Interment in Holy Sepulchre Cemetery, Detroit.

FISHER—John T. Sr., 42, engineer for WCAM, Camden, N. J., June 6 at his home in that city. He formerly operated a radio store in Philadelphia. His widow, Gilda, and five children survive.

FITZGERALD—George R., 60, stage carpenter at the Barrymore Theater on Broadway, June 8 in Woodside, N. Y. He was vice-president of Theatrical Protective Union No. 1 of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the U. S. and Canada. Active in the union for more than 40 years, he had been the local veepee for 15 years. His widow, son and daughter survive.

GEFFIN—A. L., 57, brother of Sol Geffin, concessionaire with the Cettin & Wilson Shows, June 4 in Watertown, N. Y. Two sisters, Rose and Bess, and three brothers, Leon, Simon and Sol, survive. Burial was in the Degal-Israell Cemetery, Watertown.

HALL—Harrison R., May 12 at Somerset, Pa., of a heart attack. He was a Side Show bandleader with King Bros.-Cristiani Circus and for many years trouped with Ringling Bros. and Barnum & Bailey Circus. Burial at Mayfield, Ky.

HARRIS—Joseph, 83, veteran actor, June 11 in Los Angeles. He played the heavy in the first John Ford-Harry Carey film 40 years ago and also appeared in Carey's play, "Montana," in 1905. Ashes will be interred in the Carey family plot in Woodlawn, N. Y. Survived by a niece and a grandnephew.

HIRSCH—Michael, 89, father of J. Arthur Hirsch, president of Consolidated Theaters, June 9 in Montreal.

JULIAN—Harry (Little Doc), 61, veteran med pitcher, May 27 at Phoenix, Ariz. He had retired from the road and for the last two years had been in business in Buckeye and Gila Bend, Ariz. Survived by a son, daughter, two granddaughters, two stepsons, step-daughter, and two sisters. Burial in Buckeye, Ariz.

JUNG—August, 72, veteran bandleader, June 5 at his home in Cincinnati. A native of Germany, he organized and conducted several bands in the Cincinnati area and during World War I, including the 148th Infantry Band. For 25 years he taught music at St. Joseph Orphanage, Cincinnati. Survived by his widow, three

daughters, seven sons and two sisters. Burial in St. Joseph Cemetery, Cincinnati.

LEVIN—Anna, 68, character actress of the Jewish stage, June 7 in Los Angeles. Born in Poland, she came to this country in 1920 and often toured with her husband, Michael Michelesko, in language plays. A son and a grandchild also survive.

LEWIS—Morris, 66, Los Angeles, restaurant and night club operator, June 7 at Toiyuca Lake, North Hollywood, Calif. He was born in Chicago. Survived by his widow, Olive, and a sister. Interment in Forest Lawn Memorial Park, Glendale, Calif.

IN LOVING REMEMBRANCE OF
Curtis Edward Little
Who Passed Away
June 22, 1950
CLARA W. LITTLE

LUTTRINGER—Alfonse, 74, stage and screen actor and veteran stock company operator, June 8 in Los Angeles. A native of San Francisco, Luttringer had appeared with such stars as Sarah Bernhardt, Florence Roberts and Maude Adams. He later started his own stock company in New York. He also operated stock companies in and around Boston for many years. After going to Hollywood, he played in many films, among them "A Song to Remember." He was a member of the Elks and the St. Andrews Masonic Lodge. Survived by a niece, Gertrude Hemmings, San Francisco.

MARTIN—Fredrick, violinist, June 7, at Battle Creek, Mich. Survived by two brothers, Edward, now first violinist with the Battle Creek Symphony Orchestra, and Albert, formerly trumpeter with the Memphis Symphony.

McCONLOGUE—Charles Henry (Tedd), 55, recently in Gill Memorial Hospital, Steubenville, O. Prominent in theatrical circles, he had directed many performances in that area and staged numerous amateur shows. Survived by a brother, Joseph P., and three sisters, Stella, Mrs. Edward Simpson, and Mrs. Mae Corrigan, all of Richmond, Ind.

MOYER—Gordon S., 58, a member of the Grande Prairie (Alta.), County Fair Board and 1951 world oats champion, at his home at Elmsworth, Alta., May 23. Survived by his widow, a son and a daughter.

O'NEILL—John J. Jr., 65, in Bridgeport, Conn., May 31. He was a vaudeville performer until retirement 20 years ago, having been a member of the act of Fay, Elkins and Fay. Survived by two brothers, Frederick and Joseph, Bridgeport, who were also with the act. Burial in St. Michael's Cemetery, Stratford, Conn., June 2.

ORMSTON—George Washington, 89, for many years stage manager and technical director for the late Sid Grauman, in Los Angeles June 11. Ormston, a New Yorker by birth, stage-managed many Broadway shows before going to California in 1917. He remained in that capacity with Grauman until 1949 when he retired. He was a member of the IATSE. Surviving are a daughter, Mrs. Dorothy Schamp; three sons, George W., Harold V., and Frank D., all of Los Angeles; eight grandchildren and 11 great-grandchildren. Interment in Inglewood Park Cemetery, Inglewood, Calif.

PELUSO—John, 56, motorcycle rider, June 1 in Wichita, Kan. Italian born, he came to the U. S. in 1906 and became one of the nation's leading riders. He had made numerous appearances at Madison Square Garden and other famous amusement centers, including the 1932 Chicago World's Fair, returning annually to perform at Chicago's Riverview Park until 1952.

In Loving Memory of
FREDDIE REED
Who Passed Away
June 17, 1951,
You Are Always in My Heart.
Dollie Reed Frazier

REDY—George E. Sr., 61, veteran Washington reporter and radio commentator, June 9 in Bethesda, Md. Besides representing several papers, he became a radio commentator for the Blue Network and also did local programs for stations in Washington, Michigan, Minnesota and New York.

ROBINA—Florrie, 86, old-time variety queen, June 9 in London. She was known as "Our English Rose."

ROSENBLUM—Dorothy, 49, secretary to orchestra leader Paul Whiteman, June 8 in New York. Widely known in theatrical circles, she had previously served as secretary to George Olsen and Eddie Cantor.

SIMS—Margaret M., 82, stage and radio writer and mother of actor Leif Erickson, June 11 of cancer. She was a former newspaperwoman and authored "Dark Alley," which was produced on Broadway in 1927, in addition to several plays which various summer stock companies produced. Besides her son, she is survived by her husband, James H. Sims, and a daughter, Mrs. Gerrard Courton.

TEARLE—Sir Godfrey, 68, British actor who often played the U. S., June 8 in London. He made his professional debut at the age of 15 in his father's company and first appeared in America in 1919 in "Carnival." Later Sir Tearle appeared in the U. S. in "The Fake," "The Flashing Stream" and as

Antony in Katharine Cora's 1947 production of "Antony and Cleopatra." The first president of the British Actors' Equity Association, holding the post for 10 years, he was knighted by King George VI in 1951. A descendant of a British theater family since 1712, he achieved his greatest fame as Othello.

VACHE—Ernie, 63, for 20 years chief of police at Universal-International Studios in Studio City, Calif., in his Los Angeles Home June 11. He had been a major league baseball player with the Boston Red Sox and St. Louis Browns. Surviving is his widow, Judith.

WERTHEIMER—Al, 64, retired operator of night clubs, June 6 in Palm Springs, Calif. He had operated clubs in Reno, Nev.

WEST—Paul Rickenbacker, 44, director of the San Francisco office of CBS's Housewives Protective League Program Services, June 6 in New York. As Paul Rickenbacker, he had been associated with such agencies as J. Walter Thompson, Young & Rubicam and Foote, Cone & Belding. His wife, the former singer Winnie Parker, and a son survive.

WOOD—Charles Winter, 82, actor who succeeded the late Richard B. Harrison as De Lawd in "The Green Pastures" in 1935, June 9 in a Queens, N. Y., hospital after an illness of several months. Born in Nashville, son of a Methodist minister, Wood went on to earn B. A. and M. A. degrees from Beloit College, and a D. O. from Chicago Theological Seminary, after which he organized a Negro stock company in Chicago and acted in it. Later he taught English and drama at Tuskegee Institute, and he played in Channing Pollack's "The Fool" there. He returned to teach at Tuskegee, and other colleges, following his Broadway stint in "Green Pastures."

WOLD—David, 55, motion picture actor, June 3 in Los Angeles. A native of Poland he had resided in Southern California for 20 years. Survived by his widow, Agnes, and a sister, Mrs. Esther Spiegelman. Interment in Valhalla Memorial Park, Los Angeles.

Marriages

HUSTON-PRICE—Harvey Huston, program director at WKDN, Camden, N. J., and Carol Price, non-pro. June 14 in that city.

MORRISON-CAGNEY—Jack Morrison, lecturer on the theater arts at UCLA, and actress Jeanne Cagney June 6 in Village Church, Westwood, Calif.

MORRIS-THEEMAN—Dr. Jonas C. Morris and Zeldia Theeman, Philadelphia booking agent, June 13 in that city.

Births

DUNLAP—A son, Wallace Erskine, to Mr. and Mrs. Wallie Dunlap in Bridgeport, Conn., June 1. Father is director of operations at WICC-TV in that city.

MATHIS—A daughter, Linda Jean, to Roy and Gene Mathis, concessioners on the Down River Amusement Company, at Detroit, May 30.

STUTZMAN—A son, William Dowell, to Mr. and Mrs. J. R. Stutzman at St. Joseph Hospital, Houston. Parents are concessionaires on the Bob Hammond Shows.

Gabbers Win Raises From Coast Outlets

HOLLYWOOD, June 13.—Pay increases ranging from 6 to 11½ per cent for announcers at Hollywood's indie radio stations were granted this week to the American Federation of Television and Radio Artists by 13 stations, thus settling contract renewal disagreement that reached the strike threat stage. For a five-day, 40-hour week, announcers will get from \$85 to \$115.25 per week, depending upon station's power.

Negotiations with indie stations have been under way since April 1. AFTRA withdrew its demands for severance pay and proper cause for discharging staff announcers. Union won its demand for two weeks per year sick leave, cumulative for a three-year period. New contract is retroactive to May 1 of this year and is for one year. AFTRA will continue its discussions with KFAC and enter into negotiations with KGIL following Federal Communications Commission approval of latter station's owner-hip transfer.

Pact is with following stations: KMLC, KFVB, KLAC, KBIG, KXLA, KFVD, KRKD, KGER, KPOL, KFOX, KWKW, KGFJ, and KALI. Negotiating committee for the union included Frank Nelson, AFTRA local's prexy; David Ziskind, counsel; Wayne Oliver, Clyde Wood and Claude McCue, local's biz manager.

Roadshow Rep

FROM Livingston, Mont., Ward Jaques writes: "The roadshow rep column is the only connection I have with the old days. Having spent much time in the old days in Kansas City and Dallas, I can't forget the days when 10-20-30 was going strong. Then tent rep came along. One season I had the choice of four jobs as advance agent. One of them was Walter Arlington's Players and another was the Callahan Dramatic Company, of which Arthur Callahan was manager. These would have been my best shots, but I stood for a song that another show sang and went with it. After joining I found it was going out on a shoestring and then it was too late. I never got a week's salary, but had to stick as I was broke. The cast numbered seven people. When the show went broke I booked it into some Northwest Oklahoma towns that were booming. At Guyton, Okla., I ran into a circuit preacher who said that if I presented a good temperance play he'd help put the show into towns on his circuit. It occurred to me that I had a good version of "Ten Nights in a Barroom," which I had obtained from the Nickerson Comedy Company. The preacher and I got together, and in the five towns on his circuit we played to packed houses. Everyone got enough to get back home, and I soon caught on with Gentry Bros.' Circus."

H. M. NOONES is operating a platform show in Central Pennsylvania. . . . Carter's Tent Show is playing in Kennedy County, Texas, and will move north toward the McMullen area for the summer. . . . Gitt's Family Show has been playing Northwest Oklahoma to good returns and expects to be in New Mexico most of the summer. Show will play some indoor dates, but the bulk of them will be platform. . . . From Havre, Ariz., Fremont Turgeon writes that he will spend most of the summer in that State to try to recuperate from a winter's battle with illness. Turgeon

is working an outdoor show with sidewalls but no top. . . . Jean Tallier, stroller, has been in the Payson, Utah, sector and will move toward Wayne County, Utah, where he will put in the summer. Tallier says: "I expect a good summer and have taken on some merchandise which should help." . . . From Pierre, S. D., J. G. Clark writes: "Have just arrived here after a winter at Seattle which was poor due to inclement weather. My wife and I will do mostly street showings." . . . From San Antonio D. H. Norman reports that the Lone Star State will be better than ever this year. "I have caught nine small shows this spring," says Norman, "and everyone of them was doing okay. Some of them had merchandise and they were passing out the sales in the old-fashioned way." . . . Frank Cusick plans on working Ontario fairs and celebrations with E. F. Hannan's crime bill, "Expose." . . . George E. Doherty plans on touring Maine Coastal towns with his outdoor novelty show and has in mind some celebrations in Aroostock, Me., and in the province of Quebec. . . . Doc Lester Graham reports good business with his outdoor show in the Alexandria, La., area.

DOUG and YVONNE ACKLEY expect to join the Sun Players in Iowa June 20, according to Billy Baker. Doug will replace Buddy Manley, who will join the Hugo Players in Nebraska, and Yvonne will handle props and wardrobe. . . . Arthur H. White, New York, reports that he recently had the opportunity of catching Mr. and Mrs. John Ellis in a high school assembly performance of "Rip Van Winkle" and said that the Ellises' performance in the cut version of the show was one of the best he had seen in a long time. White reported that the 84-year-old Ellis, a former Broadway stage veteran, has been doing school assembly work for the past 15 years and well at it too.

Drivin' 'Round the Drive-Ins

CONSTRUCTION of four drive-ins within the next 60 days was announced May 26 by Reese B. Harrington, president of the newly formed Movi-Park Company, Harrington, Del.

Each theater will cost \$60,000 to \$80,000, and will feature the latest in equipment, including the newest large screens, he reported. One theater will be built for the Harrington area, one for the Georgetown area, another for the Salisbury, Md., area, and the fourth for Norfolk, Va. Movi-Park was chartered April 5, with Harrington as president; Harrison Scarth, Atlantic City, vice-president, and Harry Keith, Saratoga, N. Y., secretary-treasurer.

Harrington said the theaters will have a capacity of 660 cars. The Harrington on U. S. Route 13 near Harrington, will probably be the first to be opened. The Georgetown on U. S. Route 113 will be about a half mile south of Georgetown, while the Salisbury and Norfolk theaters will be in the immediate vicinity of those cities. Options have been taken up and contracts signed for all equipment, said Harrington. The only hold-up, he said, is in the screens. The company wants to be certain that the latest type of large-size screens is available so that they will be standardized in the four theaters. There will be added attractions at each of the theaters as well, Harrington pointed out. This will be a "rotating zoo" which will provide circus acts weekly. Harrington is an officer in Circusways, Inc., and has made arrangements with that organization to provide circus acts once a week at each of the theaters. The drive-ins will be the only ones operating in the Harrington and Georgetown areas.

KEN PRICKETT, formerly exploitation representative in

the New England States for M-G-M Pictures, and more recently manager of the Chicago division of Midwest Drive-In Theaters, Inc., has been named general manager of the Don George Theaters in Louisiana. Prickett at one time operated two film theaters in the Dallas area. . . . Management of the Lyric Theater, Moosomin, Sask., is building a 200-car drive-in on a 10-acre site near the town. . . . Miller Theaters, Ltd., has started construction on a drive-in at Taber, Alta., which is expected to be in operation soon. . . . Final preparations are being made for the opening of a new drive-in at Nashwaakasis, N. B. It will have car capacity of about 400. B. Evans is owner-manager. This will be the second drive-in in the Fredericton, N. B., area. The first having been opened at Springhill, N. B. On the verge of opening near Bridgewater, N. S., is a drive-in to be operated by C. Balish. Equipment includes dual amplifiers, inside car speakers and volume controls. Featured will be a self-service refreshment, including vending machines for soft drinks. Car capacity will be 300.

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Kennywood Outlook Is Termed Bright

Picnic Bookings Show Gain Over 1952; Swim Pool Is Turned Into Boat Ride

PITTSBURGH, June 13.—The business outlook for the season at Kennywood Park here is good. Altho the park, like most parks located in the East, had gross-cutting bad weather on Memorial Day (30), Sunday (31) brought good weather and good crowds to the funspot as a harbinger of future good business this year.

Picnic bookings for the season are running ahead of last year, according to A. B. McSwigan, park president. The park, because of its location in the heart of the coal and steel production section of the country, suffered last year due to the strikes that plagued those industries. Citing possible immediate contract signings between labor and management of the steel industry with hourly pay hikes included, McSwigan indicated this would be an important factor in business for his park this summer.

The park is not going to operate

its swimming pool this season for bathing use. Instead, 20 Ben Schiff boats will be placed on the pool, thus making it, in actuality, one more major ride unit for the park. McSwigan said that last year's so-so pool business prompted the change.

Ballroom Dates Cut

McSwigan also said that the park's ballroom, which operated Wednesday and Friday nights last year, might be closed this year. The Wednesday night attendance dropped last year and as a result, dancing on that night has been discontinued this year. Whether the Saturday night dancing policy continues, McSwigan said, is problematical.

The park has been a large user of name bands for its ballroom in the past. The ballroom has been a mecca for dancers for many years because of the park's policy of providing top name-band attractions. Several New York booking offices said this week that Kennywood would not be using name bands from their offices this season. The Ralph Flanagan orchestra office said that it had canceled a date to play at the park.

The placing of boats on a pool surface is not an innovation. Among others, White City Park, Worcester, Mass., made the conversion several years ago.

Concessionaire Electrocuted Accidentally

FRANKFORT, Ind., June 13.—James A. (Lynn) Over, 51, cotton candy concessionaire with the Wallace Bros.' Shows, was electrocuted accidentally here Monday (8) while trying to repair motor in his stand.

Show personnel found him dying under his trailer-concession stand. Hurriedly summoned firemen labored with an inhalator for several minutes to no avail.

Mrs. Over was with the show when he died. A retired railroad machinist, Lynn had been a concessionaire for the past two years after a heart ailment had forced his retirement as a machinist.

The death was the second blow to hit the Wallace organization in three days, the show having been struck at its previous stand, Brazil, Ind., Saturday (6) by a tornado that did \$25,000 damage to show and concession equipment.

Compounce Closes Early

BRISTOL, Conn., June 13.—Lake Compounce Park here closed at 9 p.m. Tuesday (9) because of police warnings resulting from the tornado that swept thru Worcester and other Massachusetts areas.

Altho the edict caused the park to lose some business, it did not suffer directly from the storm.

Business Light For Beers-Barnes

TROY, N. H., June 13.—Beers-Barnes Circus played to light business at its two shows here Tuesday (9). Ray Bickford visited the show.

NIXON MAKES LIKE TRAINER

WASHINGTON, June 13.—Vice-President Richard Nixon became a lion trainer for a few minutes here Thursday (4) as part of the Circus Saints and Sinners festivities held at the Mayflower Hotel. Terrell Jacobs, who brought his lioness, Sheba, to Washington from his wild animal zoo at Lake Compounce, Bristol, Conn., took over the task of protecting Nixon while he was in the cage. The stunt was part of Nixon's initiation into the organization.

TORNADO MISSES PARK BUT SPOT CLOSES FOR DAY

FLINT, Mich., June 13.—The tornado which struck parts of Flint with savage fury Monday night (8) missed Flint Park by a mile, but martial law caused the park to shutter the following day and forced cancellation of one picnic Wednesday (10). Blockades and detours in and near the city were set up when the state of emergency was established. Four schools which were in the disaster area canceled their picnics.

Tornado Cuts Swath Thru Box Offices

Continued from page 1

the cauldron winds Monday (8) in Brazil, Ind.

Quick to respond, as always, in times of disaster with monetary aid and services, show business units in the stricken areas were among the first to offer facilities for the care of the stricken. Radio and television stations were credited with averting panic in adjacent areas as they traced the path of the storm out to sea. They were the first to bring disaster lists to anxious listeners. The won commendations for their public service.

Despite the time of the year, only the Wallace Bros.' Shows seemed to be in the direct path of one of the twisters. The stricken areas normally can be counted on to harbor any number of units in early June.

Two major amusement parks, Flint Park, Flint, Mich., and White City Park, Shrewsbury, Mass., were undamaged, despite their proximity to storm centers.

A number of theaters, clubs, taverns, amusement parks, carnivals, drive-ins and other fun centers suffered heavy financial losses thru forced closings. Most, however, were expected to be in full operation by today.

75G Blaze Destroys Multiple Fun Units at Pleasure Beach

BRIDGEPORT, Conn., June 13.—A two-alarm fire, which destroyed a section of the midway at municipally owned Pleasure Beach Park here, Sunday (7), caused approximately \$75,000 damage. City Clerk Fred Schwartzkopf stated that damage to city-owned buildings was estimated at \$20,000 and concessionaires estimated that loss and damage to the contents was over \$55,000.

The fire, which started in the Penny Arcade, was discovered by Mrs. Enfrasia Mazzi, who has operated the concession for the past 20 years. Quick work on the part of firemen prevented it from reaching the large dance hall where Blue Barron and his orchestra played that evening. Some 12 concession stands were destroyed and part of the Roller Coaster. Mario Mazzi, employed at the Arcade, was badly burned while pushing coin machines out of the building.

About 1,800 persons who arrived on an excursion boat from New York were allowed to land, but were restricted from the damaged section of the midway. Firemen were hampered by the location of the park, which is situated on an island and accessible only across a narrow wooden bridge. Fire equipment was not permitted to cross the bridge by police, who ruled it would be unsafe for a hook-and-ladder truck to attempt to make the bridge crossing. Firemen therefore had to climb by hand into the structure to fight the blaze. Three firemen and a concession operator were injured. Fortunately, the park was not crowded because of rainy weather.

Fred Pearce, Detroit, as president of the Bridgeport Roller Coaster Company, recently sold the Coaster to Stephen Lake, Floral Park, L. I., amusement operator, who had just placed the amusement ride in operation on Memorial Day (30). The Coaster was not operated last year.

PHILADELPHIA, June 13.—Philadelphia Zoo recently added two Kodiak bears to its collection, the first bears of this type ever housed here, Freeman M. Shelly, director, announced. The bears, little more than 3 months old, were captured on Kodiak Island.

Ernie Farrow Show Struck by Tornado; Loss Put at \$25,000

No One Injured as Big Blow Twists Rides, Flattens Shows at Brazil, Ind.

FRANKFORT, Ind., June 13.—Belted by a tornado Saturday (6) at Brazil, Ind., to the tune of \$25,000, Ernie Farrow's Wallace Bros.' Shows moved in here Monday (8) and immediately began to make repairs and replacements.

The tornado, which struck at 11:30 a.m. before any patrons had turned up, caused no injuries to show personnel, but bowled over rides, tore down shows, and either demolished or damaged much equipment.

The force of the tornado wrapped the Ferris Wheel around the trailer housing the show's light plant, bent the metal plates of the Dodgem and damaged the top of that ride. It also lifted part of the Spitfire and deposited it upon four show trucks, demolished the Arcade and many of its machines, damaged the front entrance arch beyond repair, turned the cookhouse into a total loss, ruined seven concession stands and did considerable damage to the Merry-Go-Round.

The wind was so strong that the top of the girl show never was found. Practically all of the show's canvas was either destroyed, lost, or damaged by the tornado, which cut a path down the center of the midway.

All of the equipment, excepting the Ferris Wheel, was trucked in here by Monday (8), and work was started immediately on repairing and obtaining replacements. The Ferris Wheel was sent to the factory for repairs. The Spitfire and plates of the Dodgem were straightened out at a local machine shop.

Repairs by show personnel enabled the Merry-Go-Round to operate this week, tho it did so without lights and with many scars left by the tornado. The crescents, some swings, and the

top were damaged, and the wiring of the lights was ripped loose by the blow.

New canvas was ordered from the O'Henry Tent & Awning Company, Chicago, and Anchor Supply Company, Evansville, Ind. Some of the new canvas arrived by the end of the week.

Bob Jeter, owner-operator of the Arcade, ordered new canvas and made repairs to machines and ordered replacement of other units as he re-opened here this week. The cookhouse, owned and operated by Izzy Firestone, suffered a terrific battering, and Firestone was busy this week trying to salvage whatever possible, straightening the cookhouse frame and ordering new canvas and equipment. As a result, the show temporarily operated without a cookhouse.

Farrow maintained that \$25,000 would be a conservative estimate of the loss sustained by the show and its concessionaires and independent operators. The diminutive show owner said that he expects to have the show back in good condition by July 4.

'Operation Fun' Set for W. Va. Sponsor Dates

CLARKSBURG, W. Va., June 13.—Frank Powell, promoter of celebrations in West Virginia, announced formation of "Operation Fun" for the servicing of firemen's celebrations in the State. The unit will consist of 3 major rides, 2 kiddie devices and 12 concessions.

Rides have come off the AMP Shows, with Tommy Scott named ride superintendent. The concessions are owned by Powell and another local businessman. Powell reported that the unit has been booked solid thru September. Parades and free acts will be offered at all celebrations.

Powell has set the Dailey, W. Va., July 4 Celebration, featuring fireworks and free acts. He also reports contracting two West Virginia fairs, Wetzel County Fair, Folsom, and Taylor County Fair, Grafton. In all, Powell expects to service 17 firemen's celebrations, three county fairs, two district fairs and a homecoming. He is bringing in Steele's Frontier Day for some dates in the State and will service five fairs with high acts and grandstand attractions.

Engesser Show Lost in Flood

SIOUX CITY, Ia., June 13.—George E. Engesser, former owner of Schell Bros.' Circus, reports a complete loss of his Giant Jungle Rat exhibit in the June 8 flood disaster that struck this area, and says it may be a few weeks before the show gets rolling again.

All equipment had been taken to safety, but Engesser went back into the danger area with the exhibit truck to help remove house trailers. Several were saved, but Engesser said he made one too many trips. When a dike broke the flood caught the exhibit truck and drowned the animals.

Engesser said the No. 2 exhibit, owned and operated by Billy and George Powell, is now on the Wallace & Clark Circus in Canada. The No. 3 show, operated by Charles and Vates Cunningham, is working around Norfolk.

Eastern Spots Mark Top Day As Record Heat Builds Biz

NEW YORK, June 13.—After setting records for rainfall during the first five months of the year, the weatherman announced that temperature highs for the year had been set on Friday (5) and Saturday (6). On Friday, a peak of 87 degrees was reached, with Saturday's high 88.1 degrees.

The warmth was sufficient to bring New Yorkers out in great numbers from their city dwellings and cause them to head for the area's resort and amusement spots. At Rockaway, Long Island, the Chamber of Commerce reported some 350,000 persons on hand on Saturday, the biggest day of the season. Some 650,000 persons flocked to Coney Island.

Saturday night, a CBS-TV news program reported that Palisades (N. J.) Amusement Park had had its biggest day in years, with some 60,000 patrons visiting the across-the-river funspot.

Perhaps even larger crowds would have left their homes but for the weather reports that predicted scattered showers for Saturday and Sunday. The predictions held true, but the showers did not reach all areas on both days. But despite the weather reports, Gothamites, pleased to see intermittent blue skies for a change, hit the road for the first warm weather mass exodus of the year.

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AD DEADLINE

JUNE 24th

Denver Funspots Race Ahead of '52

DENVER, June 13.—Denver's two amusement parks, Lakeside and Elitch Gardens, have gotten away to a '52-topping pace this spring, despite several rain-outs. Bigger box office takes at both spots is attributed to increased numbers of early tourists combined with several new attractions at both establishments.

Stock car races at Lakeside on Sunday nights, which replace midget speed events, are proving popular. Shorter stays by name bands at both spots are keeping the dance crowds coming back. Benny Strong at Elitch is drawing well and Clyde McCoy recently closed a highly successful stand at Lakeside and has been replaced by Hal MacIntyre.

Free dance lessons at the Burtler park, plus the ever-popular summer stock theater are credited with some of the draw there. Lakeside's Ben Krasner credits

some of the increase to his new Miniature Train and a stepped-up promotion program that included increased radio advertising.

On the midway at Elitch Gardens, the kiddie rides are doing a big business and the new animal storyland is getting its share of attention from the moppets.

CALLS IT QUILTS

Sioux City, Ia., Park Will Fold; 20% Tax Cause

SIOUX CITY, Ia., June 13.—Riverview Park, which has been in operation here since 1928, is tossing in the sponge.

"We just can't kick it," Roy M. Warfield, owner - manager since 1936, said.

The main reason why the park can no longer be profitable is the 20 per cent amusement tax, he maintained.

"Sure, we don't actually pay the tax, our customers do. But the tax serves to cut down our volume below the break-even point," Warfield explained.

A contributing factor in the decision to call it quits was the heights to which maintenance costs have risen, he said.

Warfield already has started to move some of the rides out. He has shifted the Merry-Go-Round and train ride to Gordon Drive-In here, but will leave some rides up until after the July 4 week-end.

"We'll keep the park shut until that week-end, open only for it, after which we'll really begin to dismantle," he said.

"For the holiday week - end," he added, "I'll book in some extra rides and since that week-end always has been the high spot of our season we should do okay then."

The stock car race track at the park has been profitable with a once-a-week program and it will continue to operate. The ballroom, currently leased, will eventually be torn down, Warfield said.

Yukon Kid Game Newest Concession At Rockaways' Pk.

NEW YORK, June 13.—Harry Currie, ex-carnival concessionaire, big-league hockey player with the Detroit Red Wings and formerly associated with Lou Wisa at Detroit's Edgewater Park, has opened a Yukon Kid ball game at Rockaways' Playland, Queens amusement park.

Dick Geist, Rockaways' vice-president, said the new concession will occupy the same space formerly taken up by the archery game. The latter, he explained, was too slow a game for profitable operation. The Yukon Kid game will have a 16-foot front and will be 20 feet deep.

Associated with Currie are John J. Smith, who formerly had a concession at Edgewater; Jack Zeeman, ex-Riverview, Chicago, concessionaire, and Frank Kay, another ex-Edgewater concessionaire.

The partners also operate three games at Long Beach, L. I., under 11 or over 30 (a rolldown), balloon (dart) and over 12 (baseball throwing).

Turner Contracted For Covington, O.

COVINGTON, O., June 13.—J. E. Turner, Muncie, Ind., announced that he has signed to stage the annual Fourth of July Celebration and Street Fair here, which will feature fireworks, free acts and bands.

The event has been plugged heavily via newspaper, radio and outdoor advertising in recent weeks, according to Turner. Merchandise valued at more than \$1,000 will be awarded during celebration week. Donald Weer is general chairman of the event.

50 YEARS OLD

Name Talent Set for Ford Stageshows

DETROIT, June 13.—Two three-hour free outdoor stageshows — running simultaneously — will be produced and directed by David M. Idzal, owner-manager of the Fox Theatre, here June 18-19 as part of the huge week-long Ford Motor Company's 50th anniversary celebration.

To be sponsored by the Metropolitan Detroit Ford Dealers, Inc., the two-day show will be performed on two stages located in the heart of town, on Washington Boulevard, six blocks apart.

The show will feature top performers of all types. They will do their act on the one stage at a certain time, then immediately be whisked to the other stage via auto to repeat the act. This will insure exactly the same acts running the same evening from 8:30 to 11:30 p.m. on both stages—the only difference being in time mechanics of the program, itself, which Idzal said had been worked out to perfection.

Idzal, who is managing the entire affair without compensation, has secured such stars as Marguerite Piazza, Danny Thomas, Martha Raye, Johnny Desmond, Teresa Brewer, Eddy Arnold, Carl Ravezza, Jose Greco, Eddie Peabody, Borah Minnevitich and his Harmonica Rascals, and the Vagabonds.

Washington Boulevard, from Michigan to Grand Circus Park, will be closed to traffic during the shows to accommodate the crowds expected to throng the area.

Aiding the shows in presenting a gala air will be gigantic pylons on the street lights along the boulevard, two huge birthday cakes, and festive displays in windows of shops fronting the area.

Ohio Sesqui Adds Staffers For Pageant

COLUMBUS, O., June 13.—Ohio Sesquicentennial Commission has appointed John Barcroft and Ben Collow to handle publicity, promotion and exploitation of "The 17th Star" to be staged in front of the grandstand at the Ohio State Fairgrounds, August 27-September 7.

The production, a pageant using close to 500 people, will be held in observance of Ohio's 150th year of statehood.

Collow has been active for years in bringing attractions to Columbus. Among these were "Holiday on Ice," Harlem Globe-trotters and Ski-Capades. Barcroft was formerly with Columbus RKO theaters and has also handled a number of attractions in addition to many commercial accounts.

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3,000 Small Thin "Browline" Bingo Sheets, 5 colors, loose only, no pads, size 4x5. M . . . 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter. M . . . 2.50
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Smaller Size, 3/4" diam. Red or Green Plastics. M . . . 1.50
New Display Posters, size 24x36. Ea. Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for . . . 15.00
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Dressing Room Gossip

Ringling-Barnum

We day and dated Mills Bros. at Baltimore, and many visits exchanged. Business was big and weather was warm thruout our week in Upper Darby. We had Sunday off in Jersey City, and a number went into New York for the day.

Willie Krause is now doing the vocalizing in the show, replacing Harold Ronk. This week saw all the kids join the show for their summer vacations. Linda Lawson Randy Concello, Curtis Genders and Emmerick Morowski came up from Sarasota. Bill Ballantine, whose latest story in Mercury Magazine is called "Circus Slang," has joined the show.

Roland Mistin Jr. celebrated his sixth birthday in Upper Darby. Merle Evans and the band played "Happy Birthday" to him when Mr. Mistin finished his number in the middle ring.

Circus fans Charley Geiger and Red Dolan joined the show for a few days. Claire and Tony Conway closed their tour after spending a number of weeks with us.

Other visitors included: C. D. Curtis, Mr. and Mrs. Baker, Nina and Shura Nueburger and daughter Peggy, Mike Pleskovich, Mr. and Mrs. Crane, Willie Lish, Mr. and Mrs. Dolan, Mr. and Mrs. Charles Wood, Frank Bullock, Chris Viohl, Billy Mhlebach, Ray (Sparkle) Sinclair, Paul Kaye, Mary Seifert and grandson Tommy, Jake and Jack Mills, Mr. and Mrs. Pep Graves and children, Madeline Parks, Tommy Cogan, Willie Krauses' family, Marshall Geiger, and Stanley Wathon.—MARY JANE MILLER.

Mills Bros.

Personnel got another chance to see Baltimore's sights as we Sundayed in its vicinity for the second week, following a four-day junket around Washington.

Washington area visitors were Doc Mann, Claire and Tony Fawcett, Bill Rector, Mr. and Mrs. Melvin Hildreth, Mr. Jordan, Mr. Lorin, Mr. and Mrs. Jim Keegan, Catherine Curtis, and Mike Ahearne. Doc treated our English folk to imported coronation candy. Some Republican officials also caught the show, including Byron Harter, secretary to Ohio Congressman William McCulloch.

Second swing to the Baltimore area brought Mr. and Mrs. Eddie Howe, Vin Carey, Bill Fusabaugh and others to our lots again. Johnny Kibbey, former steward now off the road due to illness, caught show with his family. Harry Reimschuessel, fan from Toledo, O., worked in clown alley for a day.

Gu. and Inge Lindemann, of Nemedil perch act, are parents of a boy. Rita Stroud and Lee Karjonas celebrated birthdays. Hard Times Leonard, the Droguetts and Rosettis are among those sporting new canopy awnings on their trailers. The Billy Hammonds painted their trailer blue. Danny Mills, just out of school, is one of Harry Mills' fastest hustling butchers.—PROCTOR BAUGHMAN.

King-Cristiani

Our Sundays off in Canada are quiet, as no theaters are allowed to open. Many Detroiters visited at Windsor, including the Irv Romig family, Grace McIntosh's daughter, Ted DeDeppo, Mac McClain, Jimmy Wilson and Joe Bowers.

The Antony Dexter show played the night club adjacent to us, and Donna Kelley and Mr. and Mrs. Bobby May, of that show, hosted many of our people, including Tommy Hart, our Side Show manager, who formerly was with Dexter.

Charley Roark was guest of Mr. Plemmich, manager of Detroit's Gaiety Theater. Mr. and Mrs. C. W. Chapman, Coldwater, Mich., fans, were guests of Mr. and Mrs. Lucio Cristiani for two days. Jo Jo Lewis went to Peru, Ind., over the week-end to visit Eva Mae, who is to undergo another ankle operation.

Arnold Maley, the sick, has kept on the job. Barbara Fairchild's parents have visited regularly since we played near Galt, her home town, for a week.—COL. HARRY THOMAS.

Siebrand Bros.

Bad detours were experienced on the trip from Las Vegas, to Trinidad, Colo., but only mishap was a tire blow-out on Bob Emerico's car. Opening day, June 1, caught us in a sudden but short cloud burst, followed the next day by a mild dust storm.

Show upped admission since hitting Colorado, but business continued as good or better than previously. A ticket box for circus has been added at the front of the midway with good results.

Tommy Sales joined the show in Trinidad and has already joined the Snakebite Club. Rosemary Petrey Erickson debuted in both iron jaw and web. Captain and Mrs. Clark report another pony foal for a total of four colts this season.

Concha and Carl Erickson spent two days planning a picnic at near-by Monument Lake. Camera bugs took pictures of buffalo, antelope and wild turkeys in the game preserve. Pancho (Shipwreck) Roche had slight puncture trouble with his rubber boat during the picnic.

Gerald Pina nearly broke up the iron jaw number when Penny Wilson's serpentine fluttered down on him like a huge tent, and he spent the rest of the number struggling to get untangled. When Harry Froebess dons his warpaint as Chief TLunderbird for the high act, George Vest goes into a complete Indian score at the organ. Charlie Hilderra and Bob Emerico come up with some new gimmick every performance for their photog-rapher gag.—JOE HODGINS HODGINI.

Hunt Bros.

Visitors have been frequent during the past weeks. At Bristol, Pa., Mr. and Mrs. Robert Hunt and Mr. and Mrs. Frazier Hunt, who live in Newtown, Pa., visited and presented a copy of their latest book, "Horses and Heroes," to Jimmy and Clara Bresline.

Alexander Clark, of the Princeton University library, was on the lot most of the day at Princeton and has since visited the show several times. Another visitor at Princeton was Charles La Tourette, editor of the Princeton Packet and friend of Charles T. Hunt Sr.

Beers-Barnes personnel have visited frequently, including Roger and Ella Barnes, Charles Beers, Mr. and Mrs. Walt Davis and daughter Deborah, Mr. and Mrs. Tex Lawton, Lois Barnes, Harold Barnes and Happy Holmes. Al Underwood, of the advance, visits nearly every week-end.

Little Diane Hunt is now appearing as apprentice rider in Phil Wirth's riding school number. George Gifford, after a few days on the advance, is back at the new marquee greeting the customers. Ray Sinclair and Paul (Kayo) Kaye, clowns, and Marsha Hunt were pictured in the New York Daily Mirror when they went to a hospital in Perth Amboy to visit a boy who broke his arm trying to sneak into the show via a tree.

Mildred Biron is recovering from a broken ankle. Frank, her husband, is presenting the big Brahma bull, "Butch," until Mildred can return to the square dance on horseback.

Polack Eastern

Show jumped from Texas to San Diego, Calif., with only Phoenix, Ariz., to break the 1,165 miles. On the trip Harry Kyes, Gene Randon, Lexi, Edyth Boyd and Bob Lorraine enjoyed steak dinners in Las Vegas, but Fred Proper was the only member of the company to leave the Vegas gaming tables with any real winnings.

Lorraine and Karl Waddell joined clown alley to replace the Snell brothers. Lorraine and Randon appeared on TV between shows, while Al Ackeman, Karlo, Jack Kleppen and Larry Benner did a hospital show.

Sam T. Polack, Louis Stern, Jack J. Joyce and Nat Lewis have been elected honorary members of Nemesis Shrine Temple of Parkersburg, W. Va. Nat and Harriett Lewis have a new 35-foot house trailer. Pete Ivanoff now heads the Cardboard Club.

Liz and Larry Bastion, of Bell, Calif., drove up to see the gang. Mrs. Kris Krendel has been on to visit her husband.—BOB LORRAINE.

Hagan-Wallace

Our jump into Canada was long, but equipment moved smoothly. This was the first time many of us had made a trip into Canada.

Marquette, Mich., gave two packed houses, both in pouring rain. Art McCall, CFA, joined clown alley for a day when the show played Sandusky, O. At Newberry, Mich., several of the clowns, elephant and two of our Wild West performers made a special trip to the State hospital to entertain those that could not attend our performance.

Recent visitors included Dorothy and Mitch Gorrow, CFA of Appleton, Wis. and James Callancin and Raymond T. Ronquist, both of Crystal Falls, Mich.—BEVERLY ALLEN.

Bailey Bros.

Cold and rain forced the show to go indoors three times in the past week. Despite cold, the show has been doing good business. The axle on Tommy Comstock's house car broke on the jump from Reno, Ore., to Sweet Home.

Sammy Stiffen, drummer, closed in Salem, Ore. Bill White joined clown alley, and Lou Pillow and his bear act joined at Twin Falls, Idaho. Helen and Jerry and Bob Hartley have new wardrobe for their rolling globe number.—BUCK LEAHY.

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New Causeway To Benefit Sandusky Spot

SANDUSKY, O., June 13.—A bill to permit the erection of a causeway and bridge between Cedar Point resort and Sandusky, cutting the distance from 12 to only four miles, has been passed by the State Legislature and is awaiting the signature of Governor Lausche. Actual construction will take a couple of years.

First big event of the year at Cedar Point will be June 20, when close to 20,000 are expected for Esmond Dairy Day. Flying Valentines will be in as a free attraction. Rides will go for 7 cents to Esmond ticket holders and a number of giveaways are planned.

The resort's hotel opened earlier than usual this year to accommodate the State convention of the United Commercial Travelers of Ohio.

Jay Jaxon, stilt walker, has been touring recent towns to promote the opening. Bus Widmer's ork will open pay dancing in Crystal Ballroom tonight (13). Ernie Benedict's aggregation will be in for five nights of free dancing starting Sunday night (14).

Dickson Spot Sets Records

BIRMINGHAM, June 6.—Cascade Plunge, with a big help from the hot weather, is breaking records for the early part of its 30th year of operation, J. H. Dickson, manager, announced.

And the new marks are being chalked up despite the opening of a new municipal pool just a few blocks away, he said. A total of 28 picnic reservations are already on the books and several others are pending. The 3-year-old spot is being operated by Dickson for its 18th year.

MUSIC MAKER MAKES MERRY

NEW YORK, June 13.—Mike Doyle, calliope player with the Ringling Side Show, keeps the ticket selling boys and Dick Slayton, kidshow manager, in good spirits with appropriate renditions. On cold days, he favors them with "In the Good Old Summertime." On warm days, "Jingle Bells" takes their thoughts off the heat, and on rainy days, "Wait 'Til the Sun Shines, Nellie" bolsters their morale. He even provides special tunes for various States, giving forth with "Jersey Bounce" at New Jersey dates, "Pennsylvania Polka" at Keystone State spots, but hasn't announced what song he'll use during the three-week stand in Canada. Canada also poses a problem for Manager Slayton, who has to find a French-speaking bally artist from among the show's entourage for certain north-of-the-border dates where French-speaking patrons predominate.

Tommy Holden Frames Show

DENVER, June 13.—Tommy Holden, formerly with Jimmy Lynch Death Dodgers, has framed his own auto thrill show for operation here in the Rocky Mountain area. Holden reports he has already booked a solid route for the show, including several fair engagements. Vince Luther is advance man for the organization.

Afton, Ia., Launches 8G Plant Fund Drive

AFTON, Ia., June 13.—Union County Fair, which was recently moved here from Lorimor, has launched a country-wide fund drive to raise \$8,000 for the purchase of land on which to establish a fairgrounds. The purchase of the land is necessary for the annual to qualify for State and county aid.

Maine Stands OK for Eastern

FRAMINGTON, Me., June 13.—From the headquarters of the Eastern Amusement Company come optimistic reports of a very good season. Altho opening week (May 25) at Saco, Me., was hindered by poor weather, Portland proved to be a good spot with spending heavy. At Waterville, on the Colby College campus, business was brisk and satisfactory. Mexico drew out record crowds, but the spending was not up to last year's stand.

Most of last year's still dates and fairs are again contracted. The annual Fourth of July celebration at Houlton figures to repeat as a big winner for the show. All eight rides are in top shape, with lots of new canvas in evidence. Veteran showman Al Ventres has the Athletic Show, and has been turning in big grosses. Jim Peterson's Girl Show features Roxie Lee.

The free act is Richard Porcella, trapeze artist. A Rideo was recently added.

Mr. and Mrs. Martin Earl and Mr. and Mrs. C. R. Ross, co-owners, handle all office work and bookings. The Ross kiddies—Taffy and Robin—both youthful vets of show business and born on the outfit, are much in evidence around the midway. The front gate and marquee is supervised by Arthur Rousseau. Robert Tuttle is The Billboard agent.

Among the concessionaires are Mr. and Mrs. R. Merrill, duck pond and cork gallery; Mr. and Mrs. Scotty Logan, pan game and add 'em up darts; Mr. and Mrs. Fred Hird, slum spindle and pitch-til-u-win; Mr. and Mrs. Perry, cookhouse; Mr. and Mrs. E. O. Harlan, beano; John Miller and family with two concessions; Carmen Harlan, candy floss; Mr. Tully, novelties; Billy Marcia, bottle game; Bobby Baker, cat rack; Jackie Miller, scales; Omer Stephens, balloon dart; Daisy Lauria, glass pitch; Fred Lauria, kelly pool; Charlie Welch, popcorn and candy apples; Robert Tuttle, long-range gallery; Don Letourneau, French fries; Tessie Miller, clothespin pitch; June Logan, candy wheel, and Odessa White, penny pitch.

On the rides, Hal Nichols is Merry-Go-Round foreman with Romain Colling, second man; Ferris Wheel, Erving (Hunker) Coffern, foreman; Octopus, Henry White, foreman, with Larry White as assistant; Chair-o-plane, Steve Miller, James West has kiddie rides. Fred Hird is electrician on the two power generators.

550 Beasts Due From Australia

NEW YORK, June 13.—The animal department of the International Fertilizer & Chemical Corporation announced this week that the largest shipment of zoo-type animals ever to arrive in the U. S. on one steamer is due Friday (19) from Australia.

The firm, which supplies animal distributors and zoos, recently supplied the Fort Worth Zoo with a rhino, and this week is delivering two elephants to the Boston zoo.

Among the 550 specimens coming in on June 19 are 6 dromedary camels, 156 red kangaroos and numerous small animals and birds.

Int'l Zoo Union Names Tom Baines

CALGARY, Alta., June 13.—Tom Baines, curator of the Calgary Zoo since its establishment in 1929, has been elected a member of the International Union of Zoological Gardens. He is the first member elected from any Commonwealth country except England.

Membership in the union is limited to 60 persons. When first organized, it was comprised of only European members. The U. S. was admitted several years ago.

New additions to the zoo here include a pair of drill baboons, flown over from England; a mate for the 10-year-old female chimpanzee, and a badger, also from England.

Seek Kin of McIntyre, Dead in Wilmington

WILMINGTON, N. C., June 13.—Relatives or friends of John W. McIntyre, former showman, who died here Monday (8) of a heart attack, are requested to contact D. K. Gaunt, of The Wilmington Morning Star.

In recent years McIntyre, known locally as Ol' Bill, had worked as a newsboy for The Morning Star. It is believed that he once toured with the Bernardi Greater, Strates and Marks shows. Local officials have been unable to locate any record of McIntyre's relatives.

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Burdick's Greater: Brenham, Tex. Burke, Harry: Lafayette, La. Burkhardt: Plano, Ill.; Warrenville 22-27. Byers Bros.: Cass Lake, Minn., 17-20; Park Rapids 22-24. Capital City: Lewisburg, Tenn.; La Follette 22-27. Carpenter Bros.: Clyde, O.; Bettleville 22-27. Casey, E. J.: (Fair) Deloraine, Man., Can., 17-18; (Fair) Minnedosa 19-20; (Fair) Souris 22-23; (Fair) Virden 24-25; Dauphin 26-27. Cavalcade of Amusements: Freeport, Ill. Cavalcade of the West: Benton, Wash. Central States: North Platte, Neb.; McCook 22-27. Cellins & Wilson: Bradford, Pa. Chanos, Jimmie: Brookville, O. Cherokee Am. Co.: Claremore, Okla.; Parsons, Kan., 22-27. Coleman Bros.: Hudson, N. Y. Collins, Wm. T., No. 1: Toga, N. D., 16-17; (Fair) Crosby 18-20; (Fair) Bottineau 22-24; (Fair) Cando 25-27. Collins, Wm. T., No. 2: Morton, Minn., 15-17; Richfield 18-21; Boyd 23-24; Granite Falls 26-28. Continental: Rouses Point, N. Y.; St. Albans, Vt., 22-27. Cornland: Geneva, Neb. Cote: Northbranch, Mich. Crafts Expo.: Delano, Calif., 16-21. Cross Road: Rockford, Mich. Cumberland Valley: South Pittsburg, Tenn. Cunningham's Expo.: Sardis, O.; Bridge-water, Pa., 23-27. Dan-Louis: Hawesville, Ky. Desbro: Bath, N. Y. Dobson's United: (Rose & Payne) St. Paul, Minn., 15-17; North Branch 19-21. Douglas Greater: The Dalles, Ore. Down River Am. Co.: Plymouth, Mich. Barkley 22-27. Drago, No. 1: Dunkirk, Ind. Drago, No. 2: Middletown, Ind.; Brookston 22-27. Drew, James H.: Weston, W. Va.; Grayson, Ky., 22-27. Dumont: Wilmington, Del. Dyer's Greater: (Fair) Flanagan, Ill.; Ladd 21-22. Eastern Am. Co.: Old Town, Me. Eddie's Expo.: California, Pa.; Neville Island 22-27. Emshoff: Edgerton, Wis., 18-21. Evans United: Plattsburg, Mo. Ferris, Carl D.: Smethport, Pa.; Norwich, N. Y., 22-27. Festival of Fun: Mich.; Owosso 22-27. Fleming, Mad Cody: Jefferson, Ga. F. & M. Am. Co.: Hanna City, Ill.; El Paso 22-27. Franklin, Don, No. 1: Ponca City, Okla.; Eldorado, Kan., 22-27. Franklin, Don, No. 2: Austin, Tex.; (Fair) Stockdale 22-27. Garden State: Northampton, Pa. Gayland: Lloydminster, Alta., Can., 17-20. G. & B.: Monongah, W. Va.; Friendsville, Md., 22-27. Gem City: Decatur, Ill. Gentech, J. A.: Clarkdale, Miss. Georgia Am. Co.: Dallas, Ga. Gladstone Expo.: (Fair) Springfield, Ky. Glades Am. Co.: Dahlgren, Va.; Callao 22-27. Glass City & Anderson Am.: Toledo, O. Gold Bond: Wausau, Wis.; Oshkosh 23-27. Gold Medal: Hopkinsville, Ky.; Paducah 22-27. Golden Nugget: Wafford City, N. D., 18-20; Bowbells 24-25. Gooding Am. Co. No. 1: Columbus, O. (Northwest Frolic). Gooding Am. Co. No. 2: Weirton, W. Va. Gooding Am. Co. No. 3: New Castle, Pa. Gooding Am. Co. No. 4: Garfield Heights, O. Gooding Am. Co. No. 5: Goshen, Ind. Gooding Am. Co. No. 6: Cannonsburg, Pa. Gooding Am. Co. No. 7: Delphos, O. Gooding Am. Co. No. 8: Cleveland, O. Gooding Am. Co. No. 9: Columbus, O. Gooding Am. Co. No. 10: Cleveland, O. Goree, C. A. & Sons: Arvada, Colo. 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Nelson, George W.: Emmons, Minn., 15-17; Klemme 19-20; Pocahontas 23-24. New England: North Brookfield, Mass.; Framingham 22-27. Nolan Am. Co.: Wellington, O.; Elyria 23-27. Northern Expo.: Williston, N. D.; Garrison 29-July 1; Sault July 3-5. Oklahoma Expo.: Cleveland, Okla.; Salina 22-27. Page Bros.: Shepherdsville, Ky.; Harrodsburg 22-27. Parada: Pierce City, Mo.; Buffalo 22-27. Parker, J. E.: Ponteix, Sask., Can., 17-18; Herbert 22. Park Am. Co.: Mountain View, Mo. Penn Premier: Syracuse, N. Y. Percell's Flemington, Pa. Playtime: Gloucester, Mass.; Plymouth 22-27. Powelson Greater: Orrville, O.; Fort Washington 22-27. Prael's Broadway: Levittown, L. I., N. Y. Rainer: Burlington, Wash. Rainier Am. Co.: Rogers, Ark.; Sliam Springs 23-24. Raney United: Hibbing, Minn.; International Falls 22-27. Redwood Empire: Baker, Ore., 15-21. Reid, King: Newcastle, N. B., Can. Reithoffer: Enola, Pa.

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Conn. Animal Farm On Daily Schedule

NEWINGTON, Conn., June 13.—Emerson's Wild Animal Farm is now on daily operating schedule of 11 a.m. to 8:30 p.m., under Ralph Emerson management. The 27-acre reservation features a 300-pound African lion, an alligator, a 50-pound rat from the Amazon River and a herd of deer. "We plan in time to add more a m e n t park attractions," Emerson said.

AGVA Seeks New Pact for Outdoor Acts

BOSTON, June 13.—The American Guild of Variety Artists' convention ordered the National Board to draw up new contracts specifically designed for outdoor performers.

The move was asked for by John Gibson, owner of the Hollywood Sky Ballet. He asked that specific provisions be made for housing animals by operators of fairs, circuses and other buyers of such acts. He also asked that the phrase, "policy of the house," be deleted from future contracts because under it many outdoor acts are asked to do three and more shows a day. The number of shows to be done are to be specifically stated.

The question of unfair agents was also brought to the floor by Gibson. He wanted to know what action AGVA is taking against Sam Levy, of Barnes-Carruthers Theatrical Enterprises, and other outdoor talent buyers who are on the union unfair list, and with whom more than 500 acts, consisting of perhaps 1,500 persons, have signed for the season.

It was finally decided that inasmuch as most contracts had been signed before the unfair action, that acts could work the dates. The question of insurance was also tackled. It was finally ruled that where the booker failed to make any welfare payments, the act, seeking to be covered, could make such payments himself.

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EXCUSE US!

Please refer to Page 63 . . . June 6, 1953, issue. In the ad of ITALIAN FESTIVAL OF CHICAGOLAND we listed the name incorrectly as Villa Acalabrini . . . it should have been VILLA SCALABRINI
Dates: Location:
JULY 29 CHICAGO AVE.
thru and
AUG. 9 PULASKI RD.
1953 Chicago

Hunt Earnings Continue to Pile Up Despite Much Poor Weather

Replace All-Wood Poles With Aluminum;
Plan New 750-Seat Mobile Grandstands

By JIM McHUGH

DOVER, N. J., June 13.—Abnormally wet and cold weather, with a little snow and hail thrown in for good measure, has had little effect on either the spirit or earnings of Hunt Bros.' Circus. Business to date is reported very good for the clannish enterprise, and the forecast for the remaining months of activity is very good.

A good season could perhaps mean the best annual earnings of the 61-year-old organization since, with the advent of television, its operations now cover a 52-week period. As a matter of fact, a good season appears to be in the bag with Harry Hunt, who functions as agent and manager and assistant to his father, Charles T. Hunt Sr., already having signed up more than 40 sell-out dates, thus assuring a working fund of some \$40,000.

Harry has built the sell-out from a mere handful a few years ago to their present impressive total and is heading toward a goal of 60 and an in-the-bag pre-showing gross of \$120,000. With that, and come wind or rain, the show will be virtually assured of winning seasons.

Proven Formula

Sticking to its ancient and proven show formula, Hunt features intimacy with authentic circus routines, lots of small animals, and a full measure of comedy. It

is these component parts that the public wants, they feel, and their success proves their gauging. The important spectator is still the youngster, the Hunts say. The adult comes to the show not so much to see something new in the circus, but rather to relive the pleasures of his childhood.

The two-hour performance, with all three rings occupied in all but three of the 22 displays, is well paced with a nice mixture of excitement and entertainment. In true circus fashion, there is often too much going on at the same time for spectators to take it all in.

While modernistic flamboyance has no place in the performance, the physical equipment of the show is undergoing constant improvements designed to make it easier to handle and more attractive. All tents will soon be equipped thruout with aluminum poles. Aluminum side poles are already

in use on the big top. Aluminum quarter and center poles should be in use by next week.

Plan Mobile Seats

Harry has designed a mobile grandstand unit which, when opened out, will have a capacity of 50 chairs. An engineering class at Princeton University has accepted the proving out of the plan as a class project. The feasibility of the design should be known by next winter. If proven practical, construction will begin immediately.

The last of the gasoline generators has been scrapped and a new International Diesel unit added to provide the show with safety margin in power. A new elephant van has been added to aid in the transporting of the show's seven bulls. Plans were being sketched in here for a new big top. With their usual astuteness, Charles Sr. and his sons, (Continued on page 82)

Big One Registers in N. J. and Pa. Stands

Gets Off to Slow Start in Jersey City, But Picks Up There; Allentown Okay

PATERSON, N. J., June 13.—Ringling Bros. and Barnum & Bailey Circus, which winds up a two-day stand here this evening, has enjoyed comfortable business this week despite a slow start in Jersey City, N. J., Monday (8).

The Monday matinee was as small a house as has been seen to date. Performers and personnel

displayed anxiety over future business as a result of the poor afternoon showing. In their opinion, despite the April 1-May 10 40-day stand in near-by New York's Madison Square Garden, which many Jersey residents attend, business should have been better.

But the two-day stand at Jersey City took on boom appearances Monday night when long lines started forming long before ticket wagons opened. By the time the wagons opened, the lines stretched along the entire length of the Side Show front and around the four kid show ducat boxes out into the edge of the parking lot.

As a result of the influx of patrons and heavy wagon sales, the night show started some 25 minutes late. It was almost a sell-out performance. Advance sales were extremely light in Jersey City, which helped add to the ticket wagon seller's activity. The Tuesday (9) matinee picked up well, and the night show was close to a sellout.

Following the Tuesday matinee, rain squalls accompanied by heavy wind lashed the area, but little if any damage materialized. Following the storm the lot was quickly put in shape and the night show went on.

At Allentown, Pa., Wednesday (10) good business was registered at afternoon and evening performances. The show then jumped to Plainfield, N. J., where capacity business was scored at both performances Thursday (11).

At Paterson, N. J., a three-quarter house greeted performers at the Friday (12) matinee, and good attendance was racked up at night.

The Side Show also has racked up strong grosses during the past week and grosses have been favorable during the tour so far. The circus, which whips thru New England next week, enters Canada Sunday (21).

Kelly-Miller Does Okay Despite Wind, Wet Weather

HILLSBORO, O., June 13.—Al G. Kelly & Miller Bros.' Circus continued to rack up pretty good business despite a blow-down, considerable rain and several tornadoes in its area. Show played here Wednesday (10) and was greeted with rainstorms for the best part of the day. Skies cleared in the evening and show played to almost a full house. Matinee was about half full.

Show's big top was knocked over at Wilmington, O., the day previous. The blow came about 15 minutes after the matinee

King-Cristiani Strikes it Rich In Ontario Trek

Consistently Tabs Overflows; Four Shows Held in Two Towns;

SARNIA, Ont., June 13.—King Bros. & Cristiani Circus loves Canada and there's little doubt that the Canadians love the show. The organization is not only playing consistently to overflow crowds, but is crowding three, and in some cases, four shows into a single day.

Four shows were held Monday (8) at Windsor, where the org was bolstered by a big advance sale that forced the addition of a second show in the evening. After two afternoon and one evening performance, the fourth show came on at 10:15 p.m. and, despite rumors and reports of nearby tornadoes, the people stayed for the big event. The parade, the first there in over 20 years, drew huge interest.

Engagement here Tuesday (9) was greeted by a three-quarter house in the afternoon and an overflow that evening. Entertainment-hungry people at Chatham, Ont., Saturday (6) overflowed the afternoon show and came up with almost a full tent that night. The parade is estimated to have been viewed by 15,000 spectators.

London, Ont., was another four-show town Friday (5). Again the parade scored big. Advance sale by the local Lions Club totaled upwards of 8,000. Show scored three overflow houses and an estimated 1,500 for the second night performance.

Ontario towns played earlier all came up with strong turnouts. St. Thomas yielded two straw houses Thursday (4). Woodstock

produced two full houses the day before, and Brantford was another three-show town on Tuesday (2).

Sylvia Caroli, aerialist, fell while doing her high pedestal bike act in the matinee at Brantford. Her 30-foot fall was partially broken by her father, Rudolpho, and she came away with bad bruises. She spent several days in the Woodstock General Hospital where X-ray examination showed no serious effects.

Utah Spots Turn Out Big For Beatty

LOGAN, Utah, June 13.—Clyde Beatty Circus is drawing good weather and good crowds in its Utah trek. A three-quarter house turned out for the night show here Tuesday (9) while the big top was half filled for the matinee.

One of the bracing cables supporting the trapeze equipment broke loose near the end of the flying return act but no one was hurt.

Customers turned out in droves at the Ogden, Utah, stand Monday (8). Show was the first one there in years and as a result both shows played to an overflow crowd. Stand was sponsored by the Police Association. Matinee started 30 minutes late to wait for early school dismissal. A scheduled baseball game was played early to avoid conflict with the show.

Von Business Fair to Good In Pa. Town

WESTFIELD Pa., June 13.—Von Bros.' Circus is finding business spotty on its Pennsylvania tour. Stand here Monday (8) produced good business. Matinee crowds nearly filled the tent while the evening show drew an overflow turnout.

Show experienced difficulty in moving from Dushore, to Troy, where it played Friday (5). Truck carrying the elephants broke down and the bulls didn't show at Troy. More trouble came in getting onto the lot at the latter town. Afternoon performance was 50 minutes late and played to half-filled seats, while the evening show was three-quarters full.

Two quarter houses were registered at Tunkhannock, Pa., on Wednesday (3).

Wall St. Journal Runs Circus Story

NEW YORK, June 13.—The lead story in the Saturday (6) issue of The Wall Street Journal was devoted to circus business.

The analytical piece, much of its informative content provided by The Billboard, was written by Stanley Kliffeld, staff reporter. The story played up the fact that circuses are enjoying their greatest prosperity as competitors in varied amusement fields, such as TV, baseball and motion pictures.

Coming in for analysis and description of physical assets are the Ringling Bros. and Barnum & Bailey, Hunt Bros. and Hamid-Morton circuses. Also mentioned as enjoying brisk business are the Clyde Beatty, Cole Bros., and King Bros.-Cristiani organizations.

Diano Reaps Spotty Biz In Minnesota

MOORHEAD, Minn. June 13.—Diano Bros.' Circus this week continued to have its ups and downs here in Minnesota. Some towns came up with substantial turnouts, others with just so-so crowds.

Stand here Wednesday (10) produced less than half houses for both performances. Afternoon show was a half hour late in getting started.

Fergus Falls, played Tuesday (9), was one of the high spots and also provided the show with a break in weather. A three-quarter house showed up for the matinee with the evening turnout topping this. Showers in the evening and competition from a baseball game failed to cut into attendance.

Willmar, on Friday (5), had a half house in the afternoon and was 75 per cent full at night. Show was hurt by opening of a 3-D movie in Richwood Falls Thursday (4), and produced only quarter houses at both performances. Carnival competition at Mankato the day previous did not hurt. Spot yielded a three-quarter and half house.

NEWS OUTLETS HUNT OUT HUNT

DOVER, N. J., June 13.—Altho functioning quietly, comparatively small in size, and playing a limited territory, Hunt Bros.' Circus has earned itself a lion's share of national and international publicity in recent months. Marsha Hunt, 9-year-old daughter of Harry, one of three brothers who direct the circus with their father, and her elephant Rahnee have accounted for much of the notice. All of the major news services have distributed features on Marsha and she has landed on literally dozens of Sunday supplement covers in color. On last Saturday (10), the show was given prominent mention in a lead story on the circus business appearing in The Wall Street Journal and the lead story, under a three-column headline, in The New York Daily Mirror.

AT LARGE

Circus Lions Throw Scare Into Aussies

SYDNEY, June 13.—Townspersons of Coffs Harbor, a town on the North coast of New South Wales, were subjected to a Decoration Day scare as Wirth Bros.' Circus searched for five lions and an elephant which had escaped.

The lions were in a cage which was being drawn by one of the elephants. En route from the train to the lot, the cage was struck by a locomotive which resulted in the lions and elephant escaping.

Considerable searching was done before all the animals were located. The first lion was taken at midnight, and with the aid of police, the others were captured the next day.

Elephant Injured

The elephant was found three miles away suffering from deep cuts on its hind quarters and legs, and two toes had been ripped off by the accident. The circus flew in a veterinarian from Brisbane, who said the animal should be retired from work for several months. When being loaded on the train, the elephant again bolted and held up the train several hours until located and returned.

During the attempt to cage one of the captured lions, it took refuge under a truck. When operators attempted to coax it from under the truck, the animal bolted and knocked over a near-by cage. The cage fell upon the circus announcer and broke his right leg.

Residents of the Coffs Harbor community remained indoors for 34 hours until the animals were rounded up, loaded on the train, and departure of the train announced.

Kelly-Miller in Blowdown

WILMINGTON, O., June 13.—Al G. Kelly & Miller Bros.' Circus suffered a blowdown after the matinee performance here Tuesday (9), but succeeded in putting everything back in ship-shape order in time for the night performance. Damage was slight.

COMING JUNE 27

in The Billboard

43d Annual

SUMMER SPECIAL

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Capable Lot Superintendent, also handle reserve seat sale. Prefer Man and Wife. Phone or wire per route: Portsmouth, June 15; Ironton, 16; Gallipolis, 17, all Ohio; Ripley, W. Va., 18.

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3-PHONEMEN-3

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6-PHONEMEN-6

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Under the Marquee

CBA and CHS fans of Peru and Kokomo, Ind., were guests of Hagen Bros.' Circus when the show played Valparaiso. Those attending included George Percy, Condon Chalmers, John Vogelstein, Gus Loder, Richard Schwartz and Mr. and Mrs. Robert Walker. . . . Hi Lo Merk info that his son, Lamar, has received his degree from the University of Georgia, and has accepted a position as field representative for the American Lending Libraries. Both Merks caught Rogers Bros.' Circus in both Johnston City and Elizabethtown.

Willard J. Oakley was a recent guest of Chief Usher Peter Grace on the Ringling-Barnum show. . . . Earl Shipley, AGVA rep, was skedded to catch the opening of Tom Packs' Circus at Cairo, Ill., Monday (15). . . . Jimmy Connor, of Logansport, Ind., visited Hagen Bros.' Circus at La Fayette, Ind., and was host to several of the folks at a dinner party in the Hotel Fowler there. Guests included Lee Virtue, Jack LaPearl and the Cardonas.

A. Morton Smith, CFA prexy, devoted his entire column to National Circus Week in the June 3 issue of The Gaiensville (Tex.) Daily Register. . . . Circus Week was also observed in La Fayette, Ind., by the City Park Band under the direction of A. Wiggins. The aggregation, in its Sunday (7) concert, played all circus tunes. Jack LaPearl, of the Hagen show, served as toastmaster and dedicated the program to Emmet Kelly, whose home town is La Fayette.

Billy Hammond, who has the concert on Mills Bros.' Circus, was a Sunday (7) visitor to the Pick Temple Rodeo in Silver Hill, Md. While there he renewed acquaintances with Fred Clancy, rodeo clown, and his son, Chip, who does fancy riding and roping. Rodeo was produced by Vance Hicks, of Silver Hill; stock furnished by Radie Evans, of Rockville, Md., while Edith Clancy and Spencer A. Stine had the concessions.

Jake Posey, last of the 40-horse team drivers, will mark his 90th birthday on June 27. The event will be quietly observed with Posey dining with Mrs. Alice Wills and her daughter, Mrs. Rose Wagner, in whose home Posey resides. The following day Mrs. Wills and Mrs. Wagner plan an open house for the veteran driver.

Mr. Mistin Jr., Ringling-Barnum headliner, was presented with a bouquet following the night show in Upper Darby, Pa., in celebration of his sixth birthday. Count Nicholas, equestrian director, did the honors.

Shirley Anne Stevens, daughter of Bob Stevens, of the Bailey Bros.' Circus, and John Gutierrez Jr., son of John Gutierrez, for the past several seasons with the Siebrand Shows, were married May 4 at Los Cruces, N. M.

G. E. and Lillian Wilson and their canine revue recently played Oak Ridge, Tenn., booked by Byron Gosh's Auditorium & Fair Booking Company, Knoxville, Tenn. . . . Fred and Ella Bradna celebrated Fred's 82d birthday recently by dining with Winnie and Dottie Gregory at Renfer's Sarasota, Fla. Gregory reported Bradna in fine spirits and before the evening was over had made plans to take him deep sea fishing.

A. L. (Tommy) and Sylvia Thompson are back with Kelly-Miller, where he is purchasing agent. . . . George M. Phillips, of Staten Island, N. Y., caught Ringling in Philadelphia and was

enthused by the midway appearance. . . . T. F. Kirk, of Massey, Md., saw the Beers-Barnes convoy near there recently. . . . June issues of Cosmopolitan Magazine carries a yarn about Emmett Kelly, written by John Kobler and illustrated with Maxwell Coplan photos. . . . Mell Henry, back from Puerto Rico, visited Peggy and Charles Kline at Pontchartrain Beach, New Orleans, where Josephine Berosini, the Flying Melzoras, Art and Marie Henry, Pape and Rene, and Armand's K-9 Cadets also were playing.

Approximately 175 members of the cast of the Sarasota High School Sailor Circus were feted at a recent picnic there sponsored by the Sarasota Chamber of Commerce. Bill Rutland, coach of the group, was presented with a gift from the troupe.

Don Hayman Joins Beatty

BOISE, June 13. — Don C. Hayman rejoined the Clyde Beatty Circus as Beatty's special representative. He will handle special radio and newspaper tie-ups in Spokane, Portland and Seattle.

Hayman, who has worked with the circus on its Los Angeles engagement for the past five years, is associated with a newspaper and radio station in Uniontown, Pa.

Howard Bary Zoo Hits Alta. Spots

EDMONTON, Alta. June 13.—Howard Y. Bary's Africa Zoo Train played four days to good business under auspices here, after a two-day stand at Leduc, Alta. Bary is again using newspaper coupons worth 10 cents towards a child's ticket, which goes for 40 cents. Adult admission is 60 cents.

Show played Calgary under auspices of the Calgary Zoological Society before moving on to Olds and Ponoka, both in Alta.

Packs Sets Midwest Trek

CAIRO, Ill., June 13.—Tom Packs' Circus, which opens its outdoor trek here Monday (15), has set dates for most of its Midwest tour.

Following its bow here, org will trek to Terre Haute, Ind., for June 16, followed by Sparta, Ill., 17; Harrisburg, Ill., 18; Mount Vernon, Ill., 19; Paris, Tenn., 20; Murphreesboro, Tenn., 22; Nashville, 23-28; Evansville, Ind., 27-28, and St. Louis, June 30-July 5.

Jacobs Annual Unit Is Set for Bridgeport Cele

BRIDGEPORT, Conn., June 13.—The fifth annual Barnum Festival will be held here June 30-July 4, with the city and festival committees sponsoring the entire project. Highlight of the festival, an annual salute to P. T. Barnum, will be the two-and-a-half-hour parade on July 4.

The celebration is being built around the appearance of the Terrell Jacobs Wild Animal Circus, which will headline a complete civic circus under canvas.

The Jacobs unit will give seven performances in its tent at Seaside Park. Local bus companies have donated transportation to bring thousands of youngsters to the lot. Bridgeport Brass and other industrial companies have each already purchased 500 tickets to send groups to the event.

Leading the July 4 parade and setting the circus theme will be Jacobs' new lion-tiger van, plus his elephant, ponies and eight circus parade wagons, plus a calliope.

In past years, the festival committee arranged the Barnum celebration to coincide with the appearance of the Big One's annual stand here. This year the committee is going into circus business on its own.

Roy Haux has the two new pony drills working on Von Bros.' Circus. He, along with Manager Vonderheid, recently made a stock-buying trip to pick up more horses for the concert and Liberty act. The Harts, La Venia and Patricia Carol are sporting new wardrobes. Bobby Gordon and family recently came on to handle the Von concert.

Joseph E. Minchin, Eastern vice-president of the Circus Fans Association, has announced there will be an Eastern sectional meeting of the association, June 27-28, on Mills Bros.' Circus at Bridgeport, Conn. Registration will start at noon on the 27th at the Barnum Hotel there.

Ethel G. Cline, CFA, of Richmond, Va., had a column in the Chesterfield County News about Hamid-Merton recently. . . . Mister Mistin Jr., Ringling feature, is autographing photos for fans. . . . King-Cristiani has contracted Newport News, Va., for an August date. . . . Walter Smith, partner of Paul M. Conaway, has been named commander of the American Legion post at Macon, Ga. . . . J. C. Admire reports he'll have an indoor show opening in November with acts to include Gale Stopher, the Haverkamp Family and others totaling about 14 people. Max Maurer will be his contracting agent again.

Dolly Castle, who broke into the circus business as a ballet girl with the old John Robinson Circus and later became a wild animal trainer with the show, has had a throat operation at St. Fran-

Northern Trek Good for H-W

IRON RIVER, Mich., June 13.—Hagan-Wallace Circus Northern trek continues to come up with good business. Stand here Thursday (4), drew an overflow house in the evening and the seats were half full for the matinee performance. Small turnout in the afternoon was due to a severe electrical storm that cracked shortly before the opening and delayed the show for 65 minutes.

Dressing Room Gossip Appears on Page 61

7-PHONEMEN-7

Greatest U.P.C. "BEG" with Book, Banners. Town carded with cut-offs. You can make two bills per week. If you want to get well . . . this is it. Prompt collections. 25% paid daily. Write, wire, phone: CHAIRMAN, HANDICAPPED & BLIND CLUB 72 IONIA S.W. Phone: Glendale 11407-4707 GRAND RAPIDS, MICH. The following please contact: Joe Candrea, Buzz Colvin and Mickey, Al Lane, Ed Barnett, Charlie Phillips, Walter Browning, Barney Long, Charlie Filbert, Barney Spears, Ernie Malone. "No collect, please."

WANTED

Boss Canvasman, Electrician, Ground and Aerial Acts; Harry Fitch, Rebel, contact. Blue sky from now on. R. A. Miller, contact. Can't book type of act you have, but need you to manage show. Must go to hospital soon as possible. FRANCO RICHARDS, RING BROS.' CIRCUS June 16, Point Marion, Pa.; 17, Fairchance, Pa.; Youngwood, Pa., 19; Derry, Pa.; 20, Blairsville, Pa.; 22, Strasburg, Va.; June 23, Mt. Jackson, Va.

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AD DEADLINE

JUNE 24th

MUAR'S CANANDAIGUA SPOT

Astute Handling Fostered Roseland's Rapid Growth

By FRANK LUPPINO JR.

CANANDAIGUA, N. Y., June 13.—Roseland Park, situated on the outskirts of this community and lying at the north end of 16-mile-long Canandaigua Lake, has grown and prospered for 28 years as a result of skillful management, and stands to continue to do so for the same reason.

The park, which was founded in 1929 by its present owner and manager, William W. Muar, originally encompassed nine acres. Today the park has expanded to over 100 acres and the end is not yet in sight. The funspot also was born without the nurturing influence of a trolley or bus line to bring it supporting patrons. As a matter of fact, the park pioneered as an amusement center catering exclusively to motorists.

Far-sighted Muar, to provide the motoring patron with ade-

quate facilities, has constantly enlarged his parking facilities. Without crowding, 2,500 cars can be accommodated in free parking space provided just off the main highways (U. S. 20, N. Y. 5) between the roadways and the park proper.

With the opening of the New York State Thruway, the park and this city will be served from it by three feeder arteries. This means that not only will present highways continue to serve the park, but that its location only six miles from the Thruway will facilitate the arrival of additional motorists that will be traveling the new super-highway when it opens in 1954 or early 1955.

Road Bisects Park

The park now not only runs from the shores of Canandaigua Lake to the main highway, but also encompasses many acres on the other side of the road. In this area, recently acquired by Muar, are extensive picnic and sports areas intertwined with canals which add to its restful beauty. Muar first had a channel constructed from the lake, under the highway, and into the new acre-

age to provide the water for the scenic setting.

Picnic facilities are amply provided in the new wooded grove, and Muar also intends to place additional ride and refreshment facilities in this area. The first of the rides to be placed in the expansion area is the miniature train. This runs over extensive trackage thru the picnic grove-canal waterway area and will be expanded as additional landscaping details are completed in sections not yet utilized.

Muar is frank to admit that his move in acquiring additional property was not only to provide additional area for expansion, but also to ensure that smaller competition would not be able to obtain space across the highway from his park. He is equally frank in admitting that smaller along-the-road amusement interests would, if located near his park, only serve to detract from the clean and brand-new appearance that his location presents to the public.

Owner Muar is extremely proud of the facilities he provides (Continued on page 81)

BAGS TOP DAY

New Price Policy Aids Steeplechase

NEW YORK, June 13.—Saturday (6) was the best single day enjoyed since 1928 by Steeplechase Park, insofar as business was concerned, according to James Onorato, the Coney Island funspot's manager.

Attendance received a healthy boost with the presence of some 4,000 Brooklyn Girl Scouts who arrived for their 20th annual outing. Altho profits from monies spent by the Scouts, some \$1,700, was donated to their campaign fund by the park, a large number of their families and friends helped swell park coffers and add to the total receipts for the day. The day, warmest of the year, also brought out throngs of patrons who were not aware of the Scout outing, and their spending assisted in establishing the impressive 25-year business high.

The park has also revised its admission and ride policy. The new policy entitles an adult to enjoy eight rides of his choice

for 96 cents. This cost also includes admission to the park. Children under 12 get the same arrangement for 84 cents. Previously, prices have been both higher and lower, but did not permit patrons to re-rides on the original ticket. Patrons had to avail themselves of eight different rides only, unless they chose to pay for re-rides.

Onorato pointed out that parents frequently give their higher priced tickets to their children to use, while the parents sit relaxing in the park's television hall or in rest areas. He also cited recent experiences at the park's Coaster, where children used up all of the eight ride tickets on re-rides without once leaving their Coaster seat. They then bought additional ride tickets as they moved on to other park attractions. Four re-rides are priced at 48 cents for adults, a like number are sold at 37 cents for children under 12.

Permitting patrons to use of all eight ride privileges on one riding device will also help boost the sale of additional ride tickets, Onorato explained, as patrons remain on a ride for re-rides and more rapidly use up the original combination eight-ride-plus-admission ticket.

Loading and unloading time will also be cut on various rides as patrons remain aboard for a second and third trip. This permits the rides to make more grosses on busy days.

Manager Onorato also reported that for the period from May 16, when the park opened, thru Memorial Day (30), park grosses were 25 per cent ahead of last year. The park manager looks for a banner year, based upon attendance to date and good spending, in addition to the slightly higher ride-admission ticket cost, as a criterion.

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PROGRAM COMPLETE

Expect 400 to Attend NAAPPB Aug. Meet

NEW YORK, June 13.—Invitations to attend the annual summer meeting of the National Association of Amusement Parks, Pools and Beaches at Palisades Park August 5, were being distributed this week by Jack and Irving Rosenthal, owners of the host funspot, Palisades (N. J.) Amusement Park.

Pointing to the completed program as one of the most appealing ever formulated for a summer meeting, George A. Hamid, NAAPPB president, said that plans were designed for a mini-

mum of 200 persons flexible to the extent that an expected 400 could be entertained just as well.

The Rosenthal's announcement promises a special sightseeing tour of New York, a visit with Mayor Vincent Impellitteri at City Hall, a luncheon and a tour of the mayor's home, Gracie Mansion, conducted by Mrs. Impellitteri.

To View TV Show

A cocktail party and dinner will be held at Palisades where guests will be able to view the Johnny Olsen coast-to-coast TV show telecast directly from the park over the Du Mont network. The wind-up will be a visit to Bill Miller's Riviera for a midnight snack and show. Festivities are expected to continue there until closing.

Hamid said that the usual registration fee of \$12 will prevail. He urged that all members bring their wives, since the program will be of general interest.

Non-members of the association, as well as persons in allied fields, are also invited, Hamid said. Bert Nevins, chairman of the NAAPPB publicity committee, was instrumental in setting up the program.

The Hotel New Yorker will be convention headquarters.

Free Bus Rides At Kaydeross

SARATOGA SPRINGS, N. Y., June 13.—Kaydeross Beach and Amusement Park has leased a bus from the Troy-Schenectady Bus Lines here and has inaugurated a regular bus service between the outlying park and this city.

The service, which was launched over the June 6 week-end, provides free bus tickets for patrons from the park to the center of Saratoga Springs. Daily operation of the bus will begin June 20. The city's information center, in the downtown section, is plugging the bus line service and directing people to the park.

Hershey Preps 3-Day Country Fair Program

HERSHEY, Pa., June 13.—Hershey Park will take on the atmosphere of a country fair during the fifth annual celebration of Pennsylvania Dutch Days, August 27-29. Plans for a dairy cattle show and a hog show and sale, have already been completed.

Cash awards totaling \$3,800 will be made to exhibitors of prize-winning cattle in the Ayrshire, Guernsey, Holstein-Friesian and Jersey breeds. In addition, ribbons will be awarded prize winning swine.

A tentative program, including a Pennsylvania Dutch auction, religious services, square dancing and the crowning of the State Lotwaerrick (Apple Butter) Queen, have been approved by Harry L. Erdman, chairman.

There will also be Pennsylvania Dutch vaudeville and exhibits of Dutch craft in the huge Hershey Sports Arena. Admission to all the special programs will be free.

Willow Grove Revives Acts

PHILADELPHIA, June 13.—Willow Grove Park, for the first time in years, will feature free acts. Attractions will come in for full-week stands. First is the Great Corona, high-wire act.

Coney Island, N. Y.

By UNO

Directors of the Chamber of Commerce were assured by a spokesman for Park Commissioner Robert Moses that Coney's amusement area will not be disturbed by the proposed City rezoning plans. The assurance was given by Stuart Constable, chief design engineer, in an effort to allay fears of Coney's businessmen that the zone changes would force the closing of many sites.

Said Mr. Constable at the meeting in Tom Bevilacqua's Clam Bar on June 4 with Thomas Tesoro presiding. "It will probably take 20 or 25 years to bring about any changes, and then it will be because of economic conditions. The city would like the amusement area to continue and prosper." The new housing projects underway are the Gravesend houses on Neptune Ave., between W. 30th and W. 32d Sts. Two others planned are at the west end, between Surf Ave. and the Boardwalk, and extending from W. 29th to W. 32d. George F.

Kister said the city would do better building parking facilities rather than apartment houses in the amusement area. Also at the meeting the promotion committee said there definitely would be a Mardi Gras this year and set the date for Labor Day week. Another certainty was overhead lighting on Surf and Stillwell Avenues.

Steeplechase Park, with prices increased to 96 cents for eight rides for adults and 84 cents for a similar number of rides for kiddies from 70 cents heretofore, is off to a busy start for the season with Frank Tilyou back from his Flying-T ranch, his winter home in Phoenix, to take charge in the operation, mostly by way of the publicity department in which he is again assisted by Milton Berger. Rocco Onorato, brother of General Manager Jimmie Onorato, has been elevated to assistant office manager. He formerly was cashier. (Continued on page 82)

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Sacramento Posts Spike Jones Group

HOLLYWOOD, June 13.—Spike Jones and his group of entertainers will headline the grandstand show at the California State Fair, Sacramento, for the first five nights, the fair's board of directors announced at meeting here in the Roosevelt Hotel. Top biller for the last six nights is yet to be announced by Music Corporation of America, which will produce the shows.

The directors, headed by W. C. Wright, Sacramento, president, also heard reports on the building program, awarded a contract for the construction of the theme's symbol, "California Magic," discussed the Maid of Magic contest, and announced the horse show officials.

Lorin Abrott, Oakland, was awarded the contract for the construction of the California Magic theme-piece on the mall. It will consist of a California Bear 18 feet high riding a magic carpet. Also signed is Sigurd Rascher, saxophonist, who will appear with the State Fair band as part of the free attraction.

16 Counties Enter

To date 16 counties have officially entered the Maid of Magic contest and eight others will select their contestants within the near future. It is expected that at least 40 counties will have entrants. The Maid of Magic will receive a \$1,000 U. S. Savings Bond and each of the 10 Magic maids will receive a \$100 bond in addition to an all-expense trip to the fair for all contestants and their chaperones. Contest is set for August 30 with newspapers, radio and television stations invited to select the judges.

Eighteen bands have been scheduled to play at the event. These include the State Fair official band, as well as those of the National Guard, U. S. Coast

Guard, Mather Air Force Base Band and high schools.

Ward G. Walloup, San Francisco fair director, announced the appointment of the following horse show officials: H. V. Johnson, Clifton City, Mo., judge of saddle and harness horses; Col. F. W. Koester, Fullerton, Calif., judge of hunters, jumpers and polo ponies; George C. Millias, Gilroy, judge, all Western classes, and Col. Alex Sysin, Pasadena, steward for the American Horse Show Association.

The Exhibits Department reported that 40 counties would exhibit this year including three counties, Kern, Riverside and Siskiyou, which did not show in 1952. Several other counties still have the matter under consideration.

Sweden, Norway, Denmark, Germany, Netherlands, India, Great Britain, Pakistan, Foreign Trade Zone will exhibit as will Finland which did not have a display in 1952.

Gastonia, N. C., Plows Profits Into Plant

GASTONIA, N. C., June 13.—Spindle-Center Agricultural Fair, which drew over 72,000 to its maiden run last year, is plowing much of its profits back into plant improvements for this year's run, Howard Robbins, secretary-general manager, announced.

Major improvement attraction-wise, will be the addition of 2,000 bleacher seats and 800 box seats to raise the grandstand capacity to over 5,000, he said. Other improvements include a general reconditioning and lighting of the fair's quarter-mile racetrack; expanded parking for an additional 1,500 cars, and considerable landscaping of the grounds.

According to J. A. Partlow, treasurer, Johnny Denton's Gold Medal Shows will be back to provide the midway attractions. George A. Hamid & Son will furnish the night grandstand show and the Irish Horan thrill show will come in for two night performances. Stock cars and AMA motorcycle races are set for one evening each and horse racing will be the feature on three afternoons. Vitale Fireworks Manufacturing Company will fire the pyro displays and S. C. Woidill Sound Systems will furnish the public address facilities.

Special events include a marching band contest, drum corps exhibitions, 4-H style show, farm machinery parade and special judging of cattle in the Junior Department.

Sherbrooke, Que., Builds New Oval, Expands Arena

SHERBROOKE, Que., June 13.—Great Eastern Exhibition here has installed a new racetrack, built four new barns and expanded its parking space for the August 29-September 4 fair. In addition two new wings have been added to the arena and the building's lobby and restaurant facilities have been enlarged, J. R. Manseau, secretary, announced.

Annual will make a big pitch toward attracting patrons from New England States this year and an ambitious radio and newspaper ad campaign is planned.

Saskatoon, Sask., Readies New Gate

SASKATOON, Sask., June 13.—Work is under way on construction of a new main entrance gate at the Saskatoon Exhibition grounds. Gate, 63 feet wide, will be of brick and transparent plastic tile. An area near the livestock barns and another behind the grandstand are being blacktopped. A new grandstand platform with dressing rooms underneath has been completed.

Indiana State Inks Lombardo, Patti Page

Include Ink Spots In Name Bill for Coliseum Revue

INDIANAPOLIS, June 13.—Indiana State Fair has signed the Guy Lombardo orchestra, Patti Page, and the Ink Spots to headline its Coliseum show on four nights of its September 3-11 fair.

The show, billed as "Guy Lombardo, Patti Page and Television Stars of '53," will be supported by additional acts and will give four performances in the big building the first four evenings of the fair.

The Lombardo aggregation, which currently has three Decca records among the best seller lists, will appear on CBS Radio this year for Lucky Strike. Patti Page, who has cut several recent big selling platters for Mercury has been on a personal appearance tour of big city theaters in recent weeks.

The Lombardo-Page-Ink Spots package will follow last year's All-Hoosier show that featured Herb Shriner and Phil Harris. The Shriner-Harris show reportedly grossed close to \$60,000 in its four performances in '52.

New Mexico State To Spend \$1,225,000

New Coliseum, Seven Horse Barns, Women's Building to Be Constructed

ALBUQUERQUE, May 16.—New Mexico State Fair this year will spend in the neighborhood of \$1,255,000 in a plant improvement program that will include the addition of a \$1,000,000 coliseum, according to Leon H. Harms, secretary of the big annual.

The coliseum, the major addition in the program, will seat upwards of 18,000 people, he said. Seven new race horse barns, which will contain 300 stalls and cost an estimated \$140,000 are the second important project.

The fair's new Women's Build-

ing, which is scheduled to be ready for the September 26-October 4 fair, will cost approximately \$60,000. Fourth construction project will be a new second floor on the pari-mutuel building.

Fair, to be held September 26 thru October 4, has completed its attraction program. Sale of concession sales space has been good.

Waukon, Ia., Event Hikes Stand Tix

WAUKON, Ia., June 13.—Allamakee County Fair this year will increase its grandstand admission prices but will hold to a 50-cent outside gate, Lynn A. Probert, secretary, announced.

New rate at the grandstand will be 75 cents, a 25-cent increase over last year. According to Probert, the annual will use more radio and newspaper advertising this year and will drop window cards.

Winnipeg Red River Ex Shows Big Gains

WINNIPEG, June 13.—Winnipeg is developing into a major fair city. Proof is provided in the second annual Red River Exhibition, which today winds up its seven-day run.

Opening day pulled an attendance of 21,406, an increase of 3,754 over the same day last year. Gate figures were unavailable for the next few days but attendance on those days ran considerably higher than in '52.

When the exhibition was launched last year, with the Kinsmen, the city's most active service club, as sponsor, it used makeshift quarters in downtown Winnipeg. Then, it imported the Andrews Sisters as headliners and presented the gals in the end of the Amphitheater, local hockey arena. The football field in nearby Osborne Stadium was used for concessions, wheels, free acts (Betty and Benny Fox), and an aquacade with local swimmers. In its maiden run, the exhibition played to more than 90,000 paid admissions and salted away a fair cash surplus.

Fair Expanded

For the current fair, the location was expanded. In addition to the amphitheater and Osborne Stadium, the Granite Curling Club and two large parking lots were used. Georgia Gibbs, sup-

ported by comic Gil Lamb, heads the talent. The Sky Wheel is the major riding device.

Johnny Gibson's Hollywood Sky Ballet is the center field free act. Captain Jimison, in his high dive, is an added feature to the local-talent aquacade. Added attractions also are Kramer's marionettes and a gal buried alive by the Great Milan.

In opening the exhibition, Stuart Garson, federal minister of justice, congratulated the exhibition directors for their "timeliness" in bringing such a show to Manitoba. Pointing out that the province was on the eve of considerably greater industrial expansion than ever before, he said the exhibition was brought to Manitoba "at exactly" the right time.

The Kinsmen, aware that their membership of only slightly more than 100 members could not supply sufficient manpower, this year opened the exhibition's board of directors to reps of other service clubs. Duties were assigned the other clubs, one, for instance, taking charge of the program, another the parade, etc.

Int'l Stock Car Races Set for Langhorne Track

LANGHORNE, Pa., June 13.—The first international stock car races will be held here at Langhorne Speedway, Sunday, June 21, with the event limited to 50 American and European equally-represented stock model sedans.

Ed Otto and Sherman Crise are the co-promoters. Event will be held under sanction of NASCAR.

Previously, all competition featuring American and foreign-made cars has been confined to road racing only. Foreign drivers will be paid with U. S. currency or that of their own country, depending on their preference. Amateur drivers will receive merchandise prizes in lieu of cash, inasmuch as many European drivers prefer to maintain their amateur status.

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SEPT. 28 THROUGH OCT. 3
Need Carnival with about 20 Concessions, 6 Rides and 2 Shows.

NOTICE
TO CONCESSIONAIRES

The Cobleskill Agricultural Society, Cobleskill, N. Y., wishes to announce that the independent midway will be back on previous basis. Entrance to Carnival midway in front of the Secretary's Office same as previous to 1951.

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WOM Contracts 2-Day 4th Showing at Lowell, Mass.

Bergen to Move Mammoth Railroader In for Big Cele, Notably Short Run

NEW YORK, June 13.—Frank Bergen will move his mammoth World of Mirth Shows into Lowell, Mass., for a two-day Fourth of July stand in an unprecedented booking maneuver for so large an organization.

The date, traditionally one of the biggest events of its kind in the East, in the past has almost always limited its midway attractions to the booking of independent units, shows rides and concessions. David B. Endy played the event a number of years ago with his own unit, and this is believed to be the first time that an organized show was booked into the event.

Sponsored by the city, space for the event, which will open on Friday (3) and run thru the night of Saturday (4)—some 36 hours of continuous operation—is allotted thru open bidding. Jeff Harris, well-known New England outdoor concessionaire and promoter, has the exclusive on all

phases of outdoor activity at the event this year. He completed arrangements with the World of Mirth to show the event this week.

Independents Invited

While World of Mirth shows and rides will be used exclusively, independent concessions will be in, to supplement the units brought in by Bergen and Bernard (Bucky) Allen, concession manager of the shows.

To make the Lowell date, the World of Mirth will extend its stand at Pawtucket, R. I., to eight days, closing there Tuesday night (30). The show will set up in Lowell on Wednesday and Thursday, July 1 and 2, and be ready to go on the latter day if permission is granted by city fathers.

Harris, who has long had a close alliance with the World of Mirth, wanted the 40-car railroader from the start, but booking negotiations were delayed when initial attempts to stretch the date to a full week proved unsuccessful. However, the reputation of the event—almost as old as the town itself—is such that the unique maneuver is deemed worthwhile, with a rainout gauged to be the only thing that could keep the stand from paying off.

Staged on Common

The event is staged on the town Common, in the heart of a business-residential section. Lowell has over 100,000 population, and

at least 500,000 other persons live within a relatively small radius. While the attendance is estimated to run to a quarter-million annually, there is no way of telling exactly since there is no pay gate. A big percentage of the crowds journey in from adjacent communities in New Hampshire.

The event is unique in that activity, in good weather, will continue right around the clock, with some of the biggest earning hours coming after midnight on the night before the Fourth.

While it will be a tight squeeze, Bergen said preliminary surveys indicate that he will be able to erect virtually all of the units carried by his show. A few space-consuming units, such as the Little Dipper, may have to be left down. Plans are under way to remove all show wagons from the grounds after setting up so as to provide as much working space as possible.

Business Good

The show is getting its second week of good weather at Norwich, Conn., the first of its New England stands. Business there is reported slightly ahead of last year, with the wind-up days expected to make for a big difference.

Last week at New Brunswick, N. J., the shows got in a good week, aided for the first time this season by pleasant weather thru-out the run.

Fine Weather on Big Days Hikes Gooding Grosses 22% Over '52

Ducks Rain Most Fridays, Saturdays; Puts Out 10 Units, 3 to Go South

COLUMBUS, O., June 13.—Given good weather Fridays and Saturdays since the season's opening, the Gooding Amusement Company has been registering excellent business—22 per cent higher than for the comparable period last year, according to Floyd E. Gooding, president.

Gooding made the disclosure following a quarter-season audit covering the 10 ride units he has operating this year. The comparison, however, was based on eight units, the number Gooding had out then.

"In our early dates each year, we get about two-thirds of a week's business on Fridays and Saturdays," Gooding pointed out. "Until recently none of our units caught rain, and only recently have a few hit some rain on those days."

A contributing factor to higher grosses was concession bookings, which have been slightly heavier than last year, Gooding also said.

The veteran ride unit operator revealed that he would send three units, instead of two as in past years, into the South this fall. One of the recent fair bookings for the third unit is Asheville, N. C., the week of September 28.

Three sesquicentennials were added recently to the shows' routes. They are Ashtabula, O., June 22-27; Greene County Sesquicentennial, at Xenia, O., June 29-July 4, and the Indiana, Pa., Sesquicentennial June 29-July 4. The latter will be held on the fairgrounds, the others on city streets.

Gooding is pushing the development of midway shows and work is underway on some back-end units that will open at the Wisconsin State Fair, Milwaukee, where his organization will provide most of the shows.

The new revue, to be unveiled at Milwaukee, is now being built by Bert Miner and Charles Clymer. It will have a 50 by 130-foot top, with a 92-foot front. Talent is to be booked thru different agencies, with the unit to be managed by Bob and Joy Purvis.

Gooding winter quarters crews are rebuilding the Minsirel Show which also will open at the Milwaukee fair.

A new Old Mill Ride, complete with an eight-foot water wheel and boats, recently was turned out in quarters, and currently is being tested out by the unit managed by Johnny Enright on Columbus lots. The ride is being managed by Halsey Hewitt.

Another new piece of equipment completed recently in quarters is a Noah's Ark Fun House, which rocks back and forth with the movement of a ship at sea. Bill Lauther, who recently returned from service with the Army in Korea, is managing the unit. He is the nephew of Carl Lauther, widely known Side Show operator, and the son-in-law of Harvey Wilson, operator of Glass Houses.

Still another winter quarters product is a new Funhouse.

Speedy Sayres' Drome of Death joined on this week, and word was received that the Globe of Death Motorcycle Show is en route from Havana to join one of the units.

Teo Zacchini joined this week with his Witch Castle Dark Ride. Due to join soon are Dick Best with several shows, including Betty Lou Williams, Human Oddities, Fat Family and Midgets.

SAME STORY

Gayland Org Hunts Good Weather

HARDISTY, Alta., June 13.—J. (Ab) Greenway's Gayland Shows, on the road since May 1, has, like most shows this year, been getting its share of rain and cold weather. Calgary and Edmonton, first two stops on the route, had plenty of rain. Lethbridge and Medicine Hat provided cold weather which kept patrons moving and cut down on their spending.

Show's stand at Taber, where the first rodeo of the season was held, was a total blank with a two-day rain that washed away even thoughts of business.

Ken Hill joined recently with his lions and took over the show-owned wild-life menagerie to fill out his show. Leo Horudko came on with his monkey motordrome. Roy Cooper has the octopus exhibit and Ed Long a dog and pony show in addition to operating the pony ride. Ride Superintendent Herb Swanson is busy breaking in green help and helping Earl Greenway to keep the rolling stock moving.

Mr. and Mrs. Johnny Baldasty have the cookhouse and recently purchased a new 3-foot house trailer in Calgary. Frank and Edith Wolfe have their jewelry trailer booked until start of the "A" circuit of fairs. Graham Le Bourveau is in the office and on the road for his first season. Bob Tillman is agent for The Billboard this year.

Other personnel includes: Rides: Ferris Wheel, Cowboy Lewis; Kiddie Rides, Shorty Boomhower; Rolloplane, Gaby (Frenchy) Major; Octopus, Lyle McIvor; Tilt-a-Whirl, Freddy Richardson; Little Dipper, Earl Thomas; Merry-Go-Round and Kid Rides, Simon Moyer.

Concessions: Mr. and Mrs. Eve Herstad; Roy and Martha Cooper; Red May, Jake Silverburg, Frank Marsh, Mr. and Mrs. Earl Tuppen, Mr. and Mrs. Ozzie Cairns, George Allen, Eli Trepanier, Tony and Sandra Perry, Vince Willowsby, Humy Weeks, Hank Myers, Freddy Glasgow, Joe Randall, Irvin Glass, Eddie and George Bier, Joe Spencer, Tom Brown, Sweeny Shriner, Bubbles Routledge and Bill Krosley.

Bruceton, Tenn., was one of American Eagle Show's best spots of the season. Those doing good business included Bob Noles, Stan Weston, May Jaret, Mr. and Mrs. Slick Bickett, Joe Edwards, Mrs. Danny Arnet, and Mrs. Glen Hackett.

Royal American Wraps up Hefty Davenport Takes

Gets Good Weather, Big Kids' Matinee In First 10 Days

DAVENPORT, June 13.—The Royal American Shows, which wrap up their 11-day stand here, had bundled up a hefty gross as they entered the closing day with expectations of another thumping kids' matinee.

Weather on the whole has been excellent. Only one day of the first 10 yielded light business. That was Tuesday (9) when tornado warnings were sent out. The blow never did hit, but the warning served to keep customers away.

From here, the RAS goes into Peoria, where it will open Tuesday (16) for six days before shoving off for its tour of Western Canada. In preparation for the move into Canada, Walter Devoyne, the show's secretary-treasurer, aided by Hal Hall, was busy here, preparing the show's manifest.

In the scramble for the distinction of being the top-grosser here, Leon Miller's "Moulin Rouge" held a slight edge over Leon Claxton's "Harlem in Havana" but the edge was razor thin, it was reported.

Other shows which have garnered good money here are the Barbay-Mansion Illusion Show, Bobbie Hasson's Side Show, Mrs. Ike Rose's Midgets and the Snow White Show, the last of which registered solidly with the moppets. All of the rides have enjoyed big business, with the Kiddieland getting a particularly strong play over the week-end. The first kids' day, Saturday (6), was a whopper, and the biggest beneficiaries were the Snow White Show and the kiddie rides. Execs figured that today's matinee for the small fry would be another big one.

The Royal American Shrine Club benefit show was tossed Wednesday night (10) in the top of the "Moulin Rouge" show and it was a notable success. Talent for the performance was drawn from the various shows on the midway.

Visitors included Mrs. Al Wagner, Mrs. Archie Wagner, Chuck Magid, Sam Glickman and others with the Cavalcade of Amusements; Warren Thompson, of the Peoria Tractor Company; Robert K. Parker, and Douglas K. Baldwin and Harry J. Frost, secretary and concession secretary respectively of the Minnesota State Fair.

Tornado By-Passes Units in New Eng.

NEW YORK, June 13.—The only two shows close to the tornado which whipped thru Worcester, Mass., Tuesday (9), the World of Mirth Shows and Coleman Bros.' Shows, escaped undamaged. However, the excitement caused in their playing areas by the storm ruined the business for the night for both units.

The World of Mirth, showing in Norwich, Conn., was directly south of the storm center, and some 50 miles distant. Coleman Bros., in Southington, Conn., closer and to the southwest.

The storm area was notably lacking in outdoor amusements, altho any number of smaller units

can usually be counted on being within a 25-mile radius of Worcester at this time.

The Al Martin Agency, Boston talent firm, which books thrill acts with many New England's traveling units, reported no clients in the area.

Business Okay

Except for the loss of the night of the storm, both the Coleman and World of Mirth units reported doing well. Coleman previously had a good week in Norwich and there is every reason to believe that the date will pay off for the World of Mirth if good weather prevails thru tonight's closing.

The Coleman unit is readying for its first move of the season into New York State. The spring has been especially good for Coleman, with grosses at stands reported up over 1952.

Coleman has had breaks in the weather right along, getting in full working hours when other units not too far distant were floundering in rain and mud. In addition the highly-industrialized territory played by Coleman to date has been rolling in wealth, and earnings have been uniformly good.

The World of Mirth, just beginning its New England tour, is looking for gains in Yankeeeland after being washed out at most of its early stands.

NSA Launches 5-Year Fund Raising Plan

NEW YORK, June 13.—A special meeting was held in the National Showmen's Association clubrooms Tuesday (9) by committee members appointed to take the helm of the five-year plan. This plan will raise funds to be utilized in the purchase of a new building to house the organization.

The parent organization and auxiliary are co-operating on the joint project. The plans get underway this summer with an award book undertaking, with 14 prizes to be awarded Tuesday, November 24.

Frank Rappaport, who came in from the Morris Hannum Shows to attend the wedding of his niece, took 100 award books, and Mr. and Mrs. George A. Hamid Sr. took 500 books.

Present at the meeting were President Phil Isser, George A. Hamid Sr., John S. Wisman, Arthur Campfield and Max Tubis. Present and representing the distaff group were President Dolly McCormick, Bess Hamid, Dorothy Packman and Lillian Elkins.



YVONNE LA COSTA, fem stunter with Aut Swenson's Thrillcade, is that organization's candidate for Miss Outdoor Show Business in the contest sponsored by the Showmen's League of America.

Spring Rains Cut Biz 20% For Hilo Org

DETROIT, June 13.—Business for the Down River Amusement Company has been running about 20 per cent behind last season, reflecting the unfavorable weather in this area. The show closed a six-day stand Sunday (7) in Garden City, west of Detroit, which made up for some earlier poor dates by losing only Friday night to rain. The show moved from there to Sumpter for the annual Strawberry Festival, sponsored by 4-H boys.

The show lost its usual opening lot on Jefferson Avenue in River Rouge, opposite winter quarters, this season, and was in a less desirable location. Following a week there under American Legion auspices, the show moved to Roseville, which proved to be well ahead of last year, and then to Flat Rock, where rain fell daily. Next stand was at Highland, for the Highland Improvement Association. The first carnival ever to play this town, the org "broke in" a cornfield. Show then moved to Monroe, where it did well, and then to Garden City.

The org is currently carrying (Continued on page 70)

Midway Confab

Frank J. Lewis, formerly of the Gold Medal, Ellman's United, Badger State and Royal Crown shows, is in the United States Public Health Hospital, Fort Worth, and would like to hear from friends. . . . **Barbara Le May** and **Darlene Lynn** escaped serious injuries June 3 when the vehicle in which they were riding was struck by a freight train in Cumberland, Md.

Shanghai Synrex (the "China Doll") opened recently at Dick Asher's Merry-Go-Round Club, Louisville. . . . **Al (Alberta) Hunt** visited **Billy Logsdon** at Monroe, Mich., recently before joining the Hagan-Wallace Circus as a bearded lady. . . . **George (Spot) Harris** and **Spot Pinsonault** have their concessions at the Casino, Virginia Beach, Va.

Jim Willman, who was with the Joyland Shows from 1944 to 1950, when he became ill, is back in the hospital following an attempt at the road. Willman suffered a heart attack February 27, and after showing improvement, did some booking for the Drago Shows. He is now planning to rest for a year.

Joe Rowan, veteran special agent, infos from Lexington, Ky., that he has severed connections with Metropolitan Shows. . . . **Harry, Pete and Edna Madison** joined Southern Valley Shows in Bastrop, La., with three concessions. . . . **The E. T. (Tuffy) Barnetts**, currently with Great Sutton Shows, played host to **Mrs. Ruth Adams** recently.

B. E. Miller, manager of Star Amusement Company, reports he has purchased a Ferris Wheel, Octopus and Tilt-a-Whirl from Turner Bros.' Shows. . . . **J. E. Johnson** joined Dyer's Greater Shows and will take over as foreman of one of the rides. **Bill Gauch**, chief mechanic of the Dyer org, is on a trip to Coney Island, N. Y. and North Tonawanda, N. Y. to pick up some new rides. Owner **William Dyer** reports the Athletic Show is doing well with the Caterpillar leading the ride line-up.

Mr. and Mrs. Joe Shirkey, who have a photo machine on Great Sutton Shows, pens that business is good and they recently took delivery on a new Studebaker Land Cruiser. Mrs. Shirkey made

a recent quick trip to Emporia, Kan. to visit her sister, **Lillian Leffler**.

Marshall Green has joined **Johnny Denton's** Gold Medal Shows to handle press and special agent chores. Other staffers, in addition to Denton, include **Art Frazier**, general manager; **John Campi**, concessions superintendent; **Ben Braunstein**, general agent; **Tom Allen**, lot man; **Leo Hout**, electrician; **Julius Watts**, kid matinee supervisor; **Peewee Johnson**, ride superintendent; **Harry Hale**, artist; **Mrs. Irene Denton**, secretary; **Mrs. Cotton Harris**, assistant secretary; **Frank Jackson**, superintendent of transportation; **Whitey Drain**, superintendent of light towers, and **J. A. Pearl**, mailman, agent for The Billboard, and front gate.

Roy Lollar's brother, **Edwin**, and the latter's wife visited Roy recently on the Gold Medal Shows at Middlesboro, Ky. **Joe Rowan** was another recent visitor to the Gold Medal midway. . . . **Lester McGee** and his six-year-old son, **Skipper**, were among the visitors to the James H. Drews Shows at the Central West Virginia Strawberry Festival, Buckhannon, W. Va.

Lewis and Gertrude Garner have joined the Festival of Fun Shows, on which Lewis is now serving as ride superintendent and agent for The Billboard. . . . **Paul Dell** joined Dyer's Greater Shows at Peoria to weeks ago and **Allen Brewer** joined with concessions last week at Pontiac, Ill. The Midget show has been getting top money at the back-end, **William R. Dyer** infos. . . . **Turner Scott** writes from Sea View Amusement Park at Daytona Beach, Fla., that the season opened there with a big Decoration Day season and that he looks for good business.

Ivan the Great with his cannon act is now with the George Clyde Smith Shows. Other recent additions to the Smith aggregation were **Harry Ditzler** with his pony ride, **Mr. and Mrs. Babe Goodrich** with two concessions and **Mr. and Mrs. Stalu** with popcorn-candy floss, **F. A. Norton** infos.

Owner **Roxie Harris** and Manager **Bill Harris**, of Royal

Continued on page 72

MICHIGAN'S BIG THREE CELEBRATIONS

ANNUAL OPTIMIST CLUB FESTIVAL
June 19 to 28
Keyworth Stadium (right downtown)
HAMTRAMCK, MICH.

ANNUAL HOMECOMING & STREET CELEBRATION
July 1-2-3-4.
On Main Street
TECUMSEH, MICH.

ANNUAL WATER FESTIVAL
July 8 to 12.
On Main Street
ST. CLAIR, MICH.

CAN PLACE—Concessions of all kinds for these big three Annual Events. Games of all types, as long as they are legitimate. No racket! Also all out-and-out Sales Privileges.

Can also use one more major Ride for these events and book you for the rest of the season if you desire.

WIRE OR PHONE: C. D. Murray, Mgr., Wade Greater Shows

9600 BROADSTREET AVE.

Telephone TEXAS 4-6413

DETROIT, MICHIGAN

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT for Big 4th of July Celebration, Clarksburg, W. Va. and 15 Outstanding Fairs to Follow

CONCESSIONS: Open midway. Will book 2 choice Wheels, also Coupon Stores and PC. Can use Agents for all stores. Will book Custard, Novelties, Age, Scale, Long and Short Range and Hanky Panks.

RIDES: Little Dipper, Dark Ride, both open.

RIDE HELP: Kirk Decker wants Ride-O, Whip, Caterpillar and Wheel Foremen. (Queenie and Friday, contact me.) Good salaries. Can also use Second Men all rides. Come on, salary is right.

TRAIN HELP: J. J. McCall can use Polers and any useful Train Help.

SHOWS: Will book well framed Arcade. Want Girl Show Manager for organized revue. New front built this year. Want a show in keeping with a railroad show and our route of Fairs. Also Posing Show with 3 or more girls. Johnny Orneallas, get in touch. Will book Fat or Midget Show. Drake, contact us at once. Will book Motordrome or can use good Manager for our own Drome. Any good Grind Shows except Snake Show. Ray Cramer can use useful Side Show People.

WANT

Scenic Painter

WANT

Canvas Men to handle Big Tops

WANT

Mechanic—Experienced Ride Man

METROPOLITAN SHOWS, ERLANGER, KY., June 15-20

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

LINTON 4th OF JULY CELEBRATION

INDIANA'S LARGEST—All Week Starting June 29

Can place all types of Merchandise Concessions—Ball Games, Cork Gallery, String, Bumper, Hoop-La, Over 12. No exclusives, but we will not overload.

CUSTARD, FRENCH FRIES, FOOT LONG, DEMONSTRATORS, HOROSCOPES. Can place American Palmistry. Need PONY RIDE—Can join at once. Also one MAJOR.

SHOWS: LINTON is an outstanding show spot. We can use large Animal Show, Side Show, FUN HOUSE.

ARCADE, MOTORDROME or any CLEAN, ENTERTAINING ATTRACTION.

WANT GIRL SHOW week of June 22 at Spencer, Ind. Also week of July 6 at Franklin, Ind., Fair.

Linton will be followed by one of Indiana's finest Fair Routes, Franklin, July 6; Sullivan (this is a new County Fair), week of July 13; Noblesville Annual Jaycee Celebration week of July 20; Clinton, July 27—followed by six other outstanding Fairs and Centennials.

All communications to Ernie Allen

BAKER UNITED SHOWS, Vincennes, Indiana this week, then Spencer or to Tom L. Baker, 2257 Madison Avenue, Indianapolis, Phone GARfield 4584.

WEST COAST AND EXPOSITION SHOWS

500 Clement San Francisco, Calif.

WANTED FOR STOCKTON 4TH OF JULY CELEBRATION JUNE 24TH TO JULY 5TH. AND SOLID ROUTE OF FAIRS AND BONAFIDE CELEBRATIONS THRU OCT. 18TH.

SHOWS: Fun House, Class House, Animal Show or any Show of merit. Must have own transportation.

CONCESSIONS: Derby, Hoop-La, String, Merchandise Diggers, Cane Rack, Jewelry, Penny Arcade or any other Concessions not conflicting with what we now have.

RIDE HELP: Semi-drivers given preference. Long season, good pay and good treatment.

Don Gilbert wants strong freak to feature, also working acts and people he knows.

All replies to **ED HELWIG, MGR.**, as per route or GENERAL OFFICES, 240 JONES STREET, SUITE 101, SAN FRANCISCO, CALIFORNIA

LAST CALL LAST CALL LAST CALL

Fourth Of July Celebration

LOWELL, MASS.

The greatest Celebration in the Nation—sponsored by the Walker Rogers Post #662 V.F.W. and staged on the Common at Lowell, Mass. Celebration starts at 11 a.m. Friday, July 3, and runs straight thru midnight Saturday, July 4, and features a mammoth fireworks display.

EVERYTHING OPEN EXCEPT SHOWS AND RIDES

FREE GATE

First come—first served—No space held without deposit.

JEFF HARRIS

P. O. BOX 88, Revere, Mass., or 103 Walnut Street, Revere, Mass. Phone: REVERE 8-3525

EVANS'

Streamlined Thunderbolt Bump Racer



Supplants the ordinary rattle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated ball-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO. 1556 W. CARROLL AVE., CHICAGO 7, ILL.

ROCKY MOUNTAIN EMPIRE SHOWS

RESERVE SPACE NOW

For Englewood Fiftieth Anniversary Celebration July 27 to August 2 on Streets, South Broadway, Denver; and Casper, Wyoming, Fair, August 10 through 15; also Belle Fourche July 1 through 5.

Will book legitimate Concessions of all kinds. Will book any well-framed Show, especially want Circus Side Show. Milo Anthony, let me hear from you. Will book any Ride that does not conflict. Can use reliable Carnival People in all departments. Will book outstanding Free Act for Englewood.

FRANK O. SWARTZ
Alliance, Nebraska, June 23 through 28.

RIDE HELP WANTED

Can use Foremen and Second Men on all rides. Semi Drivers preferred. Must be sober, reliable and industrious. Wages good and sure pay. Best of treatment. Finest equipment in show business. Opportunity to get set with an old reliable concern. Season runs until November and we have year round employment if you have ability to work in winter quarters. If you drink or drift from one show to another, please by-pass this ad.

Harry Loftridge, Manager Unif #7, Gooding Amusement Co. Inc.
THIS WEEK—DELPHOS, OHIO, or as per route.

JOHNNY DENTON'S

GOLD MEDAL shows

WANT-

WANT

WANT

WANT

FOR 18 FAIRS, STARTING WITH THE HEART OF ILLINOIS FAIR, PEORIA, ILL., JUNE 30 AND FOR THE FOLLOWING FAIRS

Wayne County Fair, Fairfield, Ill.
Soldiers and Sailors' Reunion, Salem, Ill.
Champaign-Urbana Fair, Champaign, Ill.
Burlington-Hawkeye Fair, Burlington, Iowa
North Iowa Fair, Mason City, Iowa
Mississippi Valley Fair, Davenport, Iowa
Kingsport Fair and Horse Show, Kingsport, Tenn.

Intermountain Fair and Wildlife Exposition, Asheville, N. C.
Henderson County Fair, Hendersonville, N. C.
Spindle Center Agricultural Fair, Gastonia, N. C.
Cherokee Indian Fair, Cherokee, N. C.
Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss.

New Meridian Fair and Cattle Show, Meridian, Miss.
National Peanut Festival, Dothan, Ala.
Bay County Fair, Panama City, Florida
Tri-State Fair, Marianna, Florida
South Georgia Agriculture Fair, Valdosta, Ga.

RIDES—Will book Little Dipper, Fly-o-Plane and Choo-Choo Train. Want Looper Foreman; top salary.

SHOWS—Have opening for organized Minstrel, Unborn, Glass House and Penny Arcade.

CONCESSIONS—All Merchandise Concessions open; no exclusive. Will sell exclusive on Novelties, Peanuts, Popcorn and Candy Apples for balance of season.

All address: **JOHNNY J. DENTON or ART FRAZIER**

Hopkinsville, Ky., this week; Paducah, Ky., next week; then Peoria, Ill., and all Fairs balance of season.

P.S.—Bill Chalkias wants Side Show and Cookhouse Help.

Spring Rains

Continued from page 68

nine rides and 25 concessions, with other attractions expected to join later in the season. The large show-owned Merry-Go-Round is undergoing a general overhaul, and has been replaced by Edward Ingalls' Kiddie Merry-Go-Round. Gilbert Tracy's midget animal show and Harold Lucas with his Rock-o-Plane and Screw Ball left to join Happyland Shows.

Down River Shows will play dates in Michigan within a 100 mile radius of Detroit this season. W. O. King, ride builder, is adding a Comet ride, to join at Berkley on June 22. The show has three Michigan fairs booked—Croswell, Belleville, and Stockbridge.

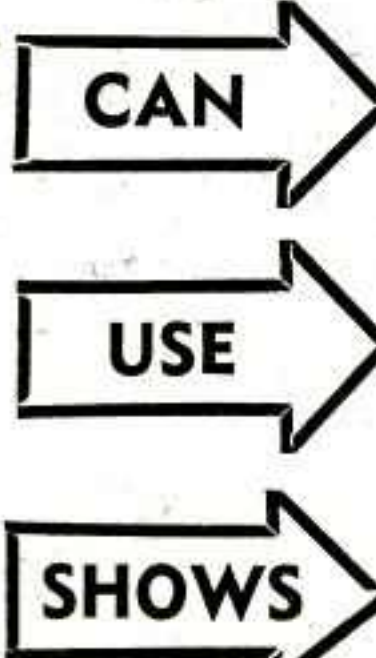
Show personnel includes:

Staff: Severin Hilo, owner-manager; Victor Ferguson, assistant manager; Mrs. Harriet Wiles, secretary, and George Schimberg, electrician and ride superintendent.

Rides: Ferris Wheel, Carl Hammond, Ernest Robbins; Tilt-a-Whirl, Walter L. Hodge, Walter Barck; Merry-Go-Round, Milton Luna, Tom Bedwell; Rolloplane, Albert Xavier Arsenault; Kiddie Autos, George Earl Kilburn; Kiddie Swings, George W. Speakman; Dodgem, Pete Gibson; Edward Huber; Merry-Go-Round, Mike Cornelius; Boats, Jimmie Simpson; Concessions: Roger Margot, bingo, with Pat Hammond and Jim Waldron; George Ruddy, long range; Mrs. Louise Ferguson and Harry Dunn, popcorn; James Markey, 2; Pete Mundry, 4, with Jerry Havens, Steve Simon and Dolores Gomez; Gertie Barr, handwriting analysis; Homer and Lois Simons, 2; Roy and Gene Mathis, high striker and balloon darts; Jay Norman, ice cream and nuts, with Dorothy, Ruth, John, Jean and Barbara Norman; Lorne, Domogala, 2, with Margaret Domogala and Donald Reamer; Frank Cook, 3; R. V. Margot, cookhouse, with Leon Florek and Stanley Mack; Mr. and Mrs. F. H. Dietz, jewelry; George Schimberg, 2, with Mrs. Nellie Schimberg and Harley Mason; Harold Frazer, string game, and Mr. and Mrs. Earl Wright, 2, with Larry Wright and Eddie York.

A ride unit from Art B. Thomas Shows recently played a successful three-day stand in Lincoln, Neb., operated by Art B. Thomas Sr., and carrying three rides and one show. The unit, consisting of a Ferris Wheel, Merry-Go-Round, one kid ride, a magic show and its own Diesel plant, has a solid route of three-day celebrations in Iowa and Nebraska during June, according to Thomas. The Thomas org comes in as a promotion for merchants and is paid on a flat fee basis.

ATTENTION SHOWMEN



CAN YOUR PRESENT OR PROPOSED ROUTE OFFER YOU SUCH LOCATIONS AS THESE:

OHIO STATE FAIR, KENTUCKY STATE FAIR, ATLANTA FAIR-A-GANZA, HUNTSVILLE, EVANSVILLE, DOTHAN, FLORENCE, COLUMBUS, GA., LAWRENCEBURG, ATHENS, PENSACOLA, SAGINAW, JACKSON, TENN., ETC?

IF NOT, CONTACT US TODAY. WE CAN PLACE GOOD, CLEAN SHOWS OF ALL KINDS. WE ARE DEFINITELY EXPANDING AND NEED ADDITIONAL SHOWS. WE CAN PLACE YOU NOW AND GIVE YOU A GOOD, SOLID ROUTE UNTIL NOVEMBER.

Write, Wire, Call

RIDE MEN

We can always use good, reliable foremen and helpers.

We have newly decorated Fun House now ready for good, solid operator who can manage and drive semi.
WONDERFUL OPPORTUNITY

GOODING

AMUSEMENT COMPANY, INC.

1300 NORTON AVE., COLUMBUS 8, OHIO

10 BIG DAYS

WANTED FOR

10 BIG DAYS

JULY 1-11

3 MAJOR RIDES

(No Ferris Wheel or Merry-Go-Round)

(Contact)

CARNIVAL AND BINGO SUPPLY HOUSE

208 W. Camden St.,
George J. Marshall

Baltimore 1, Md.
Phone—Lexington 9-7307

(Can Use Ride Foreman—Best Salary)

VIRGINIA GREATER SHOWS

Want Pitch-Till-You-Win, Hoopla, Short Range and Cigarette Gallery, Cigarette and Penny Pitch, Bottle, Ball Games and American Camp. Harry Harrison, answer. Want Girl Show Manager with two or more girls. Chickarelli, answer. Want Unborn Show, Wild Life, Monkey Show. Captain Allen wants Acts for Side Show. This week, Nyack, N. Y., then Chestertown, Md.

FOR SALE

30-ft. Merry-Go-Round, 20 jumping horses and 2 chariots. Khaki top and sidewalk. Pulled by electric motor or gas. Beautifully decorated on the inside and outside. All gears made of steel. A major ride. Brand new. Price \$5500.

FOR SALE

36-ft. Merry-Go-Round, 30 jumping horses and 2 chariots. Khaki top and sidewalk. Pulled by electric motor or gas. Beautifully decorated on the inside and outside. All gears made of steel. A major ride. Brand new. Price \$8000.

FOR SALE

Have one 40-ft. Ferris Wheel, 10 seats, \$1500. One Herschell-Spillman Caterpillar for \$4500. One new Mix-Up and one Kiddy Boat Ride with transportation for \$1000.

These Rides can be delivered at once. You can come and see them, but they are all in first-class shape. And the Merry-Go-Round is brand new. Will sell all in one unit or separate. JAY WARNER, Box 181, Bay St. Louis, Miss. Reference: Merchants Bank, Bay St. Louis, and Hancock Bank, Bay St. Louis, Miss. Wire or write, as I have no phone.

FORREST WESTPHAL

Join me in Madison, Wisconsin, week of June 12 to 22.

TOM and KITTY

Missed you in Tampa. Have plans for you, please contact me.

EDDIE YEAGER

HENNIES SHOWS

MADISON, WISCONSIN

WANT FOR

BRACKEN COUNTY FAIR, JULY 1-4, BROOKSVILLE, KY.

Legitimate Concessions, Strings, Coke, Pitch-Till-U-Win, High Striker, etc. No Ball Game. Small Grab and Juice. Can use one to two Kiddie Rides all season.

BROWN NOVELTY RIDES

5720 ESTE AVE., CINCINNATI 15, OHIO

PHONE: VALLEY 7239

CHARLES H. HODGES

WANTS AT ONCE

Outstanding Talker for Side Show unit playing such Fairs as the Michigan State Fair, the Wisconsin State Fair, the Mid-South Fair in Memphis and Texas State Fair. Can also use outstanding Magician who pitches and any other good Working Acts.

Wire or write

CHARLES H. HODGES

c/o W. G. Wade Shows

Iron Mountain, Mich., week of June 15-20; Iron Wood, Mich.; June 22-27

Hobart (H. W.) Thomas

\$50 CASH REWARD

For information as to present whereabouts. Formerly French Fry Concession. Heller's Acme, Virginia Greater, C. A. Stephens in 1952. Call collect.

GEORGE TURNER

OKLAHOMA CITY, OKLA.

Phone Trinity 8-2136

RIDE MEN

WANTED

First and Second Men for Octopus. First and Second Men for #5 Wheel. First Man for Allan Herschell Merry-Go-Round. Wages \$40-\$50 a week. Pay day every week here. Must be semi drivers. No drunks. All replies to

Troy E. Williams
WILLIAMS AMUSEMENT CO.
Lenore, N. C.

PHONEMEN

Need two sober, reliable Phonemen. 25% tickets and program. Collect and pay daily. UPC deal. Starts July 5th. Year round work. Come on in.

BUD SPENCE

Townhouse Hotel Fort Worth, Texas

WANT TO CONTRACT INDEPENDANT

RIDES—SHOWS—CONCESSIONS

FOR THE INGRAM CO. FAIR (JUST OUTSIDE OF LANSING, THE STATE CAPITAL)

MASON, MICH.

DATES: AUGUST 17 TO 22

Will sell privilege of large and small riding devices not conflicting with Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Portable Roller Coaster, Auto, Train and Boats-in-Water Rides. Also have excellent location for three or four Shows. If you have something interesting, will be glad to hear from you. Percentage rates reasonable. The fair sells concession space for all games and other privileges of sales nature. If your equipment is of a high standard, I can make arrangements to also get you into the Michigan State Fair at Detroit for Rides and Shows if you play Mason.

All inquiries to

Joy O. Davis, Sec., Mgr., Ingham County Fair
c/o DAVIS INSURANCE AGENCY, MASON, MICHIGAN

HELP—WANTED—HELP

Ferris Wheel Foreman, must be good, for the best salary in the business. Also need Tilt Help but not a Foreman. Good salary if you can drive. Have two 4th of July Celebrations—one in Kentucky, one in Indiana. Splitting 14 Rides to make these two dates. Will have Wheel and Merry-Go-Round on each unit. Can use few more legitimate Concessions. FOR SALE—7-Tub Tilt-a-Whirl in A-1 shape. You could not spend a dollar for repairs on this Ride. Trucks and trailers go with it. No letters or calls answered—come see it—bring down payment with you.

DAN-LOUIS SHOW

Hawesville, Ky., this week, on the School Grounds.

P.S.: Kenneth Donmeyer, get in touch with me. Thanks.

Louis T. Riley, General Manager
DAN-LOUIS SHOWS

CASSIDY'S GLASS PITCHES

Want Agents and Extra Help to work Glass, China and Crockery Pitches at Anderson Free Fair, Anderson, Ind. Will open Sunday, June 28, through July 4. Have exclusive, fence to fence with Royal Crown Shows.

Phone **JAMES CASSIDY**, Anderson, Ind. 3-3361, June 17 through 19 or Mrs. **J. CASSIDY**, Dubuque, Iowa, 3-1741 all this week.

P.S.: Also want Manager for 2-day Fourth of July Celebration in Illinois. Then Fairs on East Coast.

CUMMINGHAM'S EXPO SHOWS

WANTS FOR FOLLOWING FIREMEN'S CELEBRATIONS,

Sardis, Ohio, June 17-20; Bridgewater, Pa., 23-27; Parkersburg, W. Va., July 2-5

Shows with own transportation. Concessions of all kinds that work for stock. Harry Moore, C. F. Curtis, write. Address:

JOHN CUMMINGHAM, c/o Cunningham Expo Show.

WANTED
for
LONG BEACH RESORT
Panama City, Fla., also
Point Anchorage
Colored Amusement Park
St. Andrews, Fla.
Sober, reliable Ride Help. Also have
space for a few Hanky Panks. All
communications to
John B. Davis, Mgr.
Southern States Shows
Panama City, Fla.

WANTED
RIDES AND CONCESSIONS
Beaver Dam, Wisc., Chamber of
Commerce, July 2-5
Free Gate, Fair Grounds.
Biggest Celebration in the State
also for
Juneau, Wis., Legion Post Celebration
Sept. 4-7
Write or Call
A. W. STREHLow,
P. O. Box 1 Waukesha, Wis.
Phone 9269 or 6763

THE PLAYHOUSE
IN THE PARK
Fairmount Park, Philadelphia
NEEDS A
BOSS CANVASMAN
Living Quarters—Good Pay—Steady
employment until end of September.
Write to the above or phone:
Greenwood 7-1700

WANT CONCESSIONS
Farrell, Pa., July 6-11
AMERICAN LEGION CELEBRATION
Hanky Panks of all kinds. Sell X on
Popcorn, Custard, French Fries and
Photos. No racket—any clean Con-
cession. Wire
RAY YOUNG
626 Porter, N.E. Warren, Ohio

JIMMIE CHANOS SHOWS
Want legitimate Concessions of all kind
for the following spots—Richmond, Ind.;
Greenville, Ohio, Fourth of July Cele-
bration; Eaton, Ohio, Sesquicentennial;
Union City, Ind., on Streets.
Want Shows with own outfit, committee
money only. Want Foreman on Cater-
pillar, Second Man on Wheel, Rolloplane,
Merry-Go-Round. Prefer those that
drive semis. All replies to
JIMMIE CHANOS
Brookville, Ohio

CANADA CANADA
J. B. PARKER SHOWS
Want Hanky Panks, 12 big weeks Fairs,
Rodeos, Play 2 spots a week. Any back
end Side Shows, wire. Will meet any
Shows at border. Ride Help for Ferris
Wheel. Wire Dutch Ackles, Manager,
June 17-18, Ponteix, Sask.; Herberl,
Sask., 22.

WANT AGENT
Who can book Promotion Dates. Good
deal if you can cut it. Address: Manager,
THE TOMMY SCOTT SHOW
General Delivery, Pueblo, Colo.
No Collects.

WANT
WHEEL FOREMAN
All reply
Central States Shows
North Platte, Nebraska

HELP WANTED
Bingo, Counter Help, good pay. Anyone
working for me before, answer. Also
Help for nice Candy Floss and Snow
Cones trailer, Man and Wife preferred.
Starting 4th of July.
All replies to **GUS TUCKER (Emery),**
c/o Don Franklin Shows, Ponca City,
Okla.; then Eidorado, Kansas, week be-
fore the 4th of July.

CARNIVAL WANTED
For 9th Annual Homecoming,
August 29-30.
Sponsored by Wilsonville Fire
Department. Contact:
LOUIS PELLEGRINI
Wilsonville, Ill. (Phone 360K2)

FOR SALE
French Fry Trailer with living quarters
and Chev. Van Truck. Complete unit
\$2500.00.
LEO SCHULTZ
Motor State Shows #2
Lapeer, Mich., June 23-27;
Centerline, Mich., July 1-5.

Early Stands
Yield Okay
For Collins

WILLISTON, N. D., June 13.—
William T. Collins Shows No. 1
unit was here this week in its
third week out of winter quarters.
Business thus far has been good
when the weather permits. Open-
er at Fargo was greeted with ideal
weather and sizable crowds.

Org is carrying a total of six
major and seven kid rides for
its Dakota tour with a new
Scooter set to join July 1. All
equipment and rolling stock was
painted before the show left
quarters, and for added flash
eight neon light towers help
brighten the midway.

Show's personnel includes:
Staff: William T. Collins, owner; Mrs.
William T. Collins, secretary-treasurer;
E. W. (Slim) Wells, manager; Ed Bussey,
general agent; John Adams, billposter;
Arthur Ludlow, publicity, and Joe Stroth-
man, mechanic.

Rides
Merry-Go-Round, Yellow Winters, fore-
man, James Jackson; Ferris Wheel,
Curtis Pannell, foreman, John Heitz; Tilt-
a-Whirl, Chuck Herbert, foreman, Joe
Quilas and Willard Shepard; Fly-o-Plane,
Harold Johnson, foreman, Frank Grisen
and Michael Kain; Rock-o-Plane, Elmer
Schroeder, foreman, James Grant; Octopus,
Jack Provost, foreman, Bobby Anglin;
Roller Coaster, Clyde Gentry, foreman,
Donald Tobin, second man and James E.
Arnold, tickets; Kid Rides, William
Schaefer, foreman, Arthur Conroy and
Bobby Roberts; three additional kid rides,
Mr. and Mrs. Russell Phipps.

Shows
Motordrome, Ernie and Vivian Slavin;
Nellie Cox and Herschell Cox, riders;
John Slavin and Richard McDowell,
tickets. Side Show, Elliston the Magician,
manager and knife thrower; John Smith,
tickets; Mother Lee, two-headed baby;
Troy Pinell, inside lecturer, magician and
ventriloquist; Mearline Kight, electric chair
and cannon act; Christina Smith, spider
girl; Beulah Kight, headless girl; Charles
Brown, talker; Marvin Thomas, fire eater,
and Jimmy Travis, annex attraction. Glass
House, Funhouse and Coaster, Mr. and
Mrs. Norman Smith. Renton's Snakes,
Chuck Renton, manager; Larry Martin,
Ernie DeArmitt and Red Penix. Posing
show, Joe Cousiamomo and Lucky Nelson,
managers; Harry Hengst, electrician.

Concessions
Carl Hanson, 9; Mr. and Mrs.
Adams, popcorn; Morris Blustein, scales,
age and novelties; A. Mitchell, mitt
camp and photos; Larry Gangster, long
range shooting gallery; Henry Hengst,
candy floss and trap shoot; Jeannie Wells,
jewelry; Ralph Lown, short range shooting
gallery; Ben Blikas, root beer and foot
longs; Joe Cousiamomo, duck pitch and
huckley buck; Hazel Timmons, pan game;
Paul Thallmany, balloon darts, ball game
and cigarette gallery; Mrs. C. Renton,
jewelry; Bob Robinson, bingo; Granville
Piant, Arcade, and William Pike,
cookhouse.

RIDE FOREMAN
WANTED
For Merry-Go-Round, Ferris
Wheel, Tilt-a-Whirl, Caterpil-
lar. \$80 a week. Second men,
\$55. For sale, 50 concession
Tents with Frames, size 8 foot
by 12 foot.

PRUDENTS AMUSEMENT SHOWS
Patchogue, N. Y.

GIRLS GIRLS
FOR GIRL SHOW
Top salaries and bonus. Want Hula,
Rhumba, Fan and Strip Tease Dancers.
Can also place Bally Girls. Want feature
Stripper. Can place Candy Man. Wire
F. W. MILLER GIRL SHOW
Royal Crown Shows
Owensboro, Ky., this week; Columbus,
Ind., week June 21.

WANT 3 TO 5 RIDES
For 4th of July Celebration, Troy, Ohio
20,000 at last year's celebration. Contact
TROY CHAMBER OF COMMERCE
Telephone 8796 Troy, Ohio

FOR SALE
COOKHOUSE
Strictly modern kitchen in 30-ft. semi.
Tractor, 2 A-1 Trucks, Deep Freezes,
Automatic Hot Water, new Canvas.
Booked for the season. Can be seen
in operation on
WORLD OF PLEASURE SHOWS
Battle Creek, Mich., June 15-20, or as
per route.

FOR SALE
Custard Machine mounted on 1947 Ford
Truck, ready to operate.
Sacrifice, \$1500.00.
CHARLES SABIO
27 Rossiter Ave. Paterson, N. Jer.,

Hannum Shows
One of the Great Eastern Shows

Four outstanding weeks in the Philadelphia area, Cahill Field Fair, 29th and Clearfield
Streets, Philadelphia, Pa., June 22-27. Three automobiles given away.
Another terrific Church Date to follow, then the 10 big days at the Spring Mill Fair, with
George Hamid acts and car giveaway.
SHOWS—Want Acts for brand-new office-owned
Side Show to join in two weeks. Roth, tele-
phone me. Bud DeWinter wants to hear from O. G.
Barb. Ray Marsh Brydon, telephone me. Want com-
petent sober Riders for Al Camin's Motordrome.
Will book Funhouse, Mechanical City, Monkey Show,
Arcade and Dark Ride.
RIDES—Caterpillar, Whip, Ridee-O and Rockplane.
CONCESSIONS—All Hanky Panks and straight sales.
Want Cookhouse catering to showfolks, to join week
of July 4.
HELP—Second Men, licensed Drivers for Twin Ferris
Wheels.
All replies to MORRIS HANNUM
HOTEL WYMER, LEBANON, PA., THIS WEEK THEN AFTER SATURDAY, JUNE 20,
PHONE PHILADELPHIA, Chestnut Hill 7-8176
DON'T FORGET EBENSBURK FAIR
BIGGEST LABOR DAY DATE IN PENNSYLVANIA

James H. DREW SHOWS
Cleanest Finest Most Dependable
Annual Firemen's Celebration, Grayson, Ky., June 22 to 27 Inc.
Annual 4th July Celebration, Point Pleasant, W. Va., June 29 to July 4 Inc.
Annual Park Assn. Summer Festival, Olive Hill, Ky., July 6 to 11 Inc.
Annual Homecoming Celebration on the Streets, Camden, Ohio, July 13 to 18
Followed by a solid route of 16 bona fide fairs ending the middle of November in Georgia.
Hanky Panks, wire. Want High Striker, Short Range, Age & Weight, African Dip, Custard,
Palmtree, Foot Long, Pronto Pup, Photos, Novelties, Hats (names sewed on), Arcade and Stock
Concessions. Shows—Will place one or two worth-while Grind or Ding Shows. Good
opening for Wild Life Exhibit. Wonderful opportunity for legitimate amusements that want
to make a very profitable season over this long and complete circuit of Celebrations
and Fairs north and south.
Wire this week c/o Western Union.
JAMES H. DREW SHOWS, Weston, W. Va.

Don Franklin Shows #1
Want Ride Help, sober capable Foreman for
Twin #5 Wheels, able to make Circus moves
with Single Wheel, Twin Wheels on regular
moves. Salary starting July 4th \$75.00 weekly
plus \$5.00 bonus if you put it in the barn.
Experienced Foreman for Little Dipper. Sec-
ond men who drive semis, for Wheels, Tilt,
Looper, Octopus, Little Dipper, M. G. R. \$50.00
weekly. Two men for Kid Rides, thus the reason
for this ad. Want sober help only.
CONCESSIONS—Place Cookhouse, Custard, Ice
Cream, Long and Short Ranges, Novelties, Hats.
Hanky Panks of all kinds, privilege \$35.00 July
4th and first ten Fairs, Fish Pond, Coke, Cork,
Heart Pitch, Watch-La, Hoopla, Bumper, Darts
Fish Bowl, Penny Pitch, Huckley Buck, Jewelry.
SHOWS—Want first-class Motordrome, Side
Show with own equipment, Mechanical, Big
Snake, Fun House. Have 20x67 top available.
RIDES—Will book Kiddie Train and Rock-o-
Plane. We show Red Oak, Iowa, July 4 Cele-
bration, then 18 consecutive Fairs. Complete
route in last week's B. B.
All Replies to DON FRANKLIN, Mgr.
Ponca City, Okla., this week; El Dorado, Kans., next week; then Red Oak, Iowa.
UNIT #2—Austin, Tex., this week; Stockdale Watermelon Festival next week; then Austin, July 4th Celebration, Barton
Springs Park. Need Spitfire Foreman, Second Men all rides, Hanky Panks, book Tilt or Octopus for season. Contact Ralph
Wagner, Mgr., Don Franklin Shows #2, per route.

WANTED ★ **WANTED**
DOWNRIVER AMUSEMENT CO.
MICHIGAN CLEANEST MIDWAY
BIG HOMECOMING CELEBRATION FOR BERKLEY DAYS
BERKLEY, MICH., JUNE 22-28
RIDES WANTED: Octopus, Spitfire, Comet, Rockplane or any other feature rides not conflicting.
SHOWS WANTED: Small Grind Show, Funhouse, Glass House, Snake Show and Monkey Show.
CONCESSIONS: Hanky Panks that work for stock.
Plymouth, Mich. This week
Berkley, Mich. Next week Then
Ecorse, Mich. Biggest 4th
Home Office
10138 W. Jefferson Ave.
River Rouge, Mich. **WANTED**

FOR SALE
DEVILS BOWLING ALLEY
Complete with balls for 14ft. Concession.
JOHN QUINN
P. O. Box 1046 Wyandotte, Mich.

JIMMY ACKLEY WANTS
Agents for Buckets, Six Cat, Pin Store, Razzle and all Hanky Panks. Don't
wire, come in, will place you. Rocky Maroni wants Dart Store Agents.
MORRIS HANNUM SHOWS
Lebanon, Pa., June 15-20; then as per route.

WANTED
Experienced Ride Operators for Merry-
Go-Round and Rock-o-Plane. Must be
sober and reliable.
DELGARIAN AMUSEMENT CO.
2303 N. Melvina Chicago 39, Ill.

WANTED—Sunbury, Pa., June 22-27
ANNUAL 4th OF JULY CELEBRATION, HERNDON, PA., JUNE 29-JULY 4th
Concessions: Glass Pitch, Age and Weight, Long and Short Range Gallery, Dart
Balloon, Duck and Fish Ponds, Floss, Coke Bottles, Novelties, Penny Arcade. No
flats or gypsies. Shows: 5-in-1, Wild Life, Animal.
All replies to MEL SOBER, Mgr., Keystone Attractions
MONTGOMERY, JUNE 15-20; THEN ROUTE.

BOB HAMMOND shows

WANT FOR THE FOLLOWING TOP ROUTE OF CELEBRATIONS AND FAIRS:

Emancipation Park Celebration
Houston, Tex., June 22-27
July 4th Annual Celebration
Bellon, Tex., June 30-July 4
Air Base Celebration
San Angelo, Tex., July 6-11
Abilene Annual Celebration
Abilene, Tex., July 13-18
Granbury Annual Celebration
Granbury, Tex., July 20-25
Hico Annual Reunion
Hico, Tex., July 27-Aug. 1
Hill County Annual Celebration
Covington, Tex., Aug. 3-8

Watermelon Festival
Rush Springs, Okla., Aug. 10-15
American Indian Exposition
Anadarko, Okla., Aug. 17-22
Cherokee County Reunion & Fair
Columbus, Kan., Aug. 24-29
Cleveland County Fair
Norman, Okla., Sept. 1-5
North Central Texas Fair
Cleburne, Tex., Sept. 7-12
Central Texas Fair
Temple, Tex., Sept. 14-19

Comal County Fair
New Braunfels, Tex., Sept. 22-26
Baytown Fair
Baytown, Tex., Sept. 28-Oct. 3
Washington County Fair
Brenham, Tex., Oct. 5-10
Polk County Fair
Livingston, Tex., Oct. 12-17
Navasota Fair
Navasota, Tex., Oct. 19-24
Shrine Annual Circus and Celebration
Houston, Tex., Oct. 29-Nov. 12

SHOWS WITH OWN OUTFITS AND TRANSPORTATION (LIBERAL PERCENTAGE) OR HAVE CANVAS AND PARAPHERNALIA FOR FOUR COMPLETE SHOWS, including Side Show, Snake Show, Animal Show and Girl Show. Can place Men capable of handling same who have something to put in these respective Shows. SECOND MEN ON ALL RIDES WHO CAN DRIVE. CAN PLACE GOOD COOKHOUSE THAT CATERES TO SHOW PEOPLE

All address: **BOB HAMMOND, Mgr., 6115 Gold St., HOUSTON, TEXAS**
(Phone: Mulberry 8647)

Midway Confab

Continued from page 69

Midwest Shows, were on hand Monday night (8) in Defiance, O., to supervise set-up of the show's new Rolloplane.

Al Williamson, concession operator for many years, is now operating Spunky's Restaurant and Lounge in Biloxi, Miss. Williamson infers he'll remain off the road this year with the possible exception of a few fairs late in the season.

Roy Vincent, well known in carnival, circus and rodeo circles, is working for Peter's Toy Corporation, Gloversville, N. Y. He would like to hear from friends.

James H. Drew Shows have been awarded the midway contract for Kanawha Industrial Fair, Dunbar, W. Va., September 4-11, according to Harry Paxton, fair manager. Irene English recently joined the Virginia Greater Shows as specialty dancer with the Cover Girl Revue.

James Ray Brewer, 1-year-old son of Mr. and Mrs. James Brewer, of Page Bros. Shows, was guest of honor at a recent birthday party held in the girl show top. Those attending included the eight Johns youngsters, Louie, Sonia, Peter, Walter, Anna, Diana, Mens and Sara; William Palmerly Jr., Ronald and Donald Palmerly Phyllis and Mary Ann Setliff, James Carl Weaver, Katherine Bellows, Stanley Bohannon, Joseph Hensley, Mr. and Mrs. Hensley, Mr. and Mrs. William Palmerly, Cora Lee Kirbyson, Mr. and Mrs. Bohannon, Mr. and Mrs. W. E. Page, Mr. and Mrs. James Shrout, Mr. and Mrs. Dave Di Corte, Mr. and Mrs. G. E. Setliff, G. W. Setliff, William Turner Jr., Mr. and Mrs. Allen Bellows, Mr. and Mrs. Dick Palmer, Mr. and Mrs. Earl Carpenter, Mr. and Mrs. Johnny Johns, Mr. and Mrs. Eli Johns, Mr. and Mrs. Carl Weaver, Mary Johns, Jack Lee, Elizabeth Johns and Steven Johns.

E. J. Casey, owner of the E. J. Casey Shows, was the subject of a feature story in the Winnipeg Tribune on the occasion of his 20th anniversary. Story revealed how he got \$3,000 back pension from the Army in 1932 and parlayed this sum into a \$300,000 business. Story also reported that he is a "joiner" and belongs to 16 organizations.

Mr. and Mrs. Carl Sedlmayr Sr. spent several days in Chicago last week, coming in from Davenport where the Royal American shows were playing. Roy (Pepsi-Cola) Jones also was a Chivisor. Mrs. Ben Blakely advises that Edna (O'Shea) Stenson has been moved to Memorial Hospital, Jasper, Ind. Jimmy Stanton leaves Chicago next month for a European trip with Gene Autry. Jack Kaplan recently was in Chicago for a few days, then returned to Canada. Jack Krutt and Julius Wagner returned to Chicago recently following a long absence.

Bozo Bennett recently joined the World of Today Shows at Kansas City, Kan., and is working for Lucky Whittier in his glass pitch.

Paul Miller, veteran cookhouse manager on Beam's Attractions, Cetlin & Wilson and James E. Strates shows, has quit the road. He is making his home in West Hollywood, Fla., and is now operating concessions at Sunshine State Fair. Rita Raye has joined Gold Medal Shows for the rest of the season.

Riverview Park, Chicago Notes: Mr. and Mrs. Max Hirsch celebrated their 28th wedding anniversary in the Stewart Room of the Sovereign Hotel, June 2, and Mr. and Mrs. George Starr, of the Dips, observed their 29th on June 7. Craig Rayfield has replaced his golf game with a dish breaking booth. Joe Murray, after tending bar all winter at Pete and Hugo's, is back for his eighth season in Rich Pronath's Coca-Cola game. Joe C. Lima, manager of Penny Arcade No. 2, and Art Pincsak, manager of Penny Arcade No. 3, are both former members of the Chicago Tigers, a semi-pro baseball aggregation. Sam Forman, manager of Riverview refreshments, and his two aids, Tony Ciaccia and Arlene Lipkie, are being assisted by the

following in their respective booths: Ida Seymour, Florence Gorske and Maire Delor, No. 1 refreshment booth; Freda Sorge and Paula Wullfinger, No. 2; John Thomas, No. 3 popcorn; Margaret Bell, No. 4 candy floss; Arla Cullen and Lill Ismail, No. 5 fountain; Augusta Ulbrich, No. 6 stand; Agnes Herstel and Felicia Herstel, No. 7; Virginia Galecki and Marianne Wisnowski, No. 8; Josephine Bongiovanni and Donald Rice, No. 9; Alice
(Continued on page 74)

ALL TYPES OF WHEELS



Mdse. Wheels
Big Sixes
Double Wheels
Laydowns
Ask for 1953 Catalogue

CARDINAL MFG. CORP.
430 Keap Street Brooklyn, N. Y.
EVERGREEN 7-5027

Strange and Weird Attractions
Shrunken Heads, Ape Boy, Wolf Boy, Devil Child, Many others. Your ideas made up. Write for Folder Free.

Tate's Curiosity Shop
3858 E. Van Buren St., Phoenix, Ariz.

Snake Man WANTED

Who knows Snakes and can lecture. Season's work. Contact **JOHN JACOBY**, c/o Hennies Bros. Show. As per route in Wisconsin this month. Show also known as Amusement Company of America.

BOB ALSOBROOK WANTS CONCESSION AGENTS

Address: c/o Mound City Show, Jerseyville, Ill., this week

KLENKE AMUSEMENT
Nitro, W. Va., June 15-20
Wants Concessions, Age Scale, Novelties, Basket Ball, Fish Pond, Cookhouse or Grab and Hanky Pank, Amusement Shows—Want Mechanical, Monkey or Circus Side Show or any Show of merit. Ride Help—Want Foremen and Second Men on all Rides, must be sober and dependable. Want Agents for office-owned Concessions.
Contact **KENNETH KLAWITTER**.

FOR SALE

Nine Remington Rifles, Model 241 Speed Master. Used one month, guaranteed like new \$45.00 each \$375.00 for lot.

ANDY ALLEN
7800 W. Broadway Blue Island, Illinois
Phone: Fulton 5-1958

WANTED

Wheel Foreman, Merry-Go-Round Foreman and Octopus Foreman. No drunks, must drive semi, good wages. Leaf River, Ill., June 12 to 14; South Wilmington, Ill., June 18 to 25.

Wire SAM MENCHIN
11 W. Division St., Chicago, Ill.
Phone: Superior 7-7243

WANT CONCESSIONS

Coke Bottle, Pitch-Tilt-You-Win, Fish Pond, Ball Game or what have you! Privilege \$11.00.

Thiess United Shows
Oswego, Ill., June 15-20; Yorkville, Ill., June 25-27; Sheridan, Ill., July 1-4.

CARNIVAL WANTED

Sept. 1st-7th
Delta Fair & Livestock Show
Write—Wire—Phone
JOHN T. GIBSON, Greenville, Miss.

AMERICAN READER

For good route of Fairs, some State Fairs, ending last week in October. Open June 29 with 20th Century Show. Contact **Mrs. Edith Kelly**, Gladstone Hotel, Jamestown, No. Dak.

FOR SALE

Large Airplane Ride in good shape ready to go, \$1000.00; Kiddie Street Car, good shape, \$550.00; Big Six, complete, \$100.00; Chair Scale, \$90.00.
Plans, Ill., this week; Warranville, Ill., June 22-27; Henry, Ill., 1-5.
Burkhardt Show and Amusement

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

WANTS WANTS WANTS

FOR 4 BIG WEEKS IN ATLANTA
FIRST AND ONLY SHOW ON THESE LOTS THIS YEAR

BLVD. and IRVIN DAVID T. HOWARD SCHOOL GROUNDS JUNE 22-27	HUMPHREY ST. LOT at GLENN and STEPHIE'S STS. JUNE 29-JULY 4	NORTH AVE. and ELM ST. LOT JULY 6 TO 11	E. A. WARE SCHOOL GROUNDS LOT JULY 13-18
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CELEBRATIONS AND FAIRS FOLLOW THESE DATES

WILL PLACE Cigarette Pitch, Long and Short Range Gallery, Spot Joint, Huckley Buck, Balloon Darts, Cork Gallery, Sugar Pitch, Toss-Up Pitch, Hooplas, Coke Bottle Joints, Jewelry, Blowers and any other Hanky Panks. WANT Electrician to join here. Wire: don't write.
Greenville, S. C., this week—wire at once for space. Lot will be staked Saturday, June 20.
All Wires to **JOHNNY T. TINSLEY SHOWS, Greenville, S. C.**

BEE'S Old Reliable Shows
CLEAN AMUSEMENTS INC.
you won't get stung!

Can Place NOW for one of the Oldest FOURTH of JULY CELEBRATIONS in KY.—GREENUP (June 29-July 8) (A few miles from Atomic Energy Plant near Portsmouth, Ohio) and the following FAIRS: LAWRENCEBURG, KY. JULY 20-25; COLUMBIA, KY. JULY 27-AUG. 1; SHELBYVILLE, KY., AUG. 3-8 and other fairs until middle of October (Route to interest parties)

SHOWS—Organized Girl Show, Posing, Snake, Animal, Monkey, Side or any not conflicting—25% to office.
CONCESSIONS—Novelties, Custard, Ice Cream, Soft, Hoop-La, Diggers, Pan and Hanky Panks of all kinds. Also want Agents for Pea Pool, Six Cat, Bucket and Help for Cookhouse.
RIDE HELP—Want Foreman and Second Men for Twin Wheels, Second Men for new Tilt McKee Ky., this week—Winchester, Ky., June 22-27.

NEW WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST AND LARGEST MIDWAY

Battle Creek, Mich., June 15-20

Want good, clean COOKHOUSE that caters to show people. Have Flying Scooter for sale reasonable, also two 25 kw. Westinghouse Generators mounted in all steel semi trailer, \$1,500.00.

ANGOLA, IND., FOLLOWS BATTLE CREEK.

RIDE HELP WANTED

FOREMEN and HELPERS ON ALL RIDES. CAN USE GOOD, SOBER RIDE SUPERINTENDENT ELECTRICIAN WITH CONCESSION. All legitimate Concessions open, one of a kind. Have a good Fourth of July spot. All Ride Help and Concessionaires contact

NEW ENGLAND SHOWS
North Brookfield, Mass.

KLENKE AMUSEMENT
PLAYING NITRO, W. VA., JUNE 15-20.

Want Hanky Panks of all kinds, Snow Cone Grab, Fish Pond, Scales, anything not conflicting; Grab or Cookhouse. SHOWS: Want Funhouse, Side or Mechanical or Girl Show. Can use Rides not conflicting. Want experienced Help for Merry-Go-Round, Wheel, Octopus and other Rides. Agents for Office Concession.

FRANG GRIFFITH, Gen., Mgr.

STOCK TICKETS	We Manufacture	SPECIAL PRINTED
One Roll . . . \$ 1.50	TICKETS	Cash With Order. Prices
Five Rolls . . . 4.50	of every description	2,000 \$ 6.90
Ten Rolls 6.50	Wheel tickets carried in	4,000 7.80
100 Rolls 40.00	stock for immediate ship-	6,000 8.70
ROLLS 2,000 EACH	ment.	8,000 9.60
Double Coupons		10,000 10.50
Double Prices		30,000 15.50
No C.O.D. Orders		50,000 20.50
Size: Single Tkt., 1x2	THE TOLEDO TICKET CO.	100,000 32.00
	Toledo 12, Ohio	500,000 133.00
		1,000,000 . . . 250.00

COMING JUNE 27 . . .

in The Billboard
43rd Annual
SUMMER SPECIAL

The Rags to Riches Story
of **BILL HAMES**
who parlayed a \$300 steam-powered merry-go-round into a fortune.

and many other valuable, exclusive features.

SONNY MYER'S AMUSEMENTS

Ride Help Wanted—Foreman and Second Man on #5 Eli Wheel. Must be capable driving semi, sober and dependable. Top salary plus bonus. Concessions Wanted—Fish Pond, Bumper Scales, Short Range Shooting Gallery, Glass Pitch, Cigarette Shooting Gallery, Slum Spindle, Post Office. (Also Wanted—Wrestler for Athletic Show to handle front.) All for the following outstanding Fairs and Celebrations: Kanawha, Kans., June 15-21; Maitland Mo., Blue Grass Festival, 23-27; Stanberry, Mo., July 4. All Fairs and Celebrations to follow. This is one of the finest small shows on the road today with proven route. Contact Bill Dillard, manager, per route.

BILL DILLARD, Manager

FOR SALE

Bingo complete, 20x40 frame, new knaps, top, beautifully trimmed, amp, blower, volt reg., many extras, \$1400.00; Monkey Speedway, complete with cars, banner, line, 5 banners, ticket box, bally platform, cages, props, \$400.00; 00 Ground Cable, enough for good size show, 200 amp switch box, bugs, extras, light tower, \$300.00; 1941 C.O.E. GMC Truck, new motor, excellent tires, good 16-ft van body, \$350.00. All repairs.

TED CHUBBUCK
351 Richmond Ave., Buffalo, N. Y.
Phone: GARfield 5004

COMPLETE CARNIVAL FOR SALE

Consisting of Ferris Wheel, Allan Herschell Merry-Go-Round, Kiddie Auto Ride, Kiddie Cart Ride, Chairplane; transportation for same. Hot truck, transformer, ground cable, junction boxes. SELL as unit or separate. Home Saturdays and Sundays. Wire or write

HARRY H. or M. E. ZUGG
Lancaster, Pa.

SOUTHERN VALLEY SHOWS

Greenville, Miss., June 12-21, followed by another top Miss. Delta spot; then the big one. Largest July 4th Celebration in Dixie. Parades, Bands, Special Events. 7 big days, Beale and Linden Street Park. Cotton Makers 4th July Jubilee.

Want for Memphis: Foot Long Hot Dogs, Pronto Pups, Ice Cream, French Fries, Juice, Drink Joints, Novelties, Hats or what have you. Will place for season with long string of best Fairs running thru November 15th: Arcade, High Striker, Basket Ball, String Game, Hoopla, Mug Joint, Novelties, Age and Weight, African Dip, Ducks, Jewelry, Long Range, Huckle Buck, Ring a Bottle, Cigarette or any Hanky Pank. Have best show route in Dixie, not overworked, will place any Show with own equipment not conflicting, especially want Jig Show, Motor Drome, Circus Side Show, Midgets, Athletic or what have you. Will place sober and reliable Ride Men who drive semis. Dutch Wilson wants Peep and Count Store Agents, also Nail Agents. Monroe McPete, come on. Ray Smith wants Bucket Store Agents. All replies.

EDDIE MORAN, Owner-Manager, Greenville, Miss.
Then per Route.

CAVALCADE OF AMUSEMENTS

Can place Foreman for Skooter, must know his business and be capable of keeping cars in shape. Salary all you are worth. Want Diesel Electrician; must have carnival experience and understand Caterpillar machines. Want Man to take complete charge of shop; must know how to handle help and be experienced Wagon Builder. Can place Carpenter with own tools. Foreman for Twin Wheels, salary \$100 per week. Will place Snake Show; we have top and front; Operator furnish own banners. Will place Wildlife and Dark Ride. Can place concessions of all kinds, Scales and Age open. Slum Stores of all kinds, Long or Short Range Gallery. Can place Custard for season. (Joe Coleman, wired you; wire me at once or come on.)

Address: Al Wagner, Mgr., Freeport, Ill.

PERCELL'S AMUSEMENT PARK, INC., presents

PIONEER SHOWS

FREE GATE FREE GATE

Jersey Shore, Pa., June 22 to 27, Firemen's Annual Old Home Week, Heart of Town, one of the best, Parades, free acts, fireworks nightly.

Want Shows of merit only. Want legitimate Concessions only. Ride Help that drive semis. Want Major and Kid Rides. All replies this week:

M. Percell, Pres., Flemington, Pa.

WANT COVINGTON, OHIO WANT

7th Annual July 4 Celebration and Street Fair, June 30-July 4
All Celebrations and Fairs follow.

Place Shows with own equipment. Merchandise Stands, Long and Short Range, Balloon Dart, Age & Scale, Hi Striker, 6 Cat, etc. Ride Help that drive semis. P.C. Agents. College Corner, Ohio, on streets, June 23-27; Hartford City, Ind., Celebration, July 6-11; then Blue Water Festival, Port Huron, Mich., July 14-19. All replies:

SAM GOLDSTEIN, Majestic Greater Shows
FORT RECOVERY, OHIO, THIS WEEK.

FLOYD WOOLSEY WANTS

For outstanding Side Show enlarging for Fairs, strong Working Acts, outstanding Freak, Fat Woman or Man, Fire and Torture Knife and Whip Act, Glass Blower, Good territory. Bally Girls, Talkers, Ticket Sellers. All who worked for me in the past please answer. Tex Allen, Bob D'Art, Jack Rodgers and Bill Jamieson.

AMUSEMENT COMPANY OF AMERICA
Madison, Wisconsin, until June 21, then per route.

HOLLY AMUSEMENT CO.

F. Hollingsworth, Mgr.

WANTS WILL PLACE Bingo, Fish Pond, Scales, Age, Coke Bottles, String, Glass Pitch, Balloon Darts, Ball Game, Cork Gun, Novelties and Photos. No gypsies, Hats or PC tolerated. We have 10 bona fide County Fairs, the best in Georgia and Florida.

This Week, WINDER, GEORGIA.

WANT-BOONE VALLEY SHOWS-WANT

CONCESSIONS—Fish Pond, Duck Pond, Balloon Dart, Age & Scales, Hi-Striker, Pitch Till You Win, Heart Pitch, Cork Gallery and any other Hanky Pank not conflicting. Low privilege. SHOWS—Athletic, Girl, Glass or Funhouse, Animal Show. Book for 5% above committee money. We have Iowa's largest 4th of July Celebration, also a proven route of Celebrations and Fairs.

So, Sioux City, Neb., 15-21; Cherokee, Iowa, 22-24; Coon Rapids, 25-27; Adel 28-July 1.

WANTED-CONCESSION AGENTS-WANTED

Agents for Count Store, Pin Store and Blower. For the best route in the Northwest, starting at Everett, Washington, July 4. (Foxy, come on home.) Don't phone, wire:

DANNY FERGUSON, Cavalcade of the West
CLAREMONT HOTEL, 4TH AT VIRGINIA, SEATTLE, WASH.

FOR SALE

Complete Show, consisting of Merry-Go-Round, No. 5 Eli Ferris Wheel, Tilt-a-Whirl, Rolloplane and 3 Kiddie Rides, Auto, Airplane and Boat Ride. These rides are all in excellent condition. Transportation for all rides. All trucks are in first-class condition. Plenty of electric cable and junction boxes. This show is booked solid through Sept. 8. One of the best routes in this territory. Show can be seen in operation at your convenience.

BOX D-44, Billboard, Cincinnati 22, Ohio

WANT WANT WANT

Ride Help on all rides, First and Second Men, must drive semis. (Wilbur Jirard, Tex and Curly, come on in.) Bobby, Ferris Wheel open.

BIG FOUR AMUSEMENTS
Racine, Wis., June 16-21

WANT WANT WANT

SHOWS FOR ANDERSON, IND., FREE FAIR & FOURTH OF JULY CELE.
June 29 Thru July 4

Circus Side Show with own equipment to join at Anderson for balance of season. Any kind of Grind Show, Walk Thru, Wild Life, Mechanical and Monkey Show. Mr. Miller wants Girls for Revue. Mr. Bill Tucker will be on Anderson Fair Grounds from Tuesday, June 23, for space and location. All answers to

Dolly Young, Mgr., ROYAL CROWN SHOWS
Owensboro Hotel, Owensboro, Ky., this week; Columbus, Ind., next week.

Sunset AMUSEMENT CO.

WANT FOR SOLID ROUTE OF CELEBRATIONS AND FAIRS BEGINNING JUNE 22
THE HUTCHINSON, MINNESOTA, WATER CARNIVAL

Hanky Panks of all kinds, including Basket Ball, Country Store, Bumper, String Game, Coke Bottles, Ball Games. Also Derby, Hats and Frozen Custard.
Can place second men on Rides, must drive. Can use dependable Octopus foreman. Want shows with own equipment including Monkey, Animal, Mechanical Iron Lung and Side Show. Have 90-ft. Girl Show open for dependable Operator with People and costumes.

FOR FOLLOWING ROUTE OF FAIRS AND CELEBRATIONS

HUTCHINSON, MINN., WATER CARNIVAL	PALMYRA, ILLINOIS, FAIR	DECORAH, IOWA, FAIR
MONTEVIDEO, MINN., FIESTA	CRAIG, MISSOURI, CENTENNIAL	MONTECELLO, IOWA, CENTENNIAL FAIR
WINONA, MINN., STEAMBOAT DAYS	WEBSTER CITY, IOWA, FAIR	COLUMBIA, MISSOURI, STREET FAIR
CLINTON, IOWA, STREET FAIR	ALTA, IOWA, FAIR	CAPE GIRARDEAU, MO., FAIR
	ROCK RAPIDS, IOWA, FAIR	PORTAGEVILLE, MO., FAIR

ADDRESS: K. H. GARMAN, MGR. Boone, Iowa, this week; Hutchinson, Minn., next week.

INTERSTATE Shows

Want for solid route of Fairs beginning June 22—Eldorado Reunion, Eldorado, Illinois, on the streets—Followed by—
Mt. Vernon State Fair, Mt. Vernon, Ill. Richland County Fair, Olney, Illinois. Crenshaw County Fair, Luverne, Ala.
Chrisman Homecoming, Chrisman, Ill., on Bi-State Fair—Fayetteville, Tennessee. Haywood County Colored Fair, Browns-ville, Tenn.
the streets around the square. Dyer County Fair, Dyersburg, Tennessee.
Mt. Olive Homecoming, Mt. Olive, Ill., on Tipton County Fair, Covington, Tennessee. Decatur County Fair, Bainbridge, Georgia.
the streets. Decatur County Fair—Combined, Parsons- Pike County Fair, Troy, Alabama.
Georgetown Agricultural Fair, Georgetown, Decaturville, Tenn. Coffee County Fair, Etba, Alabama.
Ill. Lawrence County Fair, Moulton, Ala. Dale County Fair, Ozark, Alabama.

All Concessions open, open Midway, no Exclusive. All Hanky Panks and all Eating and Drinking Stands open. Will give Head of store to capable men for Skillo, Clothespin, Roll Down.
Shows: Will book any non-conflicting Shows. Good proposition to Motordrome, Penny Arcade, Fun House, Glass House. Want organized Minstrel Show, have beautiful 80 ft. built-on semi for same.
Minstrel Show, have beautiful 80 ft. built on semi for same.
Will book Side Show, Girl Shows. F. W. Miller, get in touch. Will give you exclusive on Girl Shows.
Rides: Will book one or two Flat Rides such as Octopus, Little Dipper, Spitfire, Rollocoaster, Looper.
Want Foremen and Second Men on all Rides.
Want Show Carpenter and Builder to join on wire. Also Lot Man to join on wire.
Want Manager or Caller for up-to-date Bingo. Will give good proposition, this show has good bingo territory. Want Bingo Countermen to join on wire.

Replies to H. B. Rosen, Mgr., Paducah, Ky.

PENN PREMIER SHOWS

worlds * cleanest * midway

LARGEST BONA FIDE CELEBRATION IN NEW YORK STATE, WEEK JUNE 29-JULY 4, ALLEGHANY, NEW YORK

CONCESSIONS	Can place Cookhouse that will cater to show folks. Prefer one with tables. Must be within keeping with this show. Can place Novelties, Hats, Derby Racer, Ball Game, Cigaret Gallery, Hi Striker, Jewelry or any other legitimate Concessions.
SHOWS	Can place Wild Life, Fun House, Midget or any Show not conflicting. Have exceptional opening for Snake Show. Renton R. Katz, contact me.
HELP	Can place Ride Men on the following Rides, must be able to drive semi trailers and be sober and reliable: Wheels, Tilt and good Kiddie Ride Men. Funny book readers, drunks, agitators, please don't take our time or yours. I will pay top salaries every week, plus bonus. Best of treatment. Place Man for Searchlight and Main Gate. Don't write or wire, come on—we will place you.
FAIRS	We have 16 Fairs starting August 3 and ending November 11.

Address all mail and wires to
LLOYD D. SERFASS, GEN. MGR., PENN-PREMIER SHOWS
All phone calls **HARRY (BUSTER) WESTBROOK, BUS. MGR.**
Jefferson Clinton Hotel, Syracuse, New York, this week

CHOICE STILL DATES AND CELEBRATIONS	VIVONA Combined ★ BROS. ★ SHOWS	14 FAIRS STARTING SCRANTON, PA., IN AUGUST
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"A Mile of Thrills and Entertainment"

UNIT #1
WEST HAVERSTRAW, N. Y., WEEK JUNE 22
MONTICELLO, N. Y., WEEK JUNE 29
First show in 17 years, 1 block from main corner in town, thousands of vacationists. Special events daily, fireworks July 1 and 4.
Can place Hanky Panks of all kinds. Sell ex on Long and Short Range Galleries, Basket Ball, Glass Pitch, Derby, Custard and Jewelry. American Palmistry, Ball Games, Swinger. Can place 2 choice Wheels, Agents for Razzle.
SHOWS: Glass House, Drome or any good Grind Shows. Man and wife for Tina Show.
RIDES: Tilt or Caterpillar.
HELP: Foreman for Flyoplane and Second Men on all Rides. Must drive semis. Address: Pittston, Pa., this week.

UNIT #2
FIREMEN'S CONVENTION, SPRING VALLEY, N. Y., 10 DAYS, STARTING JUNE 24.
Parades, Fireworks, Contests
Can place Bingo. Will book Merry-Go-Round. Want Snake Show, Monkey Show or any good Grind Show.
Hanky Panks of all kinds.
Address
MORRIS VIVONA
103 South 21st St. IRVINGTON, N. JER.

TILT FOREMAN WANTED
Must be capable and sober. Salary: \$75.00 a week and five bonus a week if you remain for season; more at Fairs. Can also place one more Second Man at \$50.00 a week. No collect wires or tickets. No truck driving, load on wagons. Address:
WILLIAM PINK
c/o Amusement Company of America
Madison, Wis., June 12-20; Neenah, Wis., June 22-27.

WANTED
For the beach until Labor Day then my fair route. Experienced and reliable MONKEY MOTORDROME OPERATOR, must be good talker and know the inside, must be capable of taking complete charge. Have new cars and newly rebuilt drome. Long season in virgin territory, a wonderful deal for the right man.
WANT
A-1 Builder for truck body repairing and show fronts, also Fly-o-Plane Foreman and Merry-Go-Round Foreman
CONCESSIONS
Have limited amount of space available for Hanky Panks such as Age & Weight, Coke Bottles, Novelties, Cork Gallery, especially want Mug Joint and Basketball.
LEO LANE SHOWS
Box 12, Savannah Beach, Ga. Phone 379 (No collect calls)

WANTED
First and Second Men on Ferris Wheel, Mix-Up and Kid Rides. Also capable Electrician. Address mail and wires
BEEBEE
SHUGART'S SHOWS, Deleon, Texas

DRAGO AMUSEMENTS #2
Now booking for big Centennial at Brookston, Indiana, June 22-27, and Big 4th of July Celebration at Walkerton, Indiana, June 29-July 4.
Hanky Panks of all kinds, Balloon Darts, Add-Em-Up Darts, String, Bumper, Clothes Pins, Long Range, Glass Pitch, Hats, Derby Racer and Hoop-La. Want Mitt Camp—must be clean. Any worth-while Show except Girl Show. Contact
CHET PIERCE, Middletown, Ind., Fair, this week; then as per route.
P.S.: Shorty Graves wants Hanky Pank and Bucket Store Agents.

VICTORY EXPOSITION SHOWS

Amarillo Air Force Base, Amarillo, Tex., June 30 thru July 4 on the Parade Grounds—5 Days and Nights—Base open to public all 5 days—21,000 men on bases—Parades—Fireworks—Dance.

SHOWS: Want Side Show, Snake, Motordrome or any Show except Girl Show. CONCESSIONS: Want Jewelry, Hi-Striker, Photos, Fish Pond, any Hanky Panks. HELP: Want Foremen for Scooter and Roll-o-Plane. Help on other Rides, must drive

ADDRESS: ALVIN VANDIKE, Watonga, Okla., June 18-20

WANT G & B SHOWS WANT

For the following Fairs and Celebrations

Scales, Fish or Duck Pond, Candy Floss, Grab, Six Cat, Coke Bottles, Ball Games, Novelties, Darts, or any Concession working for Stock. John Caruso wants agents for Clothes Pin, Slum Skillo Razzle and outside help; percentage agents.

Friendsville, Md., Firemen's Celebration June 22 to 27; Terra Alta Fourth of July Celebration; Hirt County Fair; Paw Paw District Fair; Gassaway Free Fair.

All replies to GEORGE BROAS

Monongah, W. Va., this week; Friendsville, Md., June 22 to 27, then as per route.

BADGER STATE SHOWS

WANT FOR CHASKA, MINN., LEGION CONVENTION, JUNE 19-21:

Pitch-Till-You-Win, Cigarette Gallery, Photo Gallery, High Striker, Ball Game, Coke and any Concession not conflicting with what we have. Can also use Arcade and Girl Show or Manager for Girl Show and Ten-in-One, Glass House, Snake, Mechanical or any Show not conflicting with what we have. East Grand Forks, Minn., to follow, then Gilbert, Minn., for the 4th of July, in the iron ore country, where there is plenty of money. Fairs to begin first of August in Southern Minnesota.

Fair Secretaries and Celebration Committees in Iowa, Missouri and Arkansas! We have open dates after 16th of September.



WANT FOR 18 FAIRS STARTING JULY 4

Want legitimate Concessions of all kinds, especially want flashy Popcorn Trailer capable of winning money. Want Roll-o-Plane Foreman, \$65.00 a week. Can also use a few Second Men, must drive. Address:

E. D. McCrary, Mgr., Dubuque, Iowa, This Week

WANTED

Wheel Foreman. Must be able to erect wheel Ell way. If married, can place wife. Room, board, good salary. No drinking—that's the reason for this ad. Call or wire collect.

SKERBECK AMUSEMENT CO.

Lake Linden, Mich., this week; L'Anse, Mich., next week.

P.S.: For Sale—Tilt-a-Whirl. Will book same on show or will trade for Major Ride that moves on one semi.

HANKY PANK AGENTS WANTED

For Huckley Buck, Watch-La, Airplane Bumper, Add-Em-Up Darts and others. We have only one more Still Date, then Celebrations and Fairs, all in Wisconsin. These Fairs are money spots, and if that's what you like instead of fooling around, come on. Reliable Agents can always get placed. (Bob Coulbourn, what happened?)

RUSTY WAGNER

c/o Blue Ribbon Shows, Sheboygan, Wis., June 15-21; Menominee, Mich., 22-28; Madison, Wis., July 1-5, Big July 4th Celebration; then as per route.

RANEY UNITED SHOWS

Ray Larsen wants Six Cat Agents. Frank Nerducci wants Pin Count Store Agents. Also Nail Agents. Wire or come on.

RANEY UNITED SHOWS

Hibbing, Tenn., This Week; International Falls, Minn., Next Week

WANT WANT WANT

Foreman for Allan Herschell Merry-Go-Round, also Foreman for Tilt-a-Whirl. Can also place useful Ride Help. Want Hanky Pank Concessions of all kinds for Street Celebrations. Hanna City, Ill., this week; El Paso, Ill., next week; and the largest 4th of July Celebration in Missouri, Desoto (Mo.) Sesquicentennial, June 29-July 4; then back into Illinois. (Bob Hoard and Jack Hill, contact immediately.)

F. & M. AMUSEMENTS

Hanna City, Ill., this week; then El Paso, Ill., next week.

WANT TALKER OR MANAGER

With Acts and Ticket Sellers to make second openings. Also Side Show Acts plus a strong Annex Attraction. Also want Couple for Single-O Girl Show who can stand to work and make money. Can also use Shows—Mechanical, Monkey or any other good Unit. RIDE HELP, COME ON.

HUDSON, N. Y., THIS WEEK

Wire Doc Jones or Dick Coleman, Coleman Bros. Shows

LEO BISTANY WANTS

FOR BUFF HOTTLE SHOWS

AGENTS FOR FOLLOWING CONCESSIONS: COUNT AND PEEK STORES, ALSO WHEELS, SIX CATS, BUCKETS AND PERCENTAGE TABLES. CAN ALSO PLACE USEFUL HELP ON CONCESSIONS. (Agents who have worked for me, contact immediately.) HAVE COMPLETE EXCLUSIVE CIGARETTE JOINT (would like to hear from Frankie Hamilton or Jimmie Finn. Slim Berry, get in touch with me). This Show has 15 Fairs starting middle of July. Wire, no time to write.

LEO BISTANY, c/o Buff Hottle Shows, East St. Louis, Ill.

WANT WANT WANT

CONCESSIONS FOR ANDERSON, INDIANA, FREE FAIR & FOURTH OF JULY CELE. June 29 Thru July 4

Exclusive on Hats, Age and Scale, Pronto Pups, Custard and Arcade. Will book any kind of Prize-Every-Time Concession. Mr. Bill Tucker will be on Anderson Fair Grounds from Tuesday, June 23, for space and location. Harry (Irish) Gaughn wants Agents for Count Store, Peek Store and General Concession Help.

All answers to Dolly Young, Mgr., ROYAL CROWN SHOWS

Owensboro Hotel, Owensboro, Ky., this week; Columbus, Ind., next week.

Midway Confab

Continued from page 72

Erickson and Beulah Rusch, No. 10; Ann Corrigan, Helen Jauch and Trudy Gassman, No. 11; Becky Cohen and Helen Allen, No. 12; Marie Butler and Robert Schmidt, No. 13; Sheldon Micle-son, No. 14, and Donald Eldrige, Ann Federico and Ida Laskey, No. 15 frozen whips stand.

Jack J. Perry, a past president of the National Showmen's Association, is in Brooks Memorial Hospital, Dunkirk, N. Y., for a check-up. Cliff Wilson, chairman of the building committee, in company with Dutch Holtzman, co-chairman; Bert Rosenberger, secretary, and Philip Cook, executive secretary, visited the site of the new Miami Showmen's Association home last week. They watched foundation pilings being driven into the ground and were told by the construction engineer that it will take about 10 more days before pile driving is completed. They announced that concrete to be poured into the building will be examined to make sure it meets contract specifications.

Fred H. Phillips did a notable job of tub-thumping for the King Reid Shows when that organization was playing Frederickton, N. B., recently. Phillips, a Frederickton resident and correspondent for The Billboard in that area, scored his biggest hit, an eight-column streamer, in the 40-page Coronation supplement published by the Daily Gleaner. The Reid story appeared to be the only one not dealing directly with the Coronation to appear in the special. Other hits, illustrated news and feature stories, appeared throuth the week. The build-up was in vain, however. It rained.

A Bill Jones corn unit rejoined the Virginia Greater Shows in Hillburn, N. Y. Gene Snyder is handling managership chores. . . . Fire Chief Lepori and Frank Green, of the Monsey Volunteer Fire Department, visited the show recently. It will play under their department's auspices in Monsey, N. Y., shortly. Frenchy Healy joined the show and is operating the Octopus. Thomas Kinder, a former employee, has rejoined the show here and is a member of the Chairplane crew. With the Virginia Greater organization currently playing dates just across the State border in New York, Peter and Dot Masucci find it easy to commute nightly to their Pater-son, N. J., home. Bill Murray, general agent for the show, is on a trip to the South on show business.

Lloyd Kelley, Billboard agent on Johnny's United Shows, was a recent visitor at Billboard's Cincinnati office, with his wife and son, Tommy. . . . Bud DeWinter joined the Morris Hannum Shows at Scranton, Pa., helping Dennis Duffie operate his two Girl shows, Wild Life, Monkey and Snake shows. . . . Bud Humphrey and Sid Crane have joined the J. A. Gentsch Shows, after returning from a jaunt to Houston, where they picked up a Snake Illusion show and Gorilla show. Another big chimp was purchased from the St. Louis Zoo for delivery in Cleveland, Miss. Plans are to convert one of the frozen custard trailers into a malted milk joint. Judie Crane has frozen custard; Evelyn Humphrey, malted milk; Bud Humphrey, Snake Illusion, and Sid Crane will operate the Gorilla show. . . . H. C. Swisher reports from Tulsa, that business has been on the fair side with the Parada Shows. The org has lined up a July 4 date and a series of celebrations for the balance of the season.

Following the June 3 marriage of Zeke Blackwell and Coatsie Wright, members of the Dixieland Exposition Shows, wedding cake was served in the cookhouse. The bride is the sister of Mrs. Toots Bickett, now with the American Eagle Shows. The newlyweds are pen store agents on Dixieland.

Mrs. Bertha (Gyp) McDaniels, Penny Arcade, Donkey-Go-Round and Rocky Road to Dublin operator on the World of Mirth Shows, is looking forward to having her nephew, Leo Benoit, spend his vacation with her on the show. Well known to showfolks, having spent four previous vacations with his aunt, Benoit recently graduated from Loyola College, Mont-real, in biochemistry with a three-year scholarship toward a Ph.D. He has also completed a two-year

summer course in officer training at Camp Shilo, Manitoba, and is a reserve second lieutenant in the Canadian Army. Mrs. Gwen Pam-perin, granddaughter of the late Fred Lewis Sr., well-known show front builder, has returned to Richmond, Va., after a two-week visit with Mrs. McDaniels.

After two weeks in Beckman Downtown Hospital, New York, Mrs. Nora Reinhardt, wife of cook-house operator George Reinhardt on the World of Mirth Shows, is convalescing at the home of her son, Fred G. Jones, 206 East 51st Street, New York, and would like to hear from friends.

Edward K. Johnson, contracting agent for the Cetlin & Wilson Shows, was pictured in the June 6 issue of the Niagara Falls Gazette. He and his chauffeur were among the participants in a mock atom bombing of Niagara Falls which occurred while they were in that city handling details for the show which opened there Monday (8).

Arthur E. Campfield, New York tent manufacturer, visited the Ross Manning Shows in Peekskill, N. Y., Wednesday (10). Max Sharp, the show's business manager, had as his guests Mr. and Mrs. Iszy Beck of Miami. Joie Hoffman, with five concessions, is reported doing nicely, as is Bill Holt, operator of two girl shows.

COMING JUNE 27 . . .

in The Billboard
43d Annual

SUMMER SPECIAL

A Salute to the
Showman's League
of America

and many other valuable,
exclusive features!

Order JULY 4th and Fireworks cards today

Immediate Shipment

Call-Write-Wire

TRIANGLE POSTER CO.

113 Denniston St. Pittsburgh, Pa.
Montrose 1-8110

WANT TO BUY USED KIDDIE RIDES

Preferably a Whip, Ferris Wheel or Wet Boat Ride. Will buy for cash. Call

MR. DUDDY

Waltham, Mass. 5-8425,
Waltham 5-1596W, or
Decatur 2-4221.

BUFF HOTTLE SHOWS WANT WANT WANT

Fun House, Monkey Show, Glass House or any Show not conflicting for com-mittee money. Curley Webster, contact: I received your telegram too late. Can place Ride Men that can drive. Hal Dillon, Merry-Go-Round Foreman, contact me immediately. Address:

BUFF HOTTLE, Mgr.

(39th & Bond)
East St. Louis, Ill., thru June 18.

NINTH ANNUAL MERMAID FESTIVAL NORTH WEBSTER, IND., JUNE 23-27

Best June spot in Indiana. CAN PLACE THE FOLLOWING: Long Range, Ball Games, Photos, Baby Ducks, Fish Pond or unusual Concessions. ONE OF A KIND.

GOODING RIDES SHOWS

G. H. PROUGH

1039 LWE Mishawaka, Ind.
Telephone 5-9435

RIDE HELP WANTED

Wheel Foreman and Second Man, other useful Help. Semi Drivers preferred. Join immediately.

GOODING AMUSEMENT CO.

NUMBER 3

NEW CASTLE, PENNSYLVANIA

WOLF GREATER SHOWS

Want Ride Help on all Rides. Can place Hanky Panks of all kinds, Watch-La, Pitch-Till-You-Win, Bumper, Coke Bot-tles, Balloon Darts, Roman Tar-gets, Glass Pitch, Long and Short Range, Basket Ball. Ed-die Coy wants managers for well framed Animal Show and Turtle Show. Also Grinders and Talkers for same. Answer or join.

ADDRESS: Wayzata, Minn., June 15-16-17; Columbia Heights, Minn., June 19-20-21.

CAVALCADE OF AMUSEMENTS CAN PLACE

Responsible Operator for Motor Drome, we have motorcycles and offer wonder-ful proposition to reliable operator. Can place organized Minstrel Show. We furnish stateroom car. Long season. Closes in November. Can place Six-Cat Agents, would consider turning over two Stores to responsible party. Phil Brocato can place Waiters for Cookhouse, also Yard Man.

Address: Freeport, Ill.

CARNIVAL WANTED

The week of July 4th to play V.F.W. 18th Annual Celebration, City of 10,000. Contact

CASH WAGNER

207 West Main
Chanute, Kansas

FESTIVAL OF FUN SHOWS

WANT SHOWS

Girl, Snake, Wild Life, 10-in-1, or what have you? Very small percentage. Big 4th of July. Celebrations, Fairs following. FESTIVAL OF FUN SHOWS
Alma, Mich., this week; Owosso, Mich., June 22-27.

WANTED

Rides, Shows and Concessions privilege, \$12.50. Rooney, come on. Holding ex. big 44th annual park opening, Helena, Mo., June 19 and 20; then as per route.

HUFFT'S GREATER SHOWS

ROY HUFFT, Mgr.

Thank You

May and Henry McCaully
of Thomas Joyland Shows
for your Buick Roadmaster purchase.

JOHNNY CANOLE

Canole Buick
Monessen, Pa. Phone 2560,
Altoona, Pa. Phone 9347.

FESTIVAL OF FUN SHOWS

Want for big 4th, Street Celebrations, Fairs through October. HANKY PANKS of all kinds. Very reasonable privilege. Never over 2 of a kind. American Palmtree, no flats. Shows, come on, best deal. Want Free Acts. Tommy Sigano, come on. Answer: CONCESSION MANAGER
Alma, Mich., this week; Owosso, Mich., June 22-27.

Concession Trailers

Location Tampa, Fla., and Los Angeles, Calif. Your pick, \$895.00. Large selection used Trailers, Vagabonds and Spar-tans. Phone: T. W. (SLIM) KELLEY, Ringling 5-5241 or 5-5491, Sarasota, Fla., or RAYMOND SELLHORN, Lansing, Mich.

SELLHORNS OF SARASOTA, FLA.

HUTCHENS MODERN MUSEUM

WANTS TO JOIN AT ONCE

Ticket Seller, Girl for Blade Box, Tattoo Artist, one other Attraction. Long season. Address:

c/o Snapp's Greater Shows

Jefferson City, Mo., this week.

CELEBRATIONS AND FAIRS

Starting June 22

Need Caller or Relief Caller, also Agents for Mack's Bingo.

Morris Hannum Show

Lebanon, Pa., this week; then Phila., Pa.

WANTED

For Side Show—Freak to feature. Working Acts; Talker, sober, who can sell show. Good Fairs, including Puyallup, Wash. Wire at once. EDWARD MCCUE, Side Show, Douglas Greater Shows, Eugene, Ore., 15th to 20th; then The Dalles.

NOLAN AMUSEMENT CO.

WANT CONCESSIONS AND SHOWS

ELYRIA, OHIO, JUNE 23-27
Lions Club Annual Spring Festival

ASHVILLE, OHIO, JULY 2-3-4
Parades, Acts, Fireworks, Programs, Dance, etc.
21st Annual 4th of July Celebration

WANT Floss, Sno Ball, Popcorn, French Fries and Waffles.
WANT Jewelry, Photos, Age and Scales, Lead Gallery, Hi-Striker, Fish Bowl, Penny Pitch and Concessions of all kinds.
WANT P. C., Penny Arcade and Ride Help.
Wellington, Ohio, June 17-20.

HARRISON

GREATER SHOWS
presenting the show of shows

For Big Fourth of July Celebration and Sailors' payday, and for balance of season, with 10 bona fide fairs starting first of August.
Frank Harrison, Owner; Mack House, Business Manager; Johnny Walkins, Manager; C. V. Cox, General Agent

Want at once Popcorn, Candy Apples, Floss, Snow Cone, Custard, Photos, Novelties, Age and Scale, Glass Pitch, Bingo. Good opening for a few choice Concessions. Mack House wants Agents for Skillo and Count Stores. Joe Reynolds, get in touch; have good proposition for you. Hedy Jo Starr, get in touch with Mack House. Ride Help on all Rides, contact Johnny Walkins. Blackie Edwards, get in touch. Top salary and bonus. Have complete outfit built on wagon front for Girl Show. Want party with two or more Girls. Cliff Osteen, get in touch. Also have opening for one Colored Girl Show. All mail and wires to **FRANK HARRISON, Owner; MACK HOUSE, Bus. Manager, Boykins, Virginia, this week; then as per route.**

ROCKWELL SHOWS

Mike Rockwell - - - Owner-Manager

WANTS FOR CELEBRATIONS AND FAIRS

CONCESSIONS: Age, Weight, Fish and Duck Ponds, Add-Em-Up-Darts, Long Range Gallery or any Hanky Panks that do not conflict.
SHOWS: Small Grind Shows that can set up on streets.
RIDE HELP: Second Man for Tilt-a-Whirl, First Man for Roller Coaster.
ADDRESS: MIKE ROCKWELL, MGR.
Hastings, Neb., June 16-20; Raiston, Neb., 22-27.

GLASS CITY SHOWS & ANDERSON AMUSEMENT

June 15 to July 5 The Big Ohio Sesquicentennial Cel.
At Walbridge Park, Toledo—July 9 to 11 Lucky, Ohio

Can Place Photo, French Fries & Hanky Panks
Committeemen! Have weeks open with second unit for Northwestern Ohio & Southern Mich.
Harry Johnson of Harrietta, Mich., come on. Can use Ride Help in all dept.
Agents wanted for Hanky Panks
GERALD R. ANDERSON, Mgr.
1488 South Ave. Toledo 9, O.

CORNLAND SHOWS

Want for Mammoth July 4th Celebration—30,000 People Last Year—Followed by 17 Fairs and Celebrations

Legitimate Concessions of all kinds—especially want Cook Houses and Grab Joints, Ice Cream Bars, Custard, Photos, Hats, Novelties and Hanky Panks. Shows—Girl Shows and Posing Shows, must be nicely flashed; Fat, Mechanical or Monkey Show. Rides—Tilt, Roll-o-Plane, Train or Pony Ride or any Ride not conflicting. 10-Car Kiddie Auto Ride for sale cheap for cash.
June 15-20, Geneva, Nebraska. Carnival Manager.

Smith's FUNBAND Shows

STAR CITY, W. VA., JUNE 15th to 20th

WANT CONCESSIONS: Hanky Panks as follows, strictly no RACKET. Fish or Duck Pond, Cookhouse, Bingo, Scales and Age, Striker, Penny Pitch, Clothes Pin Pitch, Shooting Gallery, Photo, Ball Games, Mitt Camp, strictly small family. Pete, contact Bert and Billie Bell, Pennsboro, W. Va. Biggest 4th in the State. Write or wire as per route.

GLADES AMUSEMENT CO.

Dahlgren, Va., this week; Callao, Va., week June 22 thru 27.

Wants set Kiddie Rides, one major Ride not conflicting.

12 FAIRS PAGE BROS. SHOWS 12 FAIRS

Want Cookhouse that caters to show people, Custard, Ice Cream, Arcade, Lead Gallery, Slum Concessions of all kinds. Saxophone, Trumpet, Trombone and Comedian for Jig Show. Operator for Funhouse. Girls for Girl Show, \$75 per week. Dave DiCorte wants Count Store and Pin Store Agents.
Shepherdsville, Ky., now; Hazrodsburg, Ky., next; La Grange, Ky., Fourth of July Annual Celebration.
P.S.: Luther Sandlin and Bill Hayes, contact immediately; important.

CARL D. FERRIS SHOWS

Want for Firemen's Convention, Norwich, N. Y., June 22-27, followed by one of New York State's largest July 4 and Centennial, June 29-July 4 at Wellsville, N. Y.

CONCESSIONS: Hanky Panks, Photos, Novelties, Jewelry, Hats, Duck Pond, Fish Pond, High Striker. SHOWS: Wild Life, Unborn, Mechanical Show, 10-1, Monkey Show, any Grind Show, Arcade. RIDES: Can use any non-conflicting Rides. Ralph Decker, contact. Ride Help for Wheels, Chairplane, Rolloplane who drive semis.
WIRE WESTERN UNION, SMETHPORT, PA.

CONTINENTAL SHOWS

MICKEY RYDER can use you balance of season. Contact me Rouses Point, N. Y., June 15th to 20th; June 22d, St. Albans, Vermont.

SHOW T-E-N-T-S

Concession—Circus—Carnival

AMERICAN TENT & AWNING CORP.

132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

FOR SALE SEVEN CONCESSIONS

Six Cats, Buckets, Milk Bottle Ball Game, Pan Game, 14x14 Center Concession, Pea Pool and Over & Under Seven, \$500 for all. Motor Speedway, four cars, factory made, two new motors, new platform, complete, up and running, \$700. Or will trade all for Kid Ride or Train. G.M.C. Truck and 22-ft. Fruehauf Moving Van, \$750. D-40 International Truck, A-1 shape, \$300. Want to buy a Bingo, 18x36 or smaller. Will trade above for anything of equal value.
B. NESSLER
c/o Motor State Shows #2 Unit St. Charles, Mich.

DIESEL GENERATORS

Available after July 4. Will book on show 50, 75 or 100 kw. International Diesels with capable Diesel Electricians. We have all equipment ready on trailer. Write or wire your needs. **WE WILL SAVE YOU MONEY.** We carry no joints for pressure. Lighting equipment also available for road or building construction and entertainments. Contact
L. R. WILLIAMS
64 Lakeside St., East Providence 15, R. I. P.S.: Have Eli Wheel for sale—first answer will buy right.

GARDEN STATE RIDES

100TH ANNIVERSARY CELE. CATASAUQUA, PA.

Parades—Fireworks—Daily Events. Sponsored by Town.
Want Rides and Concessions of all kinds. Shows with own outfits. This will be the biggest event in Lehigh Valley for 1953. Want Foreman and Second Man for Wheel. Two Kiddie Ride Operators. Semi-drivers preferred. All address:
R. H. Miner Jr.
Northampton, Pa., now

WANTED OKLAHOMA EXPOSITION

Shows for the best 4th in Oklahoma. Salina, Okla., 12,000 people last year. Will book Rides not conflicting. Wanted small Bingo for balance of season, also any Stock Concessions not conflicting. Will book Snake, Athletic, Side Show, Iron Lung or any Show who own transportation. Will book for committee money. Want Percentage and Ball Game Agents. Wire.
J. W. STARR
Cleveland, Okla., then Salina, Okla.

CARNIVAL WANTED for CENTENNIAL

Aug. 9 to Aug. 16
Centennial Headquarters
SHEBOYGAN, WISCONSIN

Want Concessions Want

Crooksville, Ohio, June 23 to 27; Barnesville, Ohio, June 30 to July 4 Sesquicentennial on the Streets; Avon, Ohio, July 9 to 12.
Want Wheel Foreman, \$55.00.
JACK CARLIN
Buckeye Lake, Ohio Phone 4101

CONCESSIONS WANTED

For Annual Firemen's Carnival and Junior Fair, Manchester, N. Y., July 29-Aug. 1. Big Parade, Fireworks, Free Acts and advertised in newspapers and on radio. Write
Jos. L. Mottelo, Sec'y.
Manchester Fire Dept., Inc., Manchester, N. Y.

JOHN RICE WANTS BINGO CALLER

Who drives, starting July 4.
(Dan Odum, let me hear from you.)
ADDRESS: 218 East Dole St., Paris, Illinois

LEFTY O'CONNER

Call at once, collect, care Wausau Hotel, Wausau, Wisconsin, this week.
(DUTCH) KLEIDERLEIN

WANTED

For Centennial Celebration, first in twenty years on main street in Plano, Ill. Watch-La, Hoop-La, String Game, Basket Ball, Add Up Dart, Cat Racks, Short Range, Custard, Novelties, Grab Joint, Piano, Ill., this week; Warrenville, Ill., V.F.W. Celebration next; then Ill. Big 4th July Celebration, Henry, Ill. Illinois Fairs to follow.
BURKHART SHOWS

W.G. WADE SHOWS

IRONWOOD, MICHIGAN, JUNE 22 TO 27

CAN PLACE:
CONCESSIONS—Basketball, African Dip, Ball Games of all types and other Hanky Panks.
SHOWS—Glass House and Animal.
RIDES—Looper.
Write or Wire Now!
W. G. Wade Shows
Iron Mountain, Mich., all this week.
P.S.: Following Ironwood this unit plays the Annual 4th July Celebration at Calumet, Mich.

IDEAL RIDES

WANTED FOR ILLINOIS' BIGGEST ANNUAL 4TH — Parades, Fireworks, Free Acts, etc. Sponsored by July 4 Civic Association at beautiful City Park—6 Big Days—June 30-July 5 inclusive. Hanky Panks of all kinds, limit two of a kind. Will sell X on Novelties, Foot Long Hot Dogs, Candy Apples, Taffy, Pronto Pup, Maury Brod, contact—some P.C. open. Ice Cream Sandwiches or Dip, Hit and Miss, Ball Game. No gypsies or flats. Will book one Flat Ride. SHOWS—Anything but Girl Shows. Motordrome wanted. Can always use sober Ride Help and Concession Agents, also Bingo Help.
Ellettsville, Indiana, this week; Nashville, Indiana, next week.
Paul T. Robertson, IDEAL RIDES

JOYLAND MIDWAY ATTRACTIONS

WANT LEGITIMATE CONCESSIONS OF ALL KINDS FOR THE FOLLOWING LOCATIONS: Port Sanilac, July 1-5; Pigeon, July 7-12; Clio, July 29-August 1; Ubyly, August 6-9; Petoskey, Aug. 11-15; Big Rapids, Aug. 17-22; Gladwin, Aug. 25-29; Manton, Sept. 4-7. CAN USE any money-getting Shows; top salary for Ride Help. Want to hear from Dave. All those who were with me wire if you're coming back.
ROSCOE T. WADE
GENERAL DELIVERY DETROIT, MICH.

LIONS EXPOSITION

Stamford, Connecticut, June 22 through 28

JAMES E. STRATES SHOWS WANT

Pitchmen, Kitchen Gadgets for exhibit tents. HELP—Joe T., Joe Galvin, answer this ad. Also want Man to up and down concessions. Answer to
211 ATLANTIC STREET or Phone 4-5977, STAMFORD, CONN.

CLEARFIELD COUNTY FIREMEN'S CONVENTION

COALPORT, PA., JUNE 22 TO 27

Wanted: Ball Games, Glass Pitch, Cork Gallery, Pitch-Till-You-Win, Short Range, Balloon Darts, Hoop-La, Spot the Spot, Buckets, Fish Pond, Duck, High Striker, Wanted: Monkey Show, Side Show, Girl Show, Wild Life. General Ride Help, Hanky Pank Agents, Truck and Tractor Drivers. All replies to
GEORGE CLYDE SMITH SHOWS
CENTRAL CITY, PA., THIS WEEK; COALPORT, PA., NEXT WEEK.

RIDE HELP WANTED

Need expert Foremen for following Rides: Big Eli Wheel, Tilt-a-Whirl, Octopus, Rolloplane; also can use good employees who are not foremen but anxious to advance to this capacity, semi-drivers preferred. Also need experienced Operator for new Fun House. Good wages, sure pay, finest equipment in show business, long season (about November 1). Year-round employment in winter quarters if you have ability. Drinkers and drifters, please bypass this ad. Armand Millet, contact us. Cannot understand your absence. Address inquiries:
GOODING AMUSEMENT COMPANY
1300 NORTON AVENUE, COLUMBUS, OHIO Telephone: University 1193

RIDE HELP WANTED

Foremen for Ferris Wheel, Octopus and Chairplane. Pay every night. CONCESSIONS: Want Scales, Coke, Milk Cans, Pitch-Till-You-Win, neat Photos, Long Range, a neat Grab. One of each kind.
ALABAMA AMUSEMENTS
MONROEVILLE, ALA. MANAGER F. W. PEPPER.

FOR SALE FLY-O-PLANE FOR SALE

48 model in good condition, motor overhauled and seats upholstered, new replacements where necessary—now stored Hot Springs. Price \$5,000. Tractor and Trailer for sale cheap if wanted. Contact at once.
A. CLAYTON HOLT
200 Prospect Hot Springs, Ark.

EDDIES' EXPO SHOWS WANT

Custard, French Fries, Cigarette Gallery, Photo, Fish Bowl, Long Range Shooting Gallery, High Striker, Shows that don't conflict.
Firemen's Celebration, June 22, Neville Island; Big 4th July Lions Fair, Clarion Fair Grounds, Fireworks, Parades; Kane, OH City, Mt. Pleasant, 125th Anniversary; Washington and Stoneboro Fairs to follow. California, Pa., this week.

GIRLS—WANTED—GIRLS

Girl with Flash to feature, also other Dancers. Top wages and sure. Man for Ticket Box and Canvas. Agents for Hanky Panks.
FOR SALE—Girl Show, complete, 65 ft. laddis front with neon. Awning over bally, 30x60 top, poles. Dressing room trailer, with front and back stages attached. Everything good shape—\$1,000.00 cash.
E. H. MILLER
Happyland Shows Hazel Park, Mich.; Ypsilanti, Mich., next.

JOHNNY'S UNITED SHOWS
"HONESTY IS OUR POLICY"
Hoopston, Illinois, 4th of July
 With a solid route of Celebrations and Fairs following.
 Sell X on Custard, Short Range, Long Range, Derby and Penny Arcade. Want Ice Cream Dip, Basketball, Cork Gallery, Bumper, Hi-Striker, String Game, Cat Rack, Hoop-La. (Dale Ferguson, contact Lloyd Kelly.) Shows: Want Manager with people for Minstrel. Clarence Samuels, contact. Want Snake Show. Hoppy Thompson wants Acts for Side Show. Francis Lee, contact me, please. Want Motordrome, for virgin route. Want Monkey Show or will furnish top and banners to man who will buy Monkeys or Snakes for Show. Wanda Wadsworth wants Teresa Wright and Sue North to contact. Rides: Will book one Major Ride, prefer Spitfire, Octopus or Fly-o-Plane for balance of season. Or will buy late model 16-Tub Octopus or Rock-o-Plane. Will buy Miller Coaster. Have 15 Class A Fairs in Indiana, Tennessee and Alabama. Have for sale 60 foot Panel Front Marquee with blue fly, in good condition. Also 6-Car Auto Ride. All replies to
JOHN (ORTEMONT, Martinsville, Indiana

Eddie Young's STERLING CROWN Shows
WANT FOR LUCASVILLE, OHIO—IN THE HEART OF NEW ATOMIC PROJECT—5 MILES FROM PORTSMOUTH
CONCESSIONS Novelties and Hanky Panks of all kinds. Custard and Arcade.
CONCESSION AGENTS Whitey Weiss can place Agents for Six Cats, Buckets, Peek and Count Stores. Also P.C. Agents.
RIDE HELP Foremen and Second Men that drive Semi Trucks. No drunks.
SHOWS Will place any well-framed Show not conflicting.
SHOWMEN Art Riley wants capable Help for Monkey Show.
HELP Can place A-1 Diesel Electrician. Also Mechanic with tools that can move Show.
 All Replies to **E. L. YOUNG, Mgr.** Mt. Sterling, Ky., this week.

UNITED STATES SHOWS WANT
 Cork Gallery, Mug Gallery, Long Range, Custard, Set Games, Slum Stores. No flat stores, Hanky Panks of all kinds.
 Ride Help for Rolloplane. Must drive semi and be licensed drivers.
 Shows: Girl Show or any Grind Show that has own outfit. Mullins, W. Va., this week; next week, Big Coal Miners' Vacation Pay Week at War, W. Va.; 4th of July to follow at Pocahontas.

CAPITAL CITY SHOWS
 Want for LaFollette, Tenn., week June 22, first show in 5 years, downtown location. Followed by Stearns, Ky., best Fourth of July in the South.
 Want legitimate Concessions of all kinds. Good opening for Long and Short Range, Coke Bottles, Custard, Jewelry, Derby or any Hanky Panks. **SHOWS:** Mechanical, Monkey, Wild Life, Fat, Funhouse, Arcade or any non-conflicting Shows. Want Manager with Riders for Drome. **HELP:** Night Watchman. Must up and down marquee. Foreman and Second Man for No. 2 Wheel. Must drive semis.
Contact J. L. KEEF, Lewisburg, Tenn.

MIGHTY PAGE SHOWS
 Now booking for GALAX, VA., MAMMOTH FOURTH OF JULY CELEBRATION, and 14 bona fide Fairs—beginning the first week in August. Those joining now will be given preference at our Fairs.
CONCESSIONS: All come on—No Exclusive. Especially need Hats, Novelties, Grab Bag Jewelry, High Striker, Sno Cone, Bumper, String Game, Pan and Rat Game, Knife Rack, Glass Pitch, Derby Races, Hoop-La, Jingle Board, Basket Ball, Age and Scales, Boyling Alley, Slum Blower, Penny Arcade, Eating and Drinking Stands. Also a few choice Wheels, Grind Stores and P.C. if you have other Concessions. Agents wanted for Pin Store. Joe Beard, Jack Wells, Jim Knight, contact Jimmie Nolan. Want capable Man with Agents for head of Razzle. Opening for two Skillo Agents. **SHOWS:** Animal or Wild Life, Illusion, Life, Mechanical or good Snake Show, Fun and Glass House, Motordrome, Big Snake, Crime and Wax. As we are enlarging our Side Show, want Fire Eater, Sword Swallower, Pin Cushion and any good Side Show Acts. Pocket Book Harris wants to hear from all people who have worked for him before. Rucker, Dusty and Regina, Buster Smith, Virginia Powell, Peg, Robbie Lee and Roscoe. Also two bright Chorus Girls. **RIDES:** Will book Caterpillar, Rock-o-Plane, Flying Scooter, Fly-o-Plane and Live Pony. Want Foremen for Octopus, Chairplane and Little Dipper. Bob Eades, come on back. Also Second Men on all Rides that drive. Good pay and good treatment.
 All replies to **BILL PAGE, West Jefferson, N. C.**
 P.S.: Max Heller, come by and fix my organ. Want to hear from FREE ACT for Galax, June 29th through July 4th.

FIRST CALL—AGENTS—LAST CALL
 Capable Men that can stand prosperity (25 and 50 specialists, stay where you are, we positively work). Have openings in Rolldown, Razzle, Slum Skillo, Wheel, Spindle, Blower, Blocks, Buckets, Pan Game, Six Cats, Balloon Darts. Want General Concession Help in all departments. Also Bingo Counter Men and Relief Caller. We have a big force and 15 Fairs. Contact at once by wire or phone:
EMMITT BUFKIN or VINCE McCABE
 KINGSPORT, TENN.

ROLL TICKETS
 PRINTED TO YOUR ORDER
Keystone Ticket Co. SHAMOKIN, PA. DEPT. B
 Send Cash With Order. Stock Tickets, \$22.50 per 100,000.
 100,000 \$29.50
 10,000 ... \$ 9.50
 20,000 ... 12.00
 50,000 ... 18.50

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

From the Lots
Crafts Exposition
 SHAFER, Calif., June 13.—Show moved here from Arvin, Calif., where business at the annual Toad Derby was more than satisfactory.
 A number of folks on the show received cards from Orville and Eleanor Crafts, who are vacationing in Europe. Mrs. Roger Warren is beaming since the birth of her son, John Franklin II.
 Everyone is looking forward to the July 4 celebration at Oakland, and many new joints are being framed for the event. Barney Corey recently completed a doll wheel for Roger Warren. The writer is busy painting in preparation for the round of fairs.
 Lee Brandon, general agent for Crafts Shows, was on the lot for the opening at Arvin and Coaling. He left recently for Oakland to supervise advance publicity on the July 4 doings. Org will set up for five days on the Municipal Auditorium parking lot there.—VINCENT KEROPATWA.

James H. Drew
 CLARKSBURG, W. Va., June 13.—Org moved here from the Strawberry Festival at Buckhannon, W. Va., where business matched that of a year ago. Show moves into its first fair July 20.
 Bill Nurney is serving as Merry-Go-Round foreman for his fourth season. Little Mike is handling the front on the Vogstad Side Show. Sonny Bullock joined with concessions.
 The new Octopus has been drawing well at almost every spot this spring. Mr. and Mrs. Orville Smith, of the Smith Shows, were recent visitors.—EULA DREW.

20th Century
 ALTON, Ill., June 13. — First stand here proved to be a winner. Weather was good. A kid matinee at Rock Island was one of the biggest of the season. First spot around the Chicago lot was Lyon, Ill., where the weather was bad and spending only fair. After two more weeks around Chicago, shows go into fairs and celebrations.
 Three new rides have been added, two shows and eight concessions.—MARIE BRUNK.

Page Bros.
 LEITCHFIELD, Ky., June 13. — Nathaniel (Happy-Go-Lucky) Grey joined with his minstrel troupe. Others with the show include Charles Brooks, band leader; Ticky Breechs, comedian; Margaret Flakes, chorus director, and Jean Grey, secretary-treasurer. James Schafer came on with his sway pole as the free attraction.
 Mrs. Earl Carpenter has her

Kenosha Gives ACA Okay Biz
 MADISON, Wis., June 13.—Amusement Company of America Friday (12) opened its second successive 10-day stand to good weather here. Previous 10-dayer at Kenosha, Wis., which closed Wednesday (10), provided good business the early part of the engagement, with light patronage the last three days. Total take was rated satisfactory for the spot.

WANTED DROME RIDERS
 Men and Women. Trick and Straight for Palisades Amusement Park and Cettin & Wilson Shows. Best equipped dromes in America. Good pay and tips. Contact at once.
EARL PURTLE
 1041 Briar Way
 Palisades, New Jersey

MOUND CITY SHOWS WANTS
 Tilt Foremen and Crew. Also Rock-o-Plane Man. Legitimate Concessions for all units.
ADDRESS: Jerseyville, Ill., This Week.

Drago No. 2
 ALBANY, Ind., June 13.—Show moved here from Tipton, Ind., where weather was satisfactory and business good. Personnel includes: Chet Pierce, manager; L. Fullhart, office manager and billposter; W. Martin, electrician; V. Martin, Billboard agent and mail.
 Concessions: A. Clark, 6-Cats; D. Graves and B. Williams, buckets, cats, duck pond and hi-striker; W. Fullhart, basketball; H. Clark, jewelry and huckly-buck; B. Kibbey, ball game and sno-cones; A. Simon, scales; M. Flickinger, photo; L. Simon, coke bottles; C. May, short range; C. Pierce, ball game, balloon dart and fish pond; Bill and Marge Root, bingo; M. Clark, cotton candy; W. Martin, cookhouse; V. Martin, custard; Mrs. Craddy, novelty; W. Lickliter, popcorn.
 Ride men: Wheel, G. Kibbey and R. Gist; Merry-Go-Round, C. Nell and M. Reed; Chairplane, R. Stringer; Octopus, Nate Overman and M. Eggert, ponies, and C. Glickinger, train and boat rides.—V. MARTIN.

15 BONA FIDE FAIRS GEM CITY SHOWS 15 BONA FIDE FAIRS
BIGGEST JULY 4 CELEBRATION IN DOWN-STATE ILLINOIS DANVILLE, ILL.—OVER 100,000 PEOPLE EXPECTED
SHOWS—Want Side Show with or without own equipment. Also Wild Life or any worth-while Animal Show, Glass House, Motor Drome, Fun House or any other show that can get money at big fairs.
RIDES—Want Dark Ride, Fly-o-Plane, Scooter or any ride not conflicting. Will lease or buy another #5 Eli Wheel.
CONCESSIONS—Will place Custard, Novelties, Jewelry and Hanky Panks of all types.
HELP—Second Men who can drive (with license) on all rides. Also other useful people who are with it.
GEM CITY SHOWS
 All replies to: **TOM HICKEY or DON GRECO**
 Decatur, Ill., this week.

AMERICAN LEGION CENTENNIAL CELEBRATION
 JUNE 29-JULY 4, STAGEFORT PARK, GLOUCESTER, MASS.
 Parades, Program every day, Fireworks, Bonfire and Acts
CAN PLACE SHOWS, HANKY PANKS, STOCK CONCESSIONS ON STRAIGHT SALES ONLY, DERBY RACER AND GREYHOUND
 The Outstanding Date in New England for 30 Years.
All wires to PAUL RUDDOCK
 281 CHESTNUT AVE. JAMAICA PLAIN, BOSTON, MASS.
 Phone JA 4-0378

GOLD BOND SHOWS
 WANT FOR MAMMOTH CENTENNIAL, OSHKOSH, WIS.
 8 BIG DAYS—JUNE 27 THRU JULY 5
 Want Hanky Pank Concessions only. Want small Cook House, also Custard, Penny Pitch, Cigarette Pitch, Fish Bowl, Pitch-Till-You-Win. Shows: Want Monkey, Motor Drome, Illusion, Snake, Mechanical (Adam Teska, answer). Want Help on all Rides. Must drive. All replies by wire only:
MICKEY STARK, Mgr.
 WARSAW, WIS., June 15-21; OSHKOSH, WIS., June 23-July 5.

GREAT SUTTON SHOWS
 Can place Hanky Panks of all kinds, Hoop-La, Balloon Darts, also Six-Cats and Buckets that work for stock. Will book exclusive Girl Show with own equipment or will furnish equipment. Also can place independent Grind Shows of any type. Can place Tilt Foreman and Second Men on all Rides. Can place Pony Ride for balance of season. Contact
F. M. SUTTON Sr.
 Great Sutton Shows, Marshall, Mo., this week.

WANTED C. A. STEPHENS SHOWS
 Concessions: Custard, Age and Scales, Novelties, High Striker, Long and Short Range, Help for Cookhouse. Shows: Side Show, Snake Show, Monkey Show, Girl Show, Wild Life. Bob Randi can place Half and Half. Rides: Place set of Kiddie Rides, Live Pony. Help on Bingo, Second Men who drive.
 Appalachia, Va., this week; St. Paul, Va., follows.

WANTED
 Ride Help for Ferris Wheel, Rolloplane, Tilt-a-Whirl. Can use Concessions of all kinds after June 27, playing around Baltimore and Washington. Showing at 67th and Callo Hill, Philadelphia, from June 16 to 27. Apply to
J. R. MeSPADDEN, MeSPADDEN GREATER SHOWS

BARNEY TASSELL UNIT SHOWS
 Want for bona fide proven 4th of July Celebration at Montross, Virginia, week June 29. Giving away car, Frigidaire, Television, 6-Burner Stove, etc. Fireworks for the 4th of July and other features every night. Concessions of all kinds and Rides not conflicting. Week June 22, Seat Pleasant, Maryland, right on the District of Columbia line.
 Write, wire this week, Indianhead, Maryland.

WANT RIDES FOR ANDERSON, INDIANA, FREE FAIR & FOURTH OF JULY CELE.
 June 29 Thru July 4
 Any kind of Major Ride not conflicting, such as Coaster, Fly-o-Plane, Rock-o-Plane, Dark Ride and Rolloplane. Want experienced Ride Help and Second Men for all Rides. Best of salary and best of treatment. Bill Tucker will be on Anderson Fair Grounds from Tuesday, June 23, for space and location. All answers to
DOLLY YOUNG, Mgr., Royal Crown Shows
 Owensboro Hotel, Owensboro, Ky., this week; Columbus, Ind., next week.

ORDER NOW Carnival Novelties AND Supplies from KIPP

Carnival Novelties

Tinselled Flying Birds	Box (3 doz.) \$2.40	Gr. \$ 7.75
4-point Pinwheel	Box (3 doz.) 2.40	Gr. 9.00
Double Pinwheel	Box (3 doz.) 2.40	Gr. 9.00
Whips	Dz. 1.30	Gr. 14.65
"Bird's Nest" Straw Hat	Dz. 3.20	Gr. 36.00

Slum

Hawaiian leis	Gr. \$1.95
Carton lots of 20 gross	Gr. 1.65
Long Glass Necklaces	Gr. 2.75
Western Brooches, Assorted	Gr. 2.75
12" Blow Outs	Gr. 1.00
5" Finger Traps	Gr. 1.00
Crickets	Gr. 1.00
6" Flower Fans	Gr. 1.00
Feather Ticklers	Gr. 1.00
1 1/2" Comic Buttons	Hundred 1.00
	Thousand 9.00

Celluloid Feather Dolls

7-inch	Dz. \$1.60	Gr. \$17.60
9-inch	Dz. 2.60	Gr. 30.00
12-inch	Dz. 3.75	Gr. 42.00

**Rayon Parasols—
American Flag Designs**

17-inch Diameter	Dz. \$3.25	Gr. \$36.00
21-inch Diameter	Dz. 4.00	Gr. 44.00
23-inch Diameter	Dz. 5.10	Gr. 57.50

Carnival Supplies

Daisy Cork Gun	Ea. \$5.75	
Cork Gun Corks	Per 1000 2.90	
Hoops (Hoon-La-Rings), all sizes	Dz. .85	
Dart Balloons (Oak or Bluebird)	Gr. 95 10 Gr. \$ 8.50	
French Feather Darts	Dz. 1.20	Gr. 13.50
Jap Feather Darts	Box (3 Dz.) 1.20	Gr. 4.50
Imported Carnival Baseball	Dz. 2.25	Gr. 24.00
Latex Dipped String Baseball	Dz. 2.75	
Wood Milk Bottle	Ea. .75	
Wood Milk Bottles, 1 lb. load	Ea. 1.25	
Penny Pitch Chart	Ea. 5.50	
Knife Rack Rings	Per 100 5.50	
Table Tennis Balls	Dz. 40	Gr. 4.50

Write for Carnival Catalog
Include postage with order.
25% deposit with c.o.d. orders

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

**SMASH HIT!
THE BEER DRINKER**

Fat and Funny

Fastest seller to hit the big time! Squash him down, he comes up squawkin', lifting his mug for a hearty profit. 6" tall. Attracts on sight. Sells the minute it's demonstrated.

Single dozen\$8.00
Gross or more, ea. doz... 7.20

Cash with order—shipped prepaid. 25% deposit—shipped C.O.D., shipping charges collect. If rated, shipped open account, F.O.B. Milwaukee.

JOBBERS: Write on your firm's letterhead for jobbing prices.

M. D. ORUM CO.
444 N. PLANKINTON
MILWAUKEE, WISCONSIN

**Bubble Boy
FOR
YOUR BAR**

NEW! NEW! NEW!
Brussels Boy Fountain comes to "Automatic" life!

MYSTERIOUS - MAGIC - ACTION
No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phoney Action Hi-Ball.
Greatest Bar Gadget ever invented.

Send \$1 for sample
10 day Money Back Guarantee
1 doz. \$6.50—Gross \$78
P.P. Prepaid

HOLLYWOOD HOUSE, Mfg.
2262 Norwic Pl.
Altadena, Calif.

**NEW—FAST SELLERS for
Men & Women—BIG Profit**
Everyone wants these beautiful copies
Set your own HUGE Profits.

WRITE TODAY

FREE CATALOG

and details. Mds for resale only.
Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry.

TITANIA GEM We sell only best quality stones—10K & 14K mtg.
DES MOINES RING CO.
1155 26th St. Des Moines 11, Iowa

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE
**THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE**

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ABSOLUTELY FABULOUS!!
Comedian's Gag Collection
Adlibs, Parodies, Intros, Hecklers, etc.
Two Dollars
GEORGE SCHINDLER
1613 E. 29th St. Brooklyn 29, N. Y.

ACTION COMEDY PARODIES, INTRODUCTIONS, song titles, MC patter, gimmick gags, stories, single gags; \$1 complete.
Sebastian, 10934 Hamlin, North Hollywood, Calif. jn20

EMCEE MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription \$2; add \$2 for four gag-packed back issues and collection of heckler stoppers and comic song titles. Emcee-B, Box 583, Chicago 90. jy4

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY. Italian Mosaic Jewelry, Italian Sea Coral Jewelry, Chinese, Iran, Indian Jewelry, Butterfly Wing Jewelry, Dangling Earrings, Tropical Novelties featuring unusual items. Send for price list. Tropical Gifts and Curios, Lewis Levine, Owner, successor to Joseph Fleichman, 906 Tampa St., Tampa, Fla. jy4

AGENTS, DISTRIBUTORS — MAKE BIG profits on our fast-selling beautiful perfume sets with manicure cutlery. Lowest factory prices. Catalog available. Lido Products, 126 Bleeker St., New York 12, N. Y.

AGENTS-DISTRIBUTORS — "DO-ALL" KIT makes bug juice disappear like magic from windshields, headlights, chrome and painted surfaces of automobiles. Kit lists dollar; sells to gasoline and super-service stations, accessory and chain stores, garages, automobile dealers, all automotive outlets. Absolutely new, nothing like it. No competition; make \$5,000 next ninety days. Exclusively protected State, county and city territories open. Seeing is believing; dollar bill brings samples and sales program. "Do-All," Box 229, Hollywood, Calif. jn27

ATTENTION SALESMEN, WAGON JOBBERS, demonstrators, organizations, advertising jobbers. Free catalog. Select Shaker, 16147 Segundo San Lorenzo, Calif. jy25

ATTENTION, JOBBERS AND MANUFACTURERS. Please send me your latest catalog on toys, novelties, cards, miscellaneous. Ace Toy & Novelty Co., 1420 Meridian St., Anderson, Ind. jn27

BASKET EARRINGS — WOVEN STRAW Baskets, Hat Baskets, Crystal Glass Baskets, Shell Baskets, Earrings, Necklaces, Bracelets, Chignon, Mobile, Hoop Earrings; 56 dozen. J. J. Lastufka Dist., Box 10248, Tampa, Florida.

BEAUTIFUL PINS AND EARRINGS CLOSE-OUTS. Many styles in tailored and stoned earrings, \$1.25 and \$1.50 per assorted dozen respectively. Also attractive tailored and stoned pins at \$1.25 and \$1.50, respectively, per assorted dozen; men's gold-plated 3-stone rings, \$3 per dozen; men's and ladies' aluminum idols, \$12 per gross. Sample dozen regular price, 25% deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I. jn20

BUY AT SPECIAL FACTORY PRICES! Price Lists Free! Rosaries, \$2 dozen, boxed; Religious Novelties, \$4.25 dozen; 4-pc. Simulated Pearl Sets, \$10.50 dozen, boxed. **CUSTOMCRAFT JEWELRY MFG. CO.** 24 Custom House St. Providence, R. I.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

FIREWORKS—BUNDLE OF 40 PKGS., 90 to pkge.; 3600 1 1/2 inch Chinese Flash Firecrackers, extra loud, \$9.95 cash with order. Danielson Fireworks Co. Danielson, Conn. jn20

GOING OUT OF BUSINESS — BOOKS, Pocket Editions, \$3.50, 100; Comic Books, 200 for \$1.50; Religious Cross and Chain (displayed), \$1.80 dozen; Stamp Packets (25¢) \$1.20 dozen; Ball Points (5¢), \$1 dozen; Magic Books (\$1), 3 for \$1; (Above postpaid). Monarch, 566 Communipaw, Jersey City, N.J.

GRAB BAGS — SALE GUARANTEED. 2 doz. 10¢ bags on display card, \$1.60 prepaid. Specialty 1422 Poplar, Terre Haute, Ind. jn20

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. jy4

MAKE \$5 PER HOUR SELLING ULTRA-Blue 7"x11" Signs; comedy, general, religious; 50¢ sellers; 15 samples \$1. Lowy, 812 Broadway, Dept. 745, New York 3. np

MAKE 80¢ PROFIT ON \$1 SALES. Amazing Cleaner for automobiles, metal, glass. Free sample. Kalamite Mfr., P.O. Box 572, Dayton 1, Ohio. jy4

NYLON LACE COMBINATION BRIEFS— All sizes, \$4.25 doz.; Nylon Tricot Briefs, \$5.25 doz.; Plastic Tablecloths, Garment Bags, Bedspreads, etc. Free samples. Rose-Tex Mfg., 41-43 Amboy St., Brooklyn 12, N. Y. jn27

PITCHMEN! I HAVE ONE THAT REALLY MOVES. Long profit. Write for free information. J. R. Jewell, 905 S. 16th St., Lincoln, Neb.

RIBBON CLOSEOUTS
3 yd. hanks quality satins and grosgrains. Reg. Ret., 10¢ to 25¢. Large variety of colors and widths, 100, \$5; 500, \$22.50; 20 samples, \$1 postpaid.

A. & M. THOMSON
1939 East 85th St. Cleveland 6, Ohio

SELL 100 BUSINESS CARDS FOR 75¢. Good commission. Send stamped envelope for details. E. C. Kimmel, 292 Valley St., Dayton 4, Ohio.

SIDELINE SALESMEN — FREE WHOLESALE catalog watches, jewelry, auctioneer, pitchman, merchandise. Casey Hofferler Corp., Dept. 40, 618 Jackson, Chicago 6. (Chronograph Watch, \$3.88.) jy11

TOY STICK HORSES — KID COWBOY craze moves them like mad. Pitchmen, concessionaires, operators, outstanding deal, \$6.75 dozen, retail \$1.25 each. Write for literature. Samples, \$1. Nica, Inc., Box 6681, Dallas, Tex. jn20

VACUUM CLEANERS—TANKS, UPRIGHTS; all makes, rebuilt like new, guaranteed. Any quantity, all prices; samples on request. Brand new Sewing Machines, Metropolitan, 4143 Third Ave., N.Y.C. CY 9-5950, aul

WALLET-SIZE COMIC CARDS — WONDERFUL novelty advertising gift for discerning businessmen. Complete set is 15 cards; 3 different sets, #1, #2, #3. Hathaway Specialties Associates, 145 S. College St., Akron 4, Ohio.

WHEN PA GETS FRESH WITH MA, SEE what happens. Magnetic novelty, \$1. Agents wanted. Lot Corelli, 1914 Buchanan St., Hollywood in Florida. jn27

3, 4 AND 5 PIECE SETS—LOVELY SATIN lined boxes from \$14.50 per doz. prepaid; Earrings from \$2.50 per doz. S & E Sales Co., 2007 So. K, Tacoma 3, Wash. jy4

ANIMALS, BIRDS, PETS

Add a Sea Lion to Your Show

The cost is little, the increase in your take will be large. We have healthy select specimens, small, medium or large, males and females, available for immediate shipment. Write, or phone, your order to **MARINE AQUARIUM**, Municipal Pier, Santa Monica, Calif. EXbrook 34066.

ALLIGATORS, BIG BOAS, GIANT RATTLES, Giant Iguanas, "Chinese Dragons," Tegus, Monkeys, Complete Reptile Exhibits, \$100. Snake Dens, \$30 up. Buy direct and save. Tropical Import Co., Slidell, La. Phone 563 M 4, 8 p.m. to 8 a.m.

ATTENTION — SHOWMEN, EXHIBITORS. Let us supply you with well acclimated stock at the lowest prices. We guarantee live delivery on any item that you purchase. We carry an ample supply and a good variety of animals, birds and reptiles, and are prepared to fill any order regardless of size. This week's special: 7' foot heavy-bodied mahogany colored Brazilian False Cobras, nonpoisonous, and set as gigantic hooding beauty, \$25. Tarpon Zoo, Tarpon Springs, Fla.

BABY PET MONKEYS—CINNAMON RINGTAILS, \$30; Spiders, \$32.50; Squirrel Monkeys, \$22.50; 5 for \$100. Baby Hill mynahs, guaranteed best talking birds, \$42.50. Bronson Tropical Birds, 2228 Amsterdam, N.Y.C. jn20

BADGERS, COYOTE PUPS, RED FOX, Lynx Cats, Descended Skunks, one pure white Skunk, Badgers, Woodchucks, Horned Owls, Parakeets. Other animals and birds. Charone Animal Ranch, Burlington, Wis. Telephone Wheatland 93.

BRAD BRADFORD
"Zoo Town"—Fairland Park
3647 N.W. 36th St. (64-8841)
Miami, Florida

Please don't wire when in a jam for "SNAKES" at fairs. I have them now and will have them then for my Regular Customers only. "DENS" from \$10. The Biggest Value Show Business Ever Knew. Light weight shipping boxes save you money.

WRITE FOR DETAILS

CALIFORNIA SEALS, SEA LIONS — WILD or trained. Main suppliers zoos, circuses throughout world. Marine Enterprises, Inc. Hermosa Beach, Calif. np

COMPLETE EXOTIC DENS OF 25 REPTILES, only \$25; Pythons, 14-18 feet; Tegu Monitors, Iguanas, Lizards, Cobras, Giant Boas, Kraits, Monkeys, Mowrer's, 1421 St. Louis St., Springfield, Mo. jn27

LOOK! SOLID CREAM COLORED BLACK Bear Cub, real attraction, first \$250 gets it. Black Bear Cub, \$100; Toucan, \$85; tame Coati-Mundi, \$35; tame gray Squirrel, \$10. Finchpauz's, 1202 Frederick St., St. Joseph, Mo.

MONKEYS, CENTRAL AMERICAN BIRDS. All animals and reptiles featuring our bottle babies. Wholesale and retail. Jungle Babies, 702 N.E. 79th St., Miami, Fla. jy4

MOUNTED ANIMALS WANTED
Whole Deer, Elk, Moose, etc.
Box 1971 Louisville, Ky.

PARAKEETS, BIRD CAGES; REAL FLASH; knocked down chrome bird cages; hundreds of other attractive metal and plastic cages. Young, healthy Parakeets assorted colors, \$4.25 ea.; 25¢ deposit. Write or call Chicago Bird & Cage, 422 S. State, Chicago, Ill. jn27

PEKIN DUCKLINGS FOR YOUR DUCK pitch; thousands available weekly at \$25 per hundred; shipped prepaid to any town. Write, wire or phone DeVries Poultry Farm, Zeeland, Mich. jy4

PEKIN DUCKLINGS MAKE BIG PROFITS for carnival men. Everybody from 6 to 60 will pitch for these cute yellow baby ducklings. Can supply immediate weekly shipments, \$25 per hundred. Write or phone us today. (Phone Vanlue, Ohio 32A.) Free catalog. Hile Duck Hatchery, Dept. 4, Carvey, Ohio.

PLENTY HEALTHY SNAKES, ALL KINDS; also Armadillos, Horned Toads, Alligators, Bantams, Timber Wolf Pups, Monkeys, Coyote Pups, Fantail Pigeons, Wild Cats, Coatimundis, Rabbits, Guinea Pigs, Emus, Military Macaw, Parakeets, Otto Martin Locke. Phone 141, New Braunfels, Tex. jn27

"SAMMY" IS FOR SALE—YOUNG WHITE faced Chimpanzee, sensationally trained, a willing worker, anyone can handle. Also 147 Ford Van Truck, Banners, Props, etc. Excellent "SI Spartan Imperial Mansion," 36 foot, Ray W. Shill, 3702 W. Second St., Dayton 7, Ohio.

TOP-NOTCH ANIMAL SHOW FOR SALE See Business Opportunities ad. Deer, trained bear cub, tame monkeys, reptiles, etc. jn20

WANTED — TAME, COLLAR, CHAIN broke Monkeys. State age, breed, sex and lowest price wanted. F. Kiefer, Box 161, Lancaster, Pa. jy11

1953 BEAR CUBS—SACRIFICE \$50 EACH; female black and male and female brown. Lewchuk, Cincora, Sask., Canada.

*New sensational
action novelty
SELLS ON SIGHT!*

"BUBBLES"

Press "Bubbles" hips with your fingers, squeeze . . . and stand by for the most sensational action results. Dressed in a bathing suit . . . you'll be amazed . . . startled and thrilled when you see what this breathing doll can do.

"Bubbles" is handsomely constructed of soft flesh-colored rubber with painted hair and face. Rubber bathing suit in bright color is fitted to the doll and adjusted for best performance. Packaged individually, with instructions, in a gaily colored box.

\$9.00
PER DOZEN
F.O.B. Chicago
Add 25c per dozen for postage. Order from your jobber or write direct. 25% Deposit on C.O.D. orders

BUBBLES NOVELTY CO., Inc.
716 N. Franklin Street
Chicago 10, Illinois



DIRECT FROM MANUFACTURER
\$6.00 PER DOZEN BOXED
SPECIAL INTRODUCTORY OFFER
OTHER SENSATIONAL ITEMS:

Opal Sunburst Sets, \$8.50 per doz. Pin and Earrings Sets, \$6.50 per doz. Expansion Watch Bands, \$3.35 per doz. (chrome) and \$4.10 per doz. (gold plate). Necklace and Earrings Sets, \$7.50 per doz. Men's Identification with expansion watch band, \$6.00 (rhodium), \$6.50 per doz. (gold plate). DISPLAY BOX, \$1.00 per doz. additional.

Beautifully engraved Heart Lockets, \$5.50 per doz. Necklace, Bracelet, Earring Sets, \$1.25 and \$1.50 each. Single Strand Simulated Pearl Necklaces (filligree clasp), \$1.40 per doz. Double Strand, \$2.80 per doz. Triple Strand, \$4.20 per doz. 4-pc. Pearl Sets with rhinestone clasps, \$1.40 and \$2.75 each. Ladies and Men's Watches, Rhinestone and Plain Crystals on chains, Scatter Pin Sets, Earrings, \$2.50 per doz., \$3.50 and \$6.00 per doz. Adjustable Ladies Rhinestone Rings, \$3.50 per doz. Scatter Pins, \$3.50 per doz. ALL SETS HANDSOMELY GIFT BOXED Send for latest GIANT 1953-4 CATALOG!

PACKARD JEWELRY CO. 220 Fifth Ave., New York, N. Y.

PRE-SEASON CARNIVAL FISH POND DEAL

Consists of 12 dozen pieces. At least 12 different items in every deal. Some items formerly 25-cent retailers. Cleaning out odds and ends in our inventory. All sales final and NO C.O.D. ORDERS, PLEASE About 500 deals available No more when gone. Shipped by Express only

FP144—PER DEAL \$9.00

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63
JUST OFF THE PRESS—NEW CATALOG
No 55 for Engravers, Demonstrators, Fair Workers. Also No 70 for Jewelry and Ring Demonstrators.
Division of Mahren Ring Company
Showing Over 750 Ring Styles.
Orders shipped same day at Providence prices plus 10% discount. Consult catalog.

McBRIDE JEWELRY CO.
1261 Broadway at 31st St. N. Y. 1, N. Y.

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personal
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Property	<input type="checkbox"/> Secenary, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:
 REGULAR CLASSIFIED AD—15¢ a word. Minimum \$3.00.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. Minimum \$6.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in.....ISSUE

I enclose remittance of \$.....

Name

Address

City State

BEAUTIFUL CROSS

MIRACLE CROSS
When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH
OUR PRICES TALK !!!

999-N Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.
\$4.25 Doz. **\$48.00** Gross

999-G Same as above, heavier chain, in beautiful gold finish.
\$6.00 Doz. **\$66.00** Gross

Sensational Profits !! EVERY DAY !!

No. 185 Full of Life! Fire! Brilliance! **\$3.85** doz. **\$45.00** gross

Gold finish. White brilliant center. Red sides.

No. 877 A Real Money Maker **\$2.75** doz. **\$30.00** Gross

No. 877—Heavy mounting. Sparkling. It's a beauty. Gold finish.

No. 1098 NEW FLASH! Copy of a \$500.00 Ring **\$3.25** doz. **\$36.00** gr.

Set with 3 all-white brilliant cut rhinestones or white center, red sides. Gold finish.

No. 508 **\$2.75** Doz. **\$30.00** gr.

A real flashy round white stone. Big seller. Gold finish. It's dashing!

No. 712-C **\$2.75** doz. **\$30.00** gross

Double head iml. cameo with 2 brilliant side stones. Quick seller. Gold finish.

No. 712-1 **\$2.75** doz. **\$30.00** gross

A Real Value Gold finish, mounted with iml. hematite. Rhinestone on each side.

No. 712-D **\$3.25** doz. **\$36.00** gross

Iml. Onyx with Fiery Chip. Gold Finish. White Stones on Sides. It's a Beauty

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

PROVIDENCE RING CO.

49 Westminster St. Providence, R. I.

BUSINESS OPPORTUNITIES

ALL SNOWBALL FLAVORS AND SUPPLIES. \$7 buys Ice Shaver that shaves into paper cup and enough flavor and cups for thousand snowballs. Electric Shaver and Flavor and Cups, \$75; outfita \$2.50 up. Free illustrated circulars. Snowball Co., 9534-D Lemturner, Jacksonville 8, Fla. jn27

BUY FROM MANUFACTURERS, WHOLESALE. Branded merchandise; thousands of items; mail order, direct selling, personal use. Business Guide, 1153 Broadway, N.Y.C. if

COMPLETE ANIMAL SHOW FOR SALE. New England's best known wild animal showmen now concentrating on animal farm to sacrifice full road show. Cages, remarkably tame animals, truck, tent. Complete, excellent fair route or beach resort spot. Played major sportsmen's shows, circuses, local celebrations and largest stores. Double-barreled show, reptiles, animals. Will supply bookings, top reputation. Reply Shows, 1 Walnut Ct., Woburn, Mass. jn20

Doesn't this ad GET YOUR ATTENTION? It's called a **DISPLAY CLASSIFIED** and you can use it to increase sales results, see first page this section

EARN \$15,000-\$30,000 ANNUALLY—FRANCHISE protected. Guaranteed minimum \$12,500 or money back. Live at home. No merchandise to buy. Self-employed. One of most exclusive and non-competitive businesses in United States and Canada. Send \$50 for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill. jv4

GOLDEN OPPORTUNITY FOR HARD WORKING, reliable, mechanically inclined man to take over sales department. 100% mortgage available to right party. Ideal for partners; sales no problem. Owner has other interests. Curiosity seekers, don't bother. Box C-345, c/o Billboard, Cincinnati 22, Ohio. jn27

ICE CREAM BUSINESS ON WHEELS! Completely equipped for mobile operation; continuous Sweden machine and equipment installed in small trailer. John E. Beam, 3038 Hendon Rd., Louisville, Ky.

LAKE FRONT SKATING RINK, INCLUDING equipment, 9,500 sq. ft. floor space, living quarters, acres and 3000 ft. shoreline, bathing beach. Near large industrial areas. Excellent location for amusement development. Write for details. F. C. Moore, Broker, Lake Milton, Ohio. jn20

NEW 10-ACRE SHOW AND CARNIVAL ground for rent. Main Highway and River. A. H. Chase, 100 Main St., Battle Creek, Mich. jn27

OWN A GARDEN GOLF BUSINESS—EXPERIENCE unnecessary; make big money. S. Brockway, 228 N.W. 22d Ave., Portland, Ore. jn27

PRIVATE 70 ACRE LAKE—NEW STONE motel, cottages, dance hall, 105 acres woods; just off 46. Owner illness; your opportunity, \$60,000. Lake McCoy, Greensburg, Ind. jn27

START VENETIAN BLIND LAUNDRY—Profitable lifetime business. New machine. Free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. if

COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE HULA Skirts, \$7.50; net chorus or strip pants, \$1; satin or net bras, 75c; elastic net hose, \$2.95; metal spangles, rhinestones, jewels, rhinestone machines, \$5. Send for free folder. C. Guyette, 346 West 45th St., New York 36, N. Y.

BEAUTIFUL CURTAIN (16x30), \$75. Ten different curtains (7x15) each, \$10; bundle Clown Odds, \$7; Wigs, Red Caps, Wallace, 2433 N. Halsted, Chicago.

WHITE SHAWL FORMAL COATS, \$5 each; Tuxedo Pants, \$5 S. Kaluzna, 1210 S. Jefferson, Chicago. Ill. jn20

FOOD AND DRINK CONCESSION SUPPLIES

ELECTRO FREEZE FROZEN CUSTARD Unit; 30 gallon capacity, 10 Kw. International Generator, AC-DC Refrigerator; capacity, six 40 gal. cans; hot and cold water tanks; double basin sink. All mounted on 1948 Chev. chassis. Other interests; must sell; \$5500. H. C. Muller Jr., 70 Union Ave., Little Ferry, N. J.

FINE FLAVORS FOR MAKING SNO-CONE or fountain syrups; write for free price lists. Ricks, 608 Dallas Ave., Houston, Tex.

PRE-POPT POPCORN, "READY TO EAT," shipped everywhere. New popcorn Machines, Supplies. Carmel Corn, terrific seller. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. jn20

FORMULAS & PLANS

ANY FORMULA, \$3. FORMULA CATALOG and chemical instruction sheet, 10c. Joseph H. Belfort, 216 W. Jackson Blvd., Chicago 6.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krinsky Korn, 120 S. Halsted, Chicago, Ill. au15

ALUMINUM TRAIN, PONY CART, HAND Cars, Ferris Wheel, Perfect condition. Bargain cash deal. E. J. Lerner, 2938 Hornerd, Corpus Christi, Tex.

ATTENTION! If you want to **INCREASE RESULTS** use this eye-catching **DISPLAY-CLASSIFIED** style of ad see first page this section

BASEBALL BATTING RANGE EQUIP-ment; 5 automatic pitching machines, balls, nettings, floodlights, all pipe framework for batting cages. Will sacrifice. Scarsdale 3-7771, Scarsdale, N. Y.

FOR SALE—VERY FINE PORTABLE MAPLE floor, 80x150; fifty cents per square foot. Will sell all or part. For sale: Kasriel Celeste. Will sacrifice for quick sale. Phone Sweetbriar 9-7026, Youngstown, Ohio.

SLIGHTLY USED BASEBALL PITCHING Machine for sale. Have lost location. \$300 cash. Perfect condition. Turner's Park, Lake Ronkonkoma, Long Island, N. Y.

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16 MM. SOUND—WESTERNS, 18; Features, \$21-34; Serials, \$3 episode. Used projectors cheap; program rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

BLEACHERS, ALL TYPES; 2000 FOLDING Chairs, Theater Chairs, Stadium Cushions and Chairs. Lone Star Seating Co., Box 1734, Dallas, Tex.

Fizz Kids

DIZZIEST - FIZZIEST BAR GADGET EVER

BRAND NEW! Amuse and confuse friends with Fizz Kids. **SENSATIONAL NOVELTY** provides laugh-a-minute when Fizz Kid does his stuff... automatically! Ten to 30 minutes of **MYSTERIOUS MAGICAL ACTION.** Use ordinary faucet water for bubbles of fun. **AVAILABLE IN BOY OR GIRL** models individually packaged with simple directions and a Fizz tablet for action aplenty.

Dealer's cost: **\$4.50 doz.** **\$48.00 gr.**

JOBBERS, DISTRIBUTORS: Be first to sell this new hilarious novelty—write, wire or phone for quantity prices.

G & S Mfg. Co.

Dept. T NASHVILLE 3, TENNESSEE

LITTLE ATOM

World's Smallest Pistol
Biggest Profit Producer Ever Offered!

BANG! UP YOUR PROFITS WITH "LITTLE ATOM" — IT SELLS ON SIGHT WITH A BANG!

The Tiny Pistol 1 1/2 Inch Long Uses Ammunition (Blank Cartridges) That Actually Shoots.

JOBBERS, DISTRIBUTORS: Write, Wire, Phone for Quantity Prices.

Do Lavy Model Western \$18
Standard Model Durling \$12
Standard Model Western \$12

G & S Mfg. Co.

Dept. B NASHVILLE 3, TENNESSEE

You Can't Beat BRODY for Merchandise...

We Carry a Complete Line of:
TOASTERS—Kitchen Utensils—ALUMI NUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—Noise makers—PREMIUM GOODS—Decorations—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—HATS—Lamps

72-PAGE 1953 CATALOG AVAILABLE FREE. Send for Your Copy Today. Complete line of items

M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MOnroe 6-9520
In Business in Chicago for 37 Years

SI-FUN

Finger-Tip Control for Whizzing up Your Drinks and Fun.

FITS STANDARD BOTTLES

of charged water or ginger ale. Just Push—and Si Fun does the work. Individually Packaged in Transparent Gift Box.

Send \$2 for Sample and Catalog. Returned by prepaid postage.

\$1.49 ea. Retail
\$9.50 Doz.

Postage Paid

HOLLYWOOD HOUSE Mfg.

2262 Norwic Pl. Altadena, Calif.

Promotional & Premium Jobbers

SCATTER PINS EARRINGS BROOCHES

Our New 1954 Line is Now Ready. Over 1000 Varieties. All Mfg. Done Under One Roof.

ROHAL JEWELRY MANUFACTURING CO.

2804 N. Fifth St., Philadelphia 33, Pa. Phone: BA 3-6594
See Arthur M. Fay, 612 W. Michigan Ave., in Chicago, Ill.

3 DOZ. SAMPLES—\$11.00 POSTPAID
Salesmen, write for territories.

BUILD RIDES FROM TESTED PLANS—Kiddie Auto, Airplane, \$100 Chairplane, Boat, Handcar, Carousel, Flying Horse, Swan, \$5 each. Free 43 Plan Catalog. Brill, Box 875, Peoria, Ill.

CANNON ACT — SHOOT MAN OVER two wheels, complete, with pole net. High Dive Rigging, steel sectioned tank, two diving towers, ten ladders, spotlights, color changing fountain. Buster Gordon, Box 261, Elkton, Md.

COMPLETE HAT BUSINESS, INCLUDING New Singer Machine, new stand, six gross hats, lighting fixtures; nothing else to buy; \$60. Mrs. Irene Meyers, 658 State St., Mobile, Ala.

ELECTRO FREEZE FROZEN CUSTARD mounted in Reso truck; factory built; stainless steel interior; fluorescent lighting; \$4000. Buster Gordon, Box 261 Elkton, Md.

FOR SALE—LATE MODEL MAJOR ALLAN Herschell Rocket; 20 horsepower motor, good shape, ready to go, \$3500. C-Cruise, ready to operate, \$3000; portable Scooter building with 24 cars; will sell separately; building, \$2000; cars, \$20 each or make offer. 40 foot Merry-Go-Round, 20 foot shooting gallery, double Loop-o-Plane, \$500. Sam Edelstein, 1200 Fourth Ave., Asbury Park, N. J. Asbury Park 2-3152. jn20

FOR SALE—COMPLETE WILD LIFE WITH top, \$650 or swap. Transportation for same, \$450. Nelson, Route No. 1, Washington, N. C.

FOR SALE — STURDY BUILT POPCORN Trailer, equipped with giant Star Popper; also Twin Taylor Freezer. 228 River Ave., Holland, Mich.

FOR SALE—KIDDIE TRAIN RIDE FOR permanent park. 200 ft. track, 2 cars, seats 18 children, marine engine, new motor and clutch assembly. Good condition; give-away at \$600. Can be seen at 132-14 S. Condit Ave., S. Ozone Pk., Queens, N. Y. OL 9-9022.

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FOR SALE—21 FT. CONCESSION TRAILER, equipped with Cotton Candy, Popcorn, Apples, living quarters; 1 Elephant Baby Ride, hauls 10. All A-No. 1 shape, \$1,250. Ida Mae Fisher, c/o John Fisher, Box 36, Sheldon Ave., N. Fairchance, Pa.

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JUST RECEIVED FOR SALE—500 USED 16mm. Sound Features; many never before available on sale basis. Priced from \$29.95. Good used 16mm. Sound Projectors, all leading makes, priced from \$129.95. All sorts of Film, Equipment, Accessory bargains. Our big new catalog is free. Blackhawk Films, 700 Eastin Blvd., Davenport, Iowa. jv25

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16MM. FILMS FOR RENT—\$5 ONE TO three days. 16mm. Films and Advertising Paper for sale. Ace Camera Supply, Florence, S. C. jv4

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A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic, 144-page illustrated catalog Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. jn20

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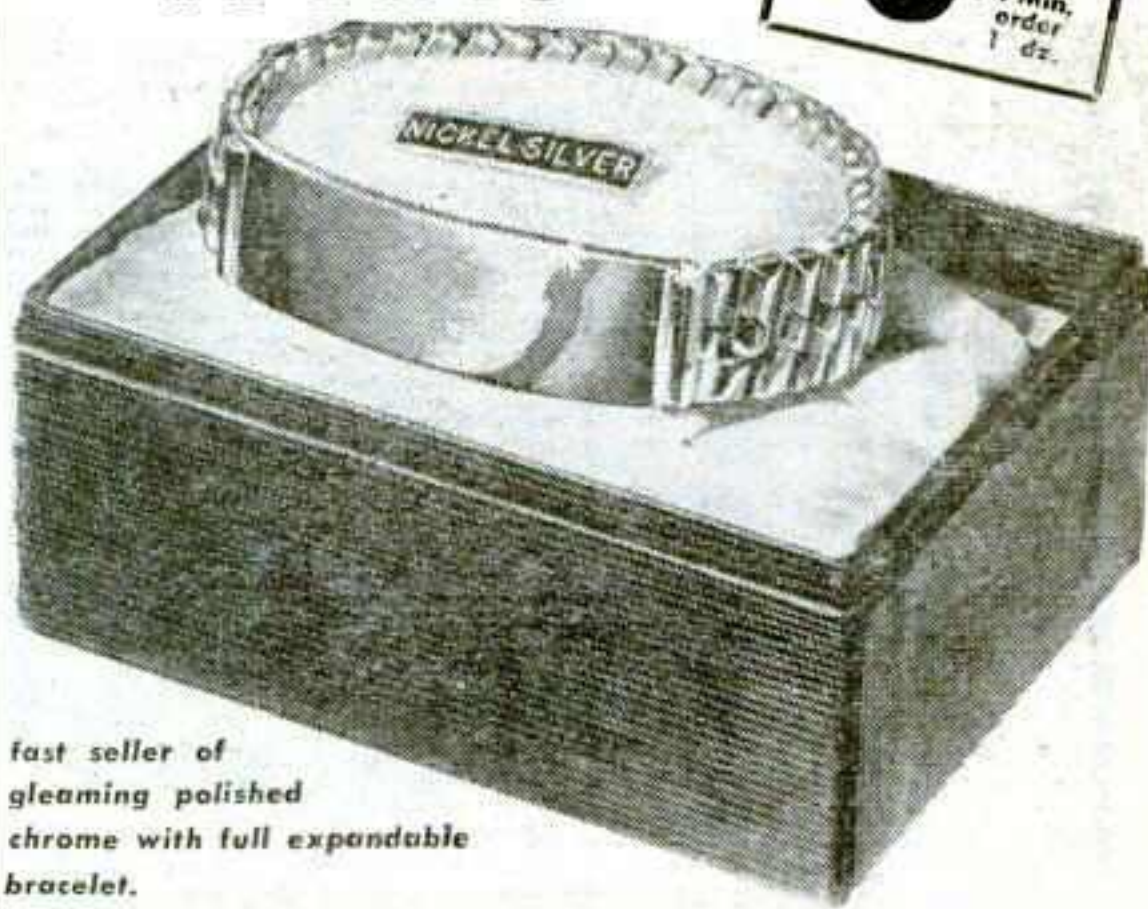
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MISCELLANEOUS

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AVAILABLE FOR COMMERCIAL UNIT—Girl Drummer and Girl Saxophone Player; union; prefer resort or location for summer. Box C-353, c/o Billboard, Cincinnati 22, Ohio. jn27

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Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Chicago

With the arrival of warm weather, Emeco Surplus, manufacturers' outlet, has announced new electric fans carrying a one-year guarantee. Available are 20-inch blade fans with three speeds, reversible window fans, floor circulators and three-blade, 18-inch counter fans. All are UL approved, Emeco reports. The firm also handles complete fan kits to assemble, fan guards, blades, motor bases and fan bases. . . . Gold metal trim dresser sets, 5½-inch mirror, brush with Nylon bristles, ivory-colored handles trimmed with gold, scenic designs, Old Master Portraits, Colonial scenes and Dutch figures, packed in window gift boxes, are offered the trade by Standard Industries, Inc. . . . Frisco Pete Enterprises, Inc., announces its new wholesale jewelry catalog containing illustrations and listings of a wide variety of merchandise that includes identification bands, anklets and neck chains, many types of rings, charm bracelets, fob pins, zodiac novelties, cuff links, religious items, lockets, compacts, necklaces, etc.

Canandaigua Spots

Continued from page 66

not only to some 2,000,000 people who reside within a 100-mile radius, but the vacationing tourist who passes thru the Finger Lake area. The park draws an estimated 750,000 persons per year, many of whom are vacation visitors to the area.

Assisting Muar in the operation of the park are C. J. Miller and Muar's sons-in-law, Don Colvin and John Walsh. Publicity is handled by Ward Phillips, of the Hart-Conway Company, Rochester, N. Y. One of the strongest publicity gainers for the park is one facet which does not bring in any money. It is the group of more than 300 individual reclining seats and benches that are placed on the grassy lawns alongside the lake.

Muar takes great pride in the provision of facilities for patron relaxation and receives hundreds of pleasant compliments, both verbal and written, each year. From this area, patrons can also watch the departure and arrival of the speedboats which operate from the park's dock.

The park boasts many well-kept modern and permanent buildings. One large building houses an Arcade in its lower level which overlooks the lake. The upper main floor houses Dart-O, with merchandise ranging from portable typewriters to bicycles arranged around the room on wall shelves or in glass showcases. Slum is conspicuous by its absence.

Food Stand's Face Road

Facing the highway and parking area are numerous refreshment stands which receive a healthy play from passing motorists and townspeople who are not visiting the park's recreational facilities at the time. Muar points out that high-quality food and drink served at a moderate price from his refreshment buildings serve to bring many who have just stopped for a snack back to the park at a later date.

A modern restaurant, seating 200, is also operated by the park, and complete meals are served from morning until park closing. Among the park's attractions are a Dark Ride, Flying Scooters, Merry-Go-Round, Auto Scooter, Cuddle-Up, Sky Ride, Miniature Coaster, Miniature Train, Speed Boat Rides, Horses and Ponies, Miniature Golf, Dart-O, Shooting Gallery, and a half dozen kiddie rides. Picnic Groves, sports fields and even a rose garden with prize varieties complement the park's facilities.

In addition to his duties at the park, Muar also is active in city activities. In his capacity as a Canandaigua councilman, he is now actively engaged in clearing the path for several industries that are interested in locating in his city. He is also chairman of the nominating committee of the National Association of Amusement Parks, Pools and Beaches, and is a past vice-president of that organization.

From All Around

Universal Premium Jobbers, Macon, Ga., announces a soon-to-be released catalog, said to be the most complete ever issued by the company. The 132-page book contains listings and illustrations of all types of novelties, appliances, housewares, jewelry, china, glass, tin aluminum ware, furnishings, etc. Universal will send a copy to persons who write for it, stating their business. . . . Impulse purchases are the target of a new combination display card just introduced for Hilton automatic cigarette lighters. Designed for counter or shelf use, the card is made of thick board with insets to hold 12 lighters in four of Hilton's popular styles — Regular, Venus, Vogue and Windproof. Surfaces of the lighters, when displayed, are flush with the surface of the card to reduce risk of pilfering. Circular holes behind each inset readily let the dealer push out individual lighters as they are selected by customers. Text on the attractive blue and silver card points out such features of Hilton lighters as precision manufacture, factory guarantee certificate, engine turned engraving, chrome finish, easy thumb action and smart boxing making the items suitable as gifts. Fair trade retail prices of the lighters range from \$1.98 to \$2.98.

A new machine for cooking and serving hot dogs is now available from Manley, Inc., Kansas City, Mo. Called the Frank-Bank, the big-capacity machine is designed for refreshment stands at parks, pools, drive-ins, schools, stadiums, etc. The machine holds 60 buns and 120 hot dogs and service is from the bottom, putting both buns and dogs at convenient level for fast, easy operation. Patented design racks keep buns and dogs from spilling. A Fiberglas-insulated cover lifts off to open the top for loading. A special "freshener valve" beneath the bun rack is adjustable to whatever amount of steam is needed to keep buns in proper condition. The Frank-Bank strips down easily for quick cleaning, Manley states. Other features include variable heat selector, thermostatically controlled for fast steaming at 200, 500 or 1,000 watts; stainless steel construction; black, baked enamel base and 115-volt wiring. Overall size is 24 by 17½ by 14½ inches. The company says that immediate delivery is available.

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Made from a brand new compound especially developed for outdoor selling.

Priced right... ask your jobber for these and other hot selling

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Oak Balloons

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19" COWBOY OR TUXEDO DUMMY. Smartly dressed. Brightly colored, indiv. boxed. \$19.50 doz. \$18.00 in 6 doz. lots

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No extra charge for samples. 2 doz. carton 19" asst., \$36.00.

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High-Fired Ceramics. Weight approx. 3 1/2 pounds. Size 21" long, 6 1/2" high. No. 301 Ebony, No. 302 Chartreuse, No. 303 Ox Blood. Concealed light socket; 6 ft. cord. Individually boxed—self mailer. Packed 6 to carton. Shipping wt. approx. 22 lbs.

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GIVE TO THE RUNYON CANCER FUND

Pipes for Pitchmen

By BILL BAKER

FROM AKRON... Henry J. Varner is screaming for more pipes from Tom Kennedy and Dave Rose.

JACK (BOTTLES) STOVER... postals from Harrisonburg, Va., that he's still holding down the night shift at Alvin (Greek) Webster's H. & W. Diner in addition to writing the leaf in Virginia and West Virginia. He gets an opportunity to chin with a lot of the troupers playing the Shenandoah Valley as all of them drop in at the beanery.

Coney Island, N. Y.

Continued from page 66

Abbott Morgan is now complaint manager. Helen Slocum is the new phone operator and book-keeper. John Motto has been promoted from front man to assistant cashier. New ticket sellers are Tony Delli Paoli, at the pool entrance; Charles Maggio, Surf Avenue entrance, and Ben Bloch, 90 years old, an employee for 38 years, center Surf Avenue gate entrance. Ed Spitzenberg is in charge of the supervision of new record albums for the music that is played over the loud speaker equipment in the park and Harold Gaffney is the official purchaser. Parachute ride heads are Artie Schult and Romaine Demott. At the pool, Whitey Ellison is chief life guard and Eve Birnkammer, female life guard. The Blue Bird Casino, Surf and W. 12th, formerly tenanted by the Falcon family, is now under lease only by Dave Rosen, Palace of Wonders operator. The real Casino bosses are Shirley Okin and Alfred Shaw, who are featuring a hillbilly and Western policy of entertainment. Current talent includes Jimmie James, Roy Akron and Joe Simpson. Additions are planned as the season progresses. Also arrangements are underway for a radio program via remote control... Mrs. Anna Nelson, wife of high striker king, Harry Nelson, is away on a trip to Charlotte, N. C. to be present at the graduation of her nephew Barry Wilchman... Nat Stark has been elevated to general manager of Garroway's Fun House in Feltman's Park where Charles, Theora and Butch Miller are in their sixth season manipulating two concessions, a cigarette shooting gallery and a penny pitch.

The Garto Bros., Joseph, Tony and Alfred, in their large kiddie ride spot at the Boardwalk end of Feltman's Park, have made extensive improvements and additions. Besides such rides as a Little Dipper, Roller Coaster, Sky Fighter, Midget Auto Racer, Jolly Jeeps, Water Boats, Helicopter, Eli Ferris Wheel, Horse and Buggy, Fire Engine, Tractor Trail, Humpty Dumpty and Pony Ride surrounding a pond inhabiting numerous ducks and swans, is a goat ride, the only one on the Island, where 15 of the goat specie are in charge of Bill Flannery. Partnered with the Gartos in this enterprise are the McCullough Brothers. Old-time ticket sellers are Josepuone Terra and Christine Parascondala, former Luna Park cashiers—also Joseph (Jeff) Silverstein, who was a Centre Street (Manhattan) newsdealer in 1905 before he became a waiter in Perry's Glass Pavilion in Coney... Joe Spinelli is celebrating his 10th year as the Island's most expert manufacturer and dispenser of all flavors of ices, soda and pizza pies at his always busy spot on Stillwell, near Surf at the B. M. T. terminal. Joe's chief server is Grace Terra... Hughie Flaherty, who started his 23rd year as a ticket seller on the Island at the Eden Musee and then shifted to the Skooter nearby, has made another move, this time to Dominick Ciambrone's Whip at Surf and W. 6th. Hughie before coming to Coney was a burly comic.

Hunt Earnings Piling Up

Continued from page 64

Charles Jr., Harry and Eddie, will first thoroughly examine the possibility of using cables and the abandonment of quarter poles before setting final plans.

There is a noticeable lack of waste of time and effort around the Hunt Show. With four adult male members of the clan to supervise operations, along with helpful assistants from numerous female family members, a fine combination of efficiency and relaxation has been achieved.

Short Hauls

This week, for instance, with six show days scheduled, the circus has moved a total of 66 miles, beginning Monday (8) in Morristown, N. J., and ending today at Oradell, N. J. The total mileage on all other weeks thru the season is comparable with a 100-mile total usually regarded as big.

The hop-scooting of other units in search of more lucrative dates concerns the Hunts but little. Their path is laid out well in advance and it would take catastrophic happenings to cause changes.

For instance, today the show is in Oradell, N. J., only a few miles distant from the Ringling Circus, located in Paterson. No David and Goliath tussle is likely to ensue. By mid-week, the Hunts had \$1,500 bagged in advance sales and were in, so to speak. They figure that on show day the cash customers will all flock to the Big One, but they also hope that some might return to take advantage of their considerably lower prices—\$1 for adults, 60-cents for children, with reserved seats costing an extra 50 cents, all prices including tax.

Usual Routing

According to known routes, the Hunt show may have its territory all to itself in another week or so. But the travel pace will remain the same. As of now, the route

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Under the Marquee

Continued from page 65

cis Hospital, Miami Beach, Fla., and is not yet fully recovered. She would like to hear from friends who may write her at 2939 N. W. 93d Street, Miami... Jim Brown, clown, is on tour with Henry Bros.' Circus this season.

Happy Kellems, working at his Evansville, Ind., home on the Bill Bailey Minstrel Show for next season, is being aided by Rudy Wintner and Skeets Mayo, who've been with Broadway and minstrel shows.

Charles Christian, Scott Hall, Frank Keating and Carl Stoll are the four ticket sellers with the Ringling Side Show. Fred Meers and Theol Marlowe are ticket takers, and Norman Robertson is the inside lecturer... Mister Mistin Jr. celebrated his sixth birthday Saturday (6) while the Big One was playing Upper Darby, Pa. Members of the show presented him with a cowboy outfit, and police officials, as is the case in most cities, took him for a ride in one of their cars with the siren blaring.

Dick Barstow, who staged the current edition of the Ringling circus, is currently in London where he is staging an ice show at the Empress Theater for Belita, the ice star.

Thomas L. Dickenson, Mystic, Conn., premiered the Dickenson Brothers' Circus in New York, Sunday (7) under auspices of the Swedish New Church of Manhattan. The circus, complete with a Side Show, three-ringed Big Top and some 2,000 pieces of equipment, will not offer competition to any existing shows, as it is a miniature. Dickenson, a witch hazel manufacturer, has spent 25 years enlarging the circus, and hopes soon to make it available to churches and charitable organizations thruout New England.

F. A. (Babe) Boudinot, advance rep for the Ringling-Barnum Circus, was in Detroit the first of last week.

who was the first to conduct the Pipes for Pitchmen column in The Billboard, reminds that it is just 40 years since he batted out his first lines for this pillar. Writing from Los Angeles under date of June 8, Gottlieb says: "This month marks the 40th year of the column Pipes for Pitchmen, by Gasoline Bill Baker. I write to pay honor to the memory of W. H. Donaldson, late founder of The Billboard, whose vision and understanding made it possible for the so-called street fakir to obtain a place in the established literature of our times. When I wrote the first few issues of the Pipes, it was agreed between W. H. and myself that it should be an instrument for the self-expression of the boys, and so I have seen it endure for 40 years."

"IT'S BEEN A LONG... time since I've piped," writes Mrs. Bob Noell, of Noell's Ark Gorilla Show, "but it's been because of the hot-weather laziness, and we have been on the go. This has been a pretty slow spring for us. We have tried it with several outfits, and it begins to look as tho the crossroads spots and shade trees have them all licked. We've spent at least half our lifetime experimenting and always fall back on the old reliable offspring of the old Med Show days. Doc Etling, joined our org the same day my husband, Bob, was hurt. Incidentally, Bob's hands will never be the same again. He can control only his thumbs and index fingers. He will never be able to juggle or do magic again. At present, we are with Danny Arnett's American Eagle Shows after a short run with Gladstone Exposition Shows. That bunch wasn't doing badly, but I guess our real trouble is that we really don't fit on a carnival lot. We sure hated to leave because they were a swell gang. I want to get this org back into familiar territory where it belongs. Heard from my dad, Jack Roach. He's still in Georgia, but plans to go north soon. I want to thank everyone for the flowers, letters and cards that Bob received during his confinement."

thru June 25, the date for Danbury, Conn., has been released. Between here and there other New Jersey and New York towns will be played.

The show opens with a pageant, Circusland 1953, with all performers participating. It features a comparatively large number of animals.

Display 2.—Bareback riders Vivian LaBeau, Geraldine Conley and Jimmy LeMieux.

Display 3.—Flying ladders with Mildred Hunt, Millie Mae and Jean Hopkins.

Display 4. Hunt's military ponies, Phil Wirth's pony, Munt's military ponies.

Display 5.—Clown boxing number.

Display 6.—The DeRiski and Conley bareback riding troupes.

Display 7.—Elephants: Chandre presented by Capt. Roy Bush; Rahnee, presented by Marsha Hunt and Dinnu, presented by Edward Hunt.

Display 8.—Clown walkaround.

Display 9.—Billie Barton, aerialist.

Display 10.—Wirewalkers Marvin and Hazel Case and Bob Stanley.

Display 11.—Franco Biron, concert announcement.

Display 12.—Hunt's leaping ponies; Hunt's Liberty horses, worked by Lou Barton; Conley's performing ponies, monkeys and dogs.

Display 13.—Clown walkaround.

Display 14.—Millie Mae, Edward and Dianne Hunt, rollo-rollo; Gayle De Riski, head trapeze balancing; Hazel Case, rolling globe.

Display 15.—Powell's, trained canines, Leslie's trained seal, Robert and Lois' performing pets.

Display 16.—Billy Barton, trapeze; Jean Hopkins, cloud swing.

Display 17.—Phil Wirth's riding school.

Display 18.—Franco Biron, concert announcement.

Display 19.—Clown walkaround.

Display 20.—Hunt Bros.' elephants, worked by Capt. Roy Bush and Eddie Hunt.

Display 21.—The Riding Connleys.

Display 22.—Grand finale.

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Allen, Tommie

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Amarantes, Rev
Amers, James A.
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Belanger, Raymond
Benesh, Frank
Benger, Robt. E. (Bob & Vi's Show)

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Brown, Junior Sugar
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Burd, Charlie
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Burlington, Robt
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Burton, Ben
Burton, Howard
Burton, Howard B.
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Campi, John & Mrs.
Canfield, James
Carlsle, Henry
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Carroll, John Henry
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Casey, Ed
Champion, Ivan J.
Chase, Frank &
Chastain, Wm.
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Clay, John
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Coleman, Mrs. Margie
Conlon, Edw. H.
Conti, Alfred B.
Conti, Fred
Conway Don (Jigg Show Band Leader)

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Coons, Arthur
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Cooper, Asia
Cooper, Thos James
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Cornelius, Mike
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DeMitchell, Mrs. Otto
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Villon, Andre
Walker, Andy
Whalen, Thomas
Wilson, George
Wilson, Joseph J.
Wright, Wilbert A.
Zepedo, Mary Jo

Mathis, Edward
Markem, Andy
Morgan, Julia
Newman, Harold
Powers, Babe Patricia
Reed, Lois
Smith, Joseph
Smith, Rose
Stevens, G. W.
Suggs, Joe
Villon, Andre
Walker, Andy
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Villon, Andre
Walker, Andy
Whalen, Thomas
Wilson, George
Wilson, Joseph J.
Wright, Wilbert A.
Zepedo, Mary Jo

Gillham, Thomas
Golden, Miss Helen C.
Gowdy, Pamela
Graham, Alfred F.
Gray, Robert R.
Gross, George W.
Guptil, Ralph C.
Haley, Mr. & Mrs.
Gerald A.
Harrison, James R.
Hartwick, H. D.
Hatfield, Mr. & Mrs.
Helfton, F. R.
(Bonham Red)
Hendrie, Clyde
Howe, C. J.
Hubbard, Venice
Huffie, Mr. & Mrs.
Tom
Jameson, Mr. & Mrs.
Larry
Jewel Box Revue
Johns, Miller
Jones, Carl Dollins
Jones, Ray K.
Jones, Smokey Alvin
Jurden, Regina Mae
Kadler, Edwin
Kahle Jr., Charles
Kane, E.
Kilgore, Leon
King, Joseph
Kjos, Marvin O.
Korman, Carroll
Krieger, Albert
LaBlance, Bernard
Larabees, The
Legan, Eldon
Loughlin, R. J.
Low, Mary
McCrary, W. H.
McGuire, Miss Mary
McLendon, Louis
Leon
Madison, Harry
Malbo, Mrs. Alex
Maloney, John F. &
M. A.
Martin, Sam
Mathis, Edward
Mattick, Paul R.
Mays, Walter
Mellor, Robert F.
Miller, Curtis
Miller, R. A.

Mitchell, H. J.
Moreno, Geraldine
Morgan, Mrs. Hester
Morgan, Katherine S.
Morris, Mrs. Pete
Morrison, Babe
Nolte, Irwin E.
Norwood, Wm. H.
Pascello, Mrs. Helen
Patterson, Mr. &
Mrs. F. L.
Pearl, Walter J.
Pierce, Wendell R.
Pinkerton, Victor
Quall, Harold
Reed, Delbert
Reed, Ivan C.
Richardson, Mrs. Joe
Ristick, Frank Eli
Robertson, Paul T.
Rosier, Roy
Row, Robert
Ryan, W. J.
Schick, Mrs. Frank
W.
Schneckloth, Harry
Sheridan, Johnny
Silcox, Joe
Smith Jr., H. Norman
Smith, J. J.
Smith, Leland (8 Ball)
Spanglo, Samuel N.
Specht, Orville
Sproull, A. J.
Stanko, George
Stallins, Ruth A.
Stanley Jr., Richard
Stewart, Miss Caro
Talbot, Orley
Taylor, Robert
Travis, Earl
Troxel, Bill
Vance, Tommy
Vinson, Jack
Walsh, Earl
Webb, Miss Mary
Whisman, Miss Virgie
White, L. D. (Corky)
Widaman, Arzella
Widaman, Edwin
Williams, Charles W.
Willis, Miss Polly
Yates, Clude J.
Zacchini, Bruno

Simmons, Henry & Ginger
Sisco, R. H. (Tent Show)
Sly, M. A.
Smallwood, Bruce
(Curley)
Smith, Brownie
Smith, Curlie
Smith, James E.
Smith, Mabel
Sonesen, Mrs. Wm
South, Earl
South, Mrs. Luty
Spear, Harry
Spencer, Diamond the
Spillman's
Concessions
Spitzer, H.
St. Clair, Leonard
(Sloney)
Stacy, Bill
Staley, Ethel
(Lev Alter's Show)
Stanley, Bud
Stanley, Joe Carl
Stanley, Steve
(Junie)
Starbuck, Mrs. H. G.
Steffen, J. E.
Stephens, Mrs. May
Stevens, Dennis
Stock, Rosemary
Stockdale, A. E.
Stone, R. E. & Mrs.
Stout, James V.
Stuber, Frances
Sullivan, Joseph &
Sullivan, Mrs. Betty
(Lev Alters Show)
Swank, Harry & R.
Sweeney, Joe
Sweeney, M. Toni
Tate, June
Taylor Brothers
Taylor, Joseph Milton
Taylor, Robert
Taylor, William John
Thom, Clark
Thomas, John
Tiela, J. C.
Till, John G.
(Grandstand Worker)
Tilley, Kennie (Red)
Novelties
Trotter, Geo. L.
Troy, J. J.
Turney, W. H.
Unthank, Wilbur F.
Utah Exposition Show
Vagge, Milo
Valero, Stan
Valter, Buddy
Van Ness, Kenney
Villemarie, Mrs. Mary
Vitehner, Louis Vic
Walker, Bruce
Walker, Dorothy J.
Walsh, Earl J.
Wandol, J. G.
Watch La Dick & His
Boats
Webb, Harry
Webster, Geo. H.
Williams, E. & J.
Williams, William
Williamson, Fredrick
Williamson, Geo. A.
Wilson, Burke
Wilson, Lawrence
Winship, Blanton &
Hazel L. McCrary
Woody, Arch
Workman, Jimmie
Wright, James & Mrs.
Wrisley, Stan
Yates, Joseph G.
Ziembo, John H.
Zolium, Hum

Simmons, Henry & Ginger
Sisco, R. H. (Tent Show)
Sly, M. A.
Smallwood, Bruce
(Curley)
Smith, Brownie
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Woody, Arch
Workman, Jimmie
Wright, James & Mrs.
Wrisley, Stan
Yates, Joseph G.
Ziembo, John H.
Zolium, Hum

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(In the JUNE 27th Issue)

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PAY \$25 LICENSE FEE

Chicago Operators Flock To Get Bowler Licenses

CHICAGO, June 13.—Operators and distributors here had one of their busiest weeks since World War II getting licenses for shuffle games. The city clerk's office Monday (8) began issuing the permits, following a ruling by the

Bally Ships Yacht Club, In-Line Game

CHICAGO, June 13.—Yacht Club, a new in-line scoring game, is now being shipped by Bally Manufacturing Company, Jack Nelson, general sales manager, announced Wednesday (10). A major feature of the game is a new type five-in-one backglass card.

The oversized card on the backglass contains 45 numbers, which may be grouped by the player into his choice of five different cards. Each selected card has numbers reading from 1 thru 25 and is arranged in a square five numbers high by five numbers wide.

With the insertion of a coin, the first card is framed on the backglass. As additional coins are deposited, arrows flash at variable intervals to indicate to the player to select one of three cards. When this is done, yellow vertical lines frame the selected card and an arrow lights, informing the player he may shift the yellow lines at his option to the first, second or third card.

Additional coins played during the game, advance panel lights at mystery intervals from three to four cards and eventually to all five cards. The game's selector knob is not effective after the fourth ball has been played.

Besides introducing the five-in-one-card feature, Yacht Club has several other new in-line play features. Among them are a two-in-line super-line winners, spot plays, advancing score and extra ball purchases.

Little Rock Rep to Hold Bally School

LITTLE ROCK, Ark., June 13.—A service school on Bally games will be held at the headquarters of Standard Automatic Music Company, 1202 West 7th Street here, June 23-24.

The sessions will be conducted by Bob Breither, Bally engineer. Dan Moloney, the factory's district sales manager, will aid Dan (Chink) Levine, head of Standard Automatic, in welcoming operators and their service men.

The following points will be featured at the school: How to get maximum benefits from wiring diagrams, relay charts and other printed instructions; how to trace circuits the easy way; simplifying service calls; how to keep games operating at maximum efficiency, thereby insuring maximum earning power.

N. Y. Coin Union Nominates Cagiano for Another Term

NEW YORK, June 13.—James Cagiano, president of the International Union of Electrical Machine Workers, Local 465, was nominated to re-head the coin machine employees' union in a meeting at the Capitol Hotel, Wednesday (10).

Ritchie McNamara was nominated to serve as vice-president; George Kolibash, secretary, was nominated for another term, and Al Gilbert, union vice-president, was nominated for the treasurer's post.

Illinois Supreme Court (see full text elsewhere on this page) that the bowlers did not come under the Chicago ordinance prohibiting bagatelle and pigeonhole units.

Shuffle games are licensed at the rate of \$25 per game annually.

As business of operators and distributors reached a high point during the week, manufacturers of shuffle games cautioned coinmen to move with discretion in placing bowlers. In general, they pointed out that the fight for licenses took years and would aid the status of the trade as a whole in Chicago. However, they also added that it was up to each operator to handle his routes on such a high plane that the question of licensing would never again become an issue.

Tho there was little doubt that the license for shuffle games would be granted following the Supreme Court decision, few in the trade foresaw the over-all activity this week. Most every

game distributor had a backlog of orders by Wednesday (10) and some even had to put on new men to handle the requests of operators.

By the end of the week it became increasingly clear that many firms, which had previously specialized in juke routes, were also going to set up bowler operations. As one operator put it, "My music stops are clamoring for the shuffle games and I can't see why my staff can't handle the game servicing and repairs as well. The big thing is that I have the inside track on the locations."

One of the problems facing the local trade is the shortage of trained servicemen. Even before the licensing of shuffle games, operators have been plagued by the lack of personnel. Now, it appears, this shortage will be doubly felt since there will be more operators bidding for the same small pool of servicemen.

FAVORABLE DECISION

Illinois High Court Ruling On Shuffles

CHICAGO, June 6.—Here's the complete text of the Illinois Supreme Court Decision which held that shuffle type games are not prohibited under Chicago's bagatelle ordinance.

The decision was given Docket No. 32675, Agenda 31, Gilbert Kitt et al, Appellants, vs. City of Chicago et al, Appellees. Justice Fulton delivered the opinion of the court:

This is an appeal from the Circuit Court of Cook County seeking a construction of section 193-26 of the Municipal Code of Chicago involving the licensing of certain games of amusement. The arguments concern the constitutionality of the ordinance as well as its application to the matter in question.

The plaintiffs-appellants, hereinafter designated as plaintiffs, are the distributors for the types of coin games involved in this suit. They filed seven separate suits against the defendant city, each suit covering a separate game or games, asking for a writ of mandamus to require the proper officials of the defendant to issue licenses for the operation of the machines. Subsequent amendments were filed asking for a declaratory judgment that the machines in question do not fall within the purview of the ordinance.

The enabling act, section 23-56 of the Revised Cities and Villages Act, provides that the corporate authorities of a municipality shall have power "to license, tax, regulate, or prohibit pin, ball, or bowling alleys, billiard, bagatelle, pigeon-hole, pool, or any other tables or implements kept for a similar purpose in any place of public resort." Ill. Rev. Stat. 1951, chap. 24, par. 23-56.

Ordinance Defined

Acting under this authority, the city of Chicago adopted an ordinance (Municipal Code of Chicago, sec. 193-26,) which, as amended, now reads: "Bagatelle and pigeonhole. It shall be un-

lawful for any person to keep or use in any place of public resort within the City any tables or implements for any game of bagatelle or pigeonhole. The term 'bagatelle or pigeonhole' as used in this section shall mean a game played with any number of balls or spheres upon a table or board having holes, pockets or cups into which such balls or spheres may drop or become lodged and having arches, pins and springs, or any of them, to control, deflect, or impede the direction or speed of the balls or spheres put in motion by the player, and shall include the modern variety of bagatelle or pigeonhole commonly known as pin games."

The dictionaries define "bagatelle and pigeonhole" as games similar to pool or billiards and played on a table with a cue.

The plaintiffs made several attacks on the constitutionality of the ordinance in question, claiming that it is an attempt by the city to extend and enlarge the powers granted by the enabling act in that the ordinance has been amended to include pinball games; that it enlarges the meaning of the term "place of public resort;" and that the enabling act does not authorize the city to pass an ordinance restricting the mere keeping of a game without a license.

Defendants Answer

The answer of the defendants alleged that the machines were within the prohibition of the ordinance and that the plaintiffs were not entitled to a declaratory judgment. At the conclusion of the plaintiffs' case the defendant moved for a finding for defendant, which motion was granted. The order determined that a declaratory judgment is not a proper remedy, that plaintiffs' games are pin games or modern variations of bagatelle and

(Continued on page 86)

Gisser Opens New Quarters

CLEVELAND, June 13.—The Cleveland Coin Machine Exchange held opening house festivities Sunday (7) to celebrate its new ultra-modern headquarters at 2021-2025 Prospect Avenue.

The occasion was highlighted by a steady run of operators, servicemen and factory representatives from early in the morning until late in the evening. Owner Morris S. Gisser and his staff were on the welcoming committee and explained the salient facts on new equipment displayed. Visitors were treated to refreshments and a buffet lunch.

DIGGING OUT

Ops Begin Estimating Waco Tornado Losses

By ROBERT A. LATIMER

WACO, Tex., June 13.—Probably no individual business enterprise suffered more heavily than the coin machine industry during the tornado which struck Waco May 11. The major force of the tornado was expended in the downtown district of the Central Texas community, wrecking some 44 square blocks, and the toll in coin machines was heavy. Among the 150-odd buildings either smashed or doomed for condemnation were such coin machines locations as barber shops, restaurants, hotels, cafes, billiard parlors, drugstores, taverns, lounges, and similar such locations, almost all of them containing anywhere from one or two to a dozen types of coin machines.

There was little tornado loss outside of the downtown district, where 113 persons were killed, and consequently, the twister, with winds estimated at better than 150 miles per hour, spent its force on coin machine locations.

Photo Units

The loss in the coin-phonograph field amounted to some 24 machines, with another dozen or so unaccounted for.

A surprise loss was scales. There were an estimated 30 penny-operated scales along Austin Avenue, Waco's main shopping street, and most of them in exposed locations on the sidewalk. When the tornado struck Austin Avenue, most of the scales were pitched into the street and smashed.

Venders, likewise, suffered heavily. All outdoor ballgame units, candy machines, cigarette machines, etc., were crumpled. More, of course, were dragged up to Waco dumps in the form of smashed metal as bulldozers, cranes, and other wrecking equipment dug into the wreckage.

Hardest Hit

Approximately 15 coin-operated amusement devices were lost

in the collapse of the Torrance Billiard Parlor, in which 25 lost their lives. Included in the equipment were several bowling games, a target marksmanship game, a juke box, at least a dozen types of venders, and an uncounted number of amusement devices. Every coin machine was a loss.

Most of the operators in the downtown district during the next few days were able to salvage at least 60 per cent of the machines on location, according to a local association. With an over-all damage estimate of \$50,000,000, it was believed that the coin machine industry lost approximately \$50,000 in equipment.

Williams Bows Fairway, New Trap Hole Game

CHICAGO, June 13.—Williams Manufacturing Company has started deliveries on Fairway, a new type trap hole game simulating golf, Sam Stern, vice-president announced.

Fairway has four trap holes, each good for 500,000 points on high score plus five strokes on the stroke scoreboard. It also has five kick-out holes and six roll-overs which score one stroke each. Other scoring features include powered flippers and sequence play.

A good score can be made on Fairway in several ways. Among them are: Making the 1-7 series which light up two top rollovers and two center rollovers for replays; making the 4-5-6 and 7 which illuminate two special side bumpers for replays; completing the A-B-C-D rollover cycle and hitting the bottom rollovers; making holes 1 thru 9 in par strokes or less (five replays).

United Bows Tropics Game

CHICAGO, June 13.—United Manufacturing Company distributors started operator showings this week of Tropics, an in-line scoring game.

Tropics has 25 numbered holes and a free hole at the bottom. Object of the game is to drop balls in the numbered holes in such a way that they illuminate corresponding numbers on the backglass three, four or five in a row.

The new United game has one major card and two smaller ones, which are designated as "super cards" and play a key role in scoring. With the use of the select feature, the player can not only select one of the seven spot numbers but also extra balls, advance score, both super cards and the center card four corners plays.

The time feature on Tropics is also unusual. It permits the player to select extra balls before the fifth ball is shot. At his option the player may purchase up to three extra balls.

Witsen Jells Export Plans

PHILADELPHIA, June 13.—Abe Witsen, who with Sal Groenteman owns the International Amusement Company and Scott-Crosse Company, finalized plans for an export trip to Europe this week. He leaves Sunday (20) and will be gone six weeks.

One of the key assignments will be a trip thru the Benelux Countries and France, an area in which International and Scott-Crosse represent D. Gottlieb & Company. This is handled thru Judd Distributing Company, the export firm which specializes in Gottlieb equipment.

Deliver New Keeney Bowler

CHICAGO, June 13.—Initial deliveries of Carnival Bowler, a new six-player shuffle game, were made by J. H. Keeney & Company, Paul Huebsch, sales manager, announced Friday (12).

Housed in an 8 by 2-foot cabinet, Carnival Bowler has a permanent plastic playfield, direct dial 20-30 scoring, jumbo fadeaway pins, and strike and spare boxes. It uses rebound action and has an average playing time of approximately one minute per player.

Carnival Bowler simulates the action of regulation bowling and has the new type 10th frame feature.

T & L Holds Opening Fete; Turnout Big

CINCINNATI, June 13.—T & L Distributing Company Sunday (7) celebrated the grand opening of its new offices and showrooms at 1663 Central Parkway.

Visitors were treated to food, refreshments and souvenirs and several were given valuable door prizes. The crowd included factory representatives, operators and servicemen from many parts of the State and their families. T & L is headed by Len Goldstein and is distributor for Chicago Coin, Genco, H. C. Evans, Wurlitzer and Silver King.

Hosting the affair were Len and Paul Goldstein, Sid Block, Morry Goret and Jean Oelker. An orchestra provided dance music in the evening.

Among the 500 guests attending the affair were Ed Levine, Chicago Coin Machine Co.; Burt Davidson, Rudolph Wurlitzer Co., North (Continued on page 92)

'CLIPPED WINGS'

Motion Picture-Atomic Jet Promotion to Get Underway

NEW YORK, June 13.—The Atomic Jet, a Rocket Ride made by Nasco, Philadelphia, and distributed nationally by Nat Cohn's Riteway Sales, New York, will play a leading part in a forthcoming motion picture to be produced by Allied Artists Productions, Hollywood.

The ride will also figure in two-way promotions involving the motion picture producer and some 28 Atomic Jet distributors throughout the nation.

The picture, due for release in a month, is "Clipped Wings," starring Leo Gorcey, Huntz Hall and the Bowery Boys. Highlight of the film will be a sequence showing the Bowery Boys actually taking off in the Atomic Jet, utilizing trick photography.

Theater Display

Plans are underway to have Atomic Jets displayed in all theaters where the picture is playing, the local distributor providing the rides.

Miami Voters Reject City Merger Plan

MIAMI, June 13.—By a narrow margin Miami voters turned down a plan for merging this city with unincorporated areas to form the City and County of Miami. Kiddie ride and coin machine operators were generally jubilant over the outcome.

Unofficial returns showed 25,834 "yes" and 26,932 "no" votes, or 1,098 votes against consolidation.

Defeat of the merger proposal—which had been approved by the State Legislature subject to a referendum by the voters—means there will be no change in the form of local government here. The city is now governed by five elected commissioners, with the administrative duties under an appointed city manager.

If the consolidation plan had gone thru, Miami would have been placed under the jurisdiction of the county commissioners. The newly merged territory would then have been known as the City and County of Miami and the name "Dade County" would have passed into oblivion.

Kiddie ride and coin machine operators were quick to explain their feelings over the defeat of the merger plan. As one operator expressed it, "We know what we have now in the way of license fees and other matters. If the merger had gone thru, we'd be wondering what's in store for us."

The city of Miami and Dade County levy separate taxes on all coin-operated machines. Under a merged city-county form of government, the double set of fees presumably would have ended but the new scale would have been a huge question mark in the minds of the coin ops.

Joseph and Jacob Dobkin, of Wheeling, W. Va., have a large operation including the new 45's. They have a lot of Bally games. . . . The Vowinkels, of Fred's Vending Service, says business is a shade slow for a lot of people.

Calendar for Coinmen

- June 15—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.
- June 16-18—National Confectioners' Association, annual convention and exhibit, Waldorf-Astoria Hotel, New York.
- June 17—NAMA Area Meeting, Tutweiler Hotel, Birmingham, Ala.
- June 22—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.
- June 23—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.
- June 23—NAMA Area Meeting, covering six Region I States, Sheraton Plaza Hotel, Boston.
- July 2—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
- July 16—Recorded Music Service Association, annual golf party, Southmoor Country Club, Palos Park, Ill.

In all cities where the picture is shown, the local distributor and his staff and the local operators will be shown previews.

Advertising copy in local papers will show pictures of the ride; Atomic Jet pennants and streamers will be designed.

Cohn has provided the promotion staff of AAP with a list of his distributors, and the producer and the distributors are now in the process of mapping out promotional activity.

Weinand Stresses Value of Kiddie Rides as Retail Sales Stimulant

NEW YORK, June 13.—Art Weinand, of Exhibit Supply, Chicago, told department and supermarket executives that the influence of the child on family buying habits cannot be underestimated and that kiddie ride installations in retail outlets are a source of revenue secondarily and a sales stimulus primarily.

Speaking at the National Store Modernization, Building and Maintenance Show at Madison Square Garden Tuesday (9), Weinand said that the yield per square foot in

WEATHER BIG FACTOR

Outside Locations Prove Aid to Ride Operators

CHICAGO, June 13.—Kiddie ride operators in most sections of the country report business has been climbing since they have moved their horses, rockets, boats and the like just outside locations. Another group reporting good business was coin-operated kiddie units in fun parks and Kiddielands.

Operators pointed out, the initial warm weather actually cut ride activity for awhile. They

said that people were apparently just too anxious to get out and enjoy the sunshine and now that the novelty has worn off were back to their normal activities.

Operators find that the major appeal to rides placed outside the locations is the youngsters' hankering for outdoors amusements. In many cases, operators reported, they had to increase the number of units at locations.

While coin-operated kiddie

rides have been used at fun parks and Kiddielands in the last two seasons, this year most of the parks report increased interest in this type of equipment. Some operators feel that the rides are better known now and this has increased play potential. They add there is also a lot more variety in ride subjects this year.

Still another source of outside revenue for ride operators which came with the warm weather is the use of rides outside theaters. One such instance is the nationally known Balaban & Katz chain. Since the firm has installed rides outside many of its theaters in Chicago, business on the units has been brisk and the results of this experiment are expected to lead to many such installations both by chain and independent theaters around the country.

kiddie ride sections of department stores and supermarkets is the most profitable of all areas.

Weinand pointed out that supermarket chains are providing space for kiddie ride corners in new store construction and cited organizations such as the Star Supermarkets, Boston; Dominion Stores, Canada, and the IGA chain which plan for these installations in their new store blueprints.

For department stores, Weinand stressed that a kiddie ride installation requires no capital investment

and has a telling influence on children whose influence on family buying habits, he maintained, is considerable.

Weinand declared that millions of dollars are being spent promoting such figures, as Roy Rogers and the various space heroes to children and that kiddie ride installations share in the fruits of these promotions.

The title of Weinand's talk was "At the Drop of a Coin." Other speakers on the panel with him were J. F. Knoff, vice-president of Chrysler Airtemp; John Marsh, vice-president of Marsh Wall Products, and Abe Feder, store lighting authority. The show ended its four-day run Friday (12).

Weinand said that business at the Exhibit booth was brisk and that one of the sales was to a 17-store drug chain.

Al Blendow, sales manager of the Meteor Machine Corporation, the only other kiddie ride manufacturer exhibiting at the show, also reported heavy interest at his booth. The Exhibit booth displayed three of the firm's newest rides—Space Patrol, Roy Rogers' Trigger and Sea Skate—while Meteor displayed the Meteor Rocket, Flying Saucer, PT-Boat and Pony Boy.

Miami Ride Ops Eye Off-Season Tourist Trade

MIAMI, June 13.—The increase in summer tourist activity is already being felt in this area, local ride operators report.

A survey among transportation companies and hotels indicates that a bumper influx of vacationers is in prospect for the next three months. Meanwhile, business people agree that the working class type vacationers, who come here for two or three weeks, naturally don't spend nearly as much per capita as the winter tourist but it all helps to give the Greater Miami area a year round stability which until recent years was lacking.

Trade Directory

For ready reference, here is a guide to new products, new firms and office and personnel changes in the Billboard issues May 30 thru June 20.

New Equipment

Dog ride, Lazy Bones, National Kiddie Rides, New York.

Combination ride, Carousel, Nat Schneller, Inc., Philadelphia.

Combination ride, Kiddie Go-Round, News Equipment Manufacturing Company, Oakland, Calif.

Coin ride cover, Gillie Auto Top & Trim Service, Fort Wayne, Ind.

Rocket ride, Atom Jet, Conat Sales, New York (back in production).

Aerial gun game, Sky Gunner, Genco Manufacturing & Sales Company, Chicago.

Upright game, Silver Chest, Genco Manufacturing & Sales Company, Chicago.

Five ball game, Guys Dolls, D. Gottlieb & Company, Chicago.

Shuffle game, Domino Bowler, J. H. Keeney & Company, Chicago.

Novelty game, Joker, P & M Enterprises, Lander, Wyo.

Juke box, Model E-140 (40 selections, 78 r.p.m.), AMI, Incorporated, Grand Rapids, Mich.

Juke box, Model E-120 (120 selections, 45 r.p.m.), AMI, Incorporated, Grand Rapids, Mich.

Coin television set, Bendix Radio Division, Baltimore.

Shuffleboard scoreboard, Shuffle-Score, Marvel Manufacturing Company, Chicago.

Coin Golf Driving Range, Joe Mozel, Portland, Ore.

Cigarette vender, Model 11-ML (11 columns), National Vendors, Inc., St. Louis.

Bulk vender, Topper Deluxe, Victor Vending Corporation, Chicago.

Distributors, New Offices

Coven Distributing Company, Chicago, covering the Midwest

for Nylco Products, Inc. (rides), Clinton, Mass.

Southern Automatic Music Company five offices—Louisville and Lexington, Ky., Indianapolis and Fort Wayne, Ind., and Cincinnati—covering Indiana, Kentucky and Southern Ohio for Genco Manufacturing & Sales Company, Chicago.

Miller - Newmark Company, Detroit and Grand Rapids, Mich., covering Michigan for Genco Manufacturing & Sales Company, Chicago.

Laniel Amusement Corporation Montreal, covering Canada for AMI, Incorporated, Grand Rapids, Mich.

Central Coin Machine Exchange Detroit, moved to new quarters at 2628 Puritan Avenue.

T & L Distributing Company opened new quarters at 1663 Central Parkway, Cincinnati.

Taran Distributing Company opened new quarters at 3401 N.W. 36th Street, Miami.

Sandler Distributing Company, Minneapolis, covering parts of Minnesota and North and South Dakota for The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

The Meteor Machine Corporation has opened a branch office at 233 Church Street, Toronto.

Coven Distributing Company, Chicago, covering Northern Illinois for Apco, Inc., New York.

Associations

The Wisconsin Phonograph Operators' Association re-elected Clinton S. Pierce president at the annual meet in Milwaukee.

The Music Guild of Nebraska elected H. W. Marble president at its annual meeting in Omaha.

The Washington Music Guild elected Charles Bowles president.

The Western Vending Machine Operators' Association elected M. R. Leidenberger president at its annual meeting in Los Angeles.

The Amusement Machine Operators of Dade County (Miami) elected Edward Petrocine vice - president.

Personals

John A. McIlhenny was appointed special sales representative by Poole Distributors, Inc., Boston.

R. B. Trotter was appointed Southwestern sales representative by Rowe Manufacturing Company, New York.

Pauline Fried was named president of Korday Candies, Inc., New York.

John F. Scalisi was appointed assistant sales manager by the Atlantic-New York Corporation, New York.

METEOR KIDDIE RIDES ARE UNCONDITIONALLY GUARANTEED!

The Meteor Machine Corp.
UNCONDITIONALLY GUARANTEES:

- 1—All its rides for a period of ONE YEAR or 10,000 rides—whichever comes first after date of purchase!
- 2—IMMEDIATE DELIVERY!
- 3—LOW PRICES, consistent with Sturdy Construction!
- 4—LIBERAL FINANCE PLAN—take 12 to 15 months to PAY OUT OF PROFITS!

Aside from the motors and coin receivers we fabricate every component part in Meteor Rides. We KNOW the high quality of workmanship and materials that go into every ride—and are proud to give every customer the most binding and extensive guarantee in the industry! THIS GUARANTEE CERTIFICATE ACCOMPANIES EACH AND EVERY RIDE!

Meteor Kiddie Rides represent sound profit-making values. No finer rides are made anywhere—no rides of this high quality are sold lower than our honestly low prices.

METEOR RIDES HAVE EVERYTHING!

- Lifetime ALL STEEL Construction!
 - Service-Free Mechanisms all with INTEGRATED Gear-Box Motors!
 - Sensationally ORIGINAL Ride Movements!
- Be sure! Get . . . METEOR FLYING SAUCER (Pat. Pend.), METEOR ROCKET, METEOR PT-BOAT, METEOR PONY BOY

Distributors!
Operators!

Get Full Particulars!

Write - Wire - Phone TODAY!

METEOR MACHINE CORP.

319 Hinsdale Street Brooklyn 7, N. Y. Phone: HYacinth 5-2756

FAVORABLE DECISION

Illinois High Court Ruling on Shuffles

• Continued from page 84

pigeonhole, and that the ordinance is applicable to the plaintiffs' machines.

We have read with care the arguments of the parties on the point of the constitutionality of the ordinance and come to the conclusion that the city did not exceed its authority in amending the ordinance to include pinball games or extending its right to regulate devices of like nature. In *People ex. rel. Fyfe v. Barnett*, 319 Ill. 403, we said: "The true rule is that statutes are to be construed as they were intended to be understood when they were passed. *** The words of a statute must be taken in the sense in which they were understood at the time the statute was enacted."

It is obvious that the legislature in enacting a statute cannot foresee in physical detail all of the items and things to be controlled

under the general purpose motivating the statute. Modern science moves too rapidly to make this possible. The legislature must, in every instance, take things as it finds them and extend the general purpose concerning those things into the future by the use of general language. Here, the legislature gave the power to municipalities to regulate certain games in existence at the time the statute was adopted. These games were table games to be found in places of general public resort. The games in existence in these places have passed with time and, taking their place, new games and devices have come into existence. . . . Some of these, it seems to us, in this advanced day of development, are "tables or implements kept for a similar purpose."

It was not required that the city exercise all the license

New York

Mel Rapp, Apco vice-president, visited the plant in Minneapolis last week.

Tony Tessenari, Electro Vending, returned this week from a business trip thru West Virginia and Maryland. . . . Les Boyd, Ace Distributors, returned from a tuna fishing trip off the Carolina coast in his own boat. He got some near-record catches. . . . Joe Shutkofsky, D.&J. Music Company, is looking for a home in Long Island.

Sandy Moore, Peninsular Vending, has taken on a partner and expanded his route. . . . Joe Hahnman, Gordon Amusement, is back on the job after a serious illness. . . . Herman Silver, Em-

pires Music, is retiring from active management on doctor's orders. Morris Stoller will run the business.

Richard Petrecina and Patty (Continued on page 92)

powers granted it by the enabling act. The ordinance includes certain specific games which the city had the power to regulate under the enabling act. It was not required to adopt all. *People v. Callicott*, 322 Ill. 390. The large question before this court is whether or not the ordinance is applicable to the games in question. These games are bowling games whereby a flat circular disc is slid along a table some 8 feet long. At the end of the table it passes under a partition on which are ten pins arranged as for a game of bowling. These pins are capable of being internally lighted. As the disc passes under the partition it passes over electrical contacts wired to the pin. The passing of the disc over the connection puts out the light of a corresponding pin on the upper surface as if it had been knocked down with a ball. There are no im-

(Continued on page 101)

Coinmen You Know

QUALITY DURABILITY APPEARANCE

That is what Kiddy-Ride operators must have, and that's what they get with Bally SPACE-SHIP and THE CHAMPION. Big profits, too!

Write for Prices Terms Available

DONAN

DISTRIBUTING COMPANY
5007 N. Kedzie Chicago 25, Ill.
Phone: JUniper 8-5211
Bally Distributors for Wisconsin and Northern Illinois

KIDDIE RIDE CORRECTION

Through a printing error, prices were incorrectly listed on a number of Kiddy Rides in our 1953 illustrated Kiddy Ride Supplement to our General Catalog. Correct prices are as follows . . .
Meteor Flying Saucer . . \$795.00
Meteor Pony Boy 575.00
Meteor P T Boat 840.00
Meteor Rocket 795.00

MIKE MUNYER
577 Tenth Ave. (at 42nd St.)
New York 36, N. Y. BRyant 9-6677
41 YEARS SERVICE • EST. 1912

I'M ON MY WAY TO DISTRIBUTORS OF EXHIBIT SUPPLY'S

- Roy Rogers Trigger • Sea Skate • Rawhide • Buzz Corey's Space Patrol • Pete the Rabbit • Big Bronco • Rudolph the Red-Nosed Reindeer • El Toro the Bull • Ferdie the Bull • Space Gun.
- EXHIBIT SUPPLY 4218-30 W. Lake St., Chicago 24, Ill. Est. 1901



Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action . . . surging forward, gliding backward . . . dipping and rising . . . rolling from side to side . . . swinging and banking like a jet-fighter . . . and you will see why junior space-pilots prefer the Bally SPACE-SHIP . . . why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember . . . you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector



FINANCE PLAN
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

Ride THE CHAMPION

TO BIGGEST PROFITS IN HOBBY-HORSE CLASS

Cash-box records prove that THE CHAMPION . . . the deluxe hobby-horse . . . is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?



IT TROTS!
IT GALLOPS!

RIDE THE CHAMPION 10¢

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Congress Looking Into Detroit Juke Box Union Tie-Up

Association Executive Alleges Union "Controls" Juke Business

DETROIT, June 13.—A five-man congressional subcommittee spent Thursday thru Saturday (11-13) looking into the juke box industry here with special attention to alleged racketeering practices of William E. Buffalino's Local 985 of the Teamsters Union (AFL).

The congressmen heard Roy Clason, business manager of the Michigan Automatic Phonograph Owners' Association, charge that the "principal function of Local 985 is to control the juke box business."

Half-way thru the hearings, Detroit Police Commissioner (Continued on page 90)

DETROIT, June 13.—The five-man congressional subcommittee investigating alleged juke box racketeering, heard Vincent Meli, head of Melotone Music, testify that the Michigan Music Operators Guild was formed because "we needed better public relations in our business."

In earlier testimony, Roy Clason, head of the Michigan Automatic Phonograph Owners' Association, declared that the Guild was co-operative and friendly with William E. Buffalino, president of Local 985 of the Teamsters Union (AFL).

The committee also heard from Lyndon Bush, general manager of Marquette Music. Bush explained that his company was not in good standing.

A number of tavern owners appeared before the committee. One said his place of business was bombed two weeks after Buffalino had called to warn against the presence of a non-cooperating juke box.

The congressmen also heard from Paul Gold, of Michigan Vending Company, and from the Vendo Cigarette Company. Both of these firms were bombed, and allegedly there was a connection between the bombings and their relationship with Local 985.

Meantime, one member of the congressional committee suggested a physician should be dispatched to Grace Hospital to determine Buffalino's condition. The union boss has been in the hospital since last Sunday, suffering with what his attorney called an acute respiratory ailment.

Rep. Clare Hoffman, (R., Mich.), another committee member, declared he believed Buffalino was guilty of contempt of Congress.

At press-time, the hearing was still in progress.

DEMONSTRATION

Employees In Walk-Out At Wurlitzer

NORTH TONAWANDA, N. Y., June 13.—The Rudolph Wurlitzer plant here came to a complete halt Thursday (11) when 2,000 employees walked out in protest over the firing of a third shift steward. The walkout occurred at 10 a.m.

With the shutdown in its second day, E. D. MacDonald, personnel and industrial relations manager, held talks with the union. It appeared, however, there was a definite stalemate, since management announced it would not reinstate the fired steward.

Distributors will not be affected for at least a week. Shipments of machines in transit will hold them over in case the dispute goes to great lengths, it was pointed out.

Warncke Unveils New AMI Model 'E'

SAN ANTONIO, June 13.—The R. Warncke Company will unveil the new AMI Model "E" at their showing June 14. Malcolm Gildart, president of the firm, urged all operators in the territory to attend the showing. E. L. Sackett, and R. D. McCoy, head of the service department, will assist Gildart in hosting at the affair.

Southern Unveils New AMI Model 'E'

INDIANAPOLIS, Ind., June 13.—The Southern Automatic Music Company begins "E" Week showings of the new AMI model today. Sam Weinberger, vice-president of the firm, will host at the unveiling, assisted by George G. Burch, Leo E. Levey, Donald Roth, Wilbur E. Nelson, Max Salomonovics, John Gallagher, and Stanton Leverton.

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

KITTY AND GOLDIE START COUNTRY GIRL HUNT. A.&R. men have been scouring the hinterlands for country girl singers in hopes of coming up with one to rival Decca artists Kitty Wells and Goldie Hill (General department).

RINGLING HELPS DECCA 'CIRCUS' ALBUM PUSH. Decca Records has joined with the Ringling Bros. and Barnum & Bailey Circus in a promotion to push the diskery's new album, "Circus Time" (General department).

COLUMBIA, VICTOR DRIVE FOR PLUS BIZ WITH NEW LABELS. RCA Victor and Columbia Records are now engaged in an all-out drive to expand their present disk business (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Defer Juke Box Copyright Hearings Until June 30

Opponents of Proposals Request More Time to Prepare Testimony

WASHINGTON, June 13.—The prospect that the juke box copyright issue will be a holdover topic for next year's session of Congress increased this week as the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks deferred until June 30 a hearing which had previously been postponed to June 24 (The Billboard, May 30, June 6, June 13).

The subcommittee, headed by Sen. Alexander Wiley (R., Wis.), in announcing the latest deferment, indicated that it is sticking to original hopes to avoid protracted hearings on the stormy issue, but no one is sure about achieving that hope. If the June 30 date is adhered to, the subcommittee will have ample time to conclude hearings prior to a

Congressional recess, which leaders hope will be reached by the end of next month.

If the July 31 wind-up is achieved by Congress, changes presently appear to be that the juke box copyrights issue might be unresolved in the subcommittee until early next year. If the subcommittee submits a favorable report on legislation at the start of next session, it would allow ample time for deliberations in both houses before the wind-up of the second term of Congress.

The latest deferment, the second one in a week, resulted from a combination of circumstances, including press of business facing Senator Wiley and requests by opponents of the juke box copyright legislation for more time to

prepare their testimony. There is some speculation that still another deferment might be called, but a subcommittee official said he believes the latest date "looks like a firm one."

The subcommittee's agenda appears to be clear for concluding the hearings that week, if necessary, but this is still undetermined. The hearing, which was originally set for June 4, will attract a big array of contenders on both sides (Continued on page 92)

California Music Guild May Acquire L. A. County Area

Miller Invited to Address Meet Of Co-Operative Music Operators

PASADENA, Calif., June 13.—George A. Miller, head of California Music Guild with headquarters in Oakland, will be invited to outline his program of association work for the inclusion of Los Angeles County, members of the Cooperative Music Operators voted unanimously at their regular semi-monthly meeting here Tuesday night (19). The group also voted to return its meeting place to the Sky Room at the Lockheed Air Terminal in Bur-

bank June 23. The operators also named Mrs. Ernest Bryant temporary chairman for that gathering.

The decision to invite Miller to return here "to talk business," followed the move at the last meeting at which a seven-member group was named to study the feasibility of having the California Guild extend its operations. The association now includes Kern and Orange Counties, adjoining Los Angeles County on the north and south respectively. Named to the committee were Mrs. Bryant, Clayton Ballard, Ben Korte, Sam Ricklin, Merle Holmes, Dean Brown, and Walter Hemple. Hemple was instructed to write Miller and ask that he attend the June 23 meeting and be prepared to answer all questions relative to forming an association in this area.

Miller has on other occasions manifested an interest in cover- (Continued on page 90)

Nat'l AMI 'E' Week Starts on June 14

Three Models, 40, 80, and 120 Selections, Make Their Bows

GRAND RAPIDS, Mich., June 13.—AMI distributors thruout the United States and Canada will unveil three new AMI model juke boxes starting tomorrow. The showings will continue thru the week.

The three are the E-40, which plays 78 r.p.m. disks, and lists at \$795; the E-80, which plays 45's, and lists at \$925; and the E-120, which plays 45's, and lists at \$1,050.

Also on display will be the new AMI wall box, available in 40, 80 or 120 selections, and two new hideaways in a choice of 80 or 120 selections. The three models enable operators to "job tailor" installations to whatever number of selections are required by the location.

New Design
One button play is featured by the E-120. In all three models,

the selector bank is at eye level, at the top of the cabinet. All three cabinets have a gold and silver, illuminated medallion at the top center to attract attention and build up the identity of the phonograph. The E-120 is slightly larger than the 40 and 80, which are both housed in identical cabinets.

All three models feature a roll-top window for easy access to the mechanism. It opens into the box itself, away from the serviceman.

Other features of the Model "E" include:

A select light located on the program panel. The green light blinks momentarily when a credit is removed and goes out completely when all selections are made.

The tone arm contains a dust-removing brush. Needles and cartridges can be removed with a twist of the hand. Selection counter provides play data up to 100,000 plays. Individual play is measured on a popularity meter. An annunciator tells the patron which selection is being played.

Friedman Unveils New AMI Model 'E'

ATLANTA, June 13.—Friedman Amusement Company begins "E" Week showings of the new AMI Model "E" on June 14. Jack Friedman, owner of the firm will host at the unveiling.

Also on hand for the unveiling will be I. D. Friedman, Jack Harris, Al Alligood, and William Gluth.

Williams Gets Nashville Area For Wurlitzer

NORTH TONAWANDA, N. Y., June 13.—Veteran Wurlitzer distributor in Memphis, R. E. (Buster) Williams, has been assigned the distributorship for Wurlitzer phonographs in the Nashville territory. The announcement was made by Robert H. Bear, Wurlitzer sales manager. Williams heads the Williams Distributing Company, Inc., and will take over the distribution immediately from Cain-Cailhouette, Inc., the former Wurlitzer representative in the area.

Williams' office in Nashville is housed in a newly purchased building at 108 Lafayette Street. While already offering sales and service, the site is undergoing renovation and an open house announcement date is expected soon.

Williams has been a Wurlitzer distributor for 15 years, with four years out for military service in the Air Force. He is one of the best known and most popular men in the industry, having been active for 23 years in the Middle South.

In discussing the new Williams' distributorship, Bear said, "We are happy to make this announcement as Buster has done an outstanding job for Wurlitzer each year during his long association with us. We know that the operators in the Nashville territory will benefit from his vast experience and that he will provide them with the finest in sales and service facilities."

SUMMER FORMAT

Ohio Hit Tune Day Aided by Jockeys

CLEVELAND, June 13.—The Cleveland Hit Tune Day for the month of July was all set to roll this week. Hit Tune Day is the summer format being used by the co-sponsors, The Cleveland Press and the Cleveland Phonograph Operators, to replace the Hit Tune Party which will again start its presentation in September.

June 13 is the day set for the July hit tune selection, and eight disk jockeys in the Cleveland area will participate. Six records have been selected by the judges for participation in the contest.

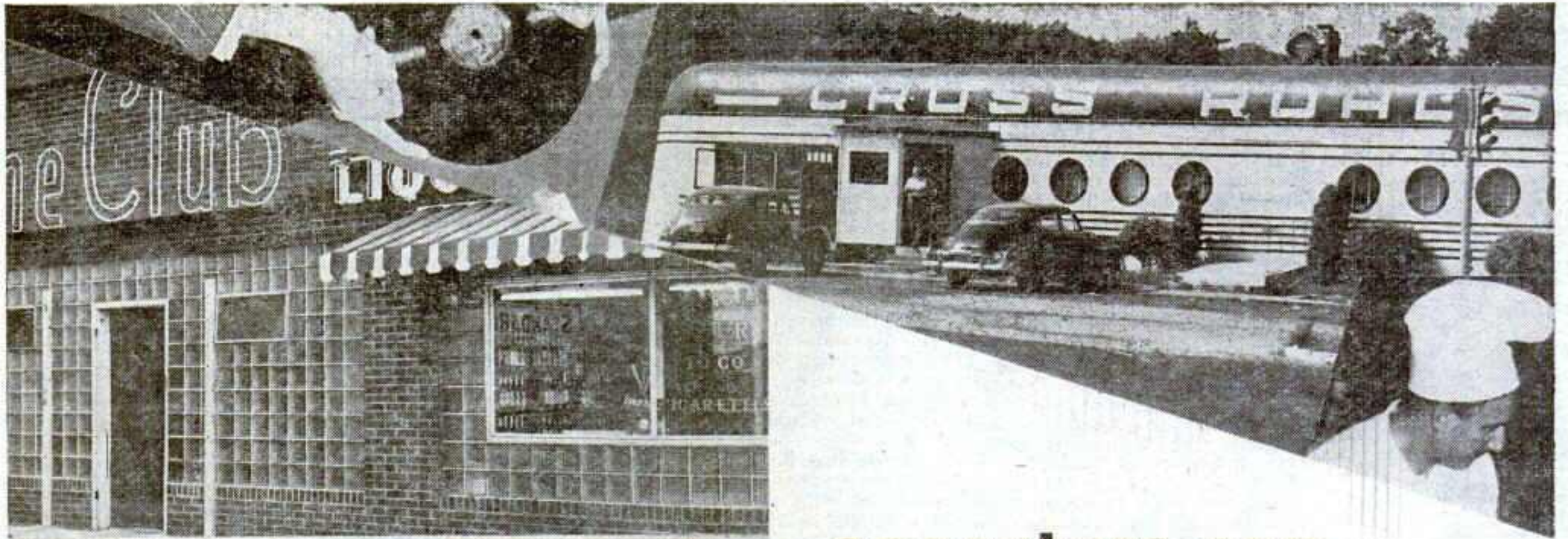
The new summer format was decided upon because of the many teen-agers on vacation during the three summer months and it might become difficult to fill the Public Music Hall. Hit Tune Day involves no public audience. The tunes selected for participation will be aired by deejays and the winner will be selected by ballot. The ballots will be printed in the Cleveland Press.

Disk jockeys spinning the participating records and the air time of each, follows: Bill Gordon, WHK, 8:30-9 a.m. Virgil Brinnon, WJW, 3-3:30 p.m. Joe

Mulvihill, WTAM, 5:30-6 p.m. Bob Forster, WSRS, 5-5:30 p.m. Bill Randle, WERE, 7-7:30 p.m. Howie Lund, WJW, 9:30-10 p.m. Phil McLean, WERE, 10:30-11 p.m. Joe Mulvihill, WTAM, 11:30 to midnight. Besides playing the participating records, each deejay will play the winning record for June which was selected at the last Hit Tune Party. The Elliott Brothers' M-G-M recording of "In the Mood" was the winner.

The winner of today's spinning will be labeled the Hit Tune for July and will be announced in the Press on June 17, with a picture and a story about the winner.

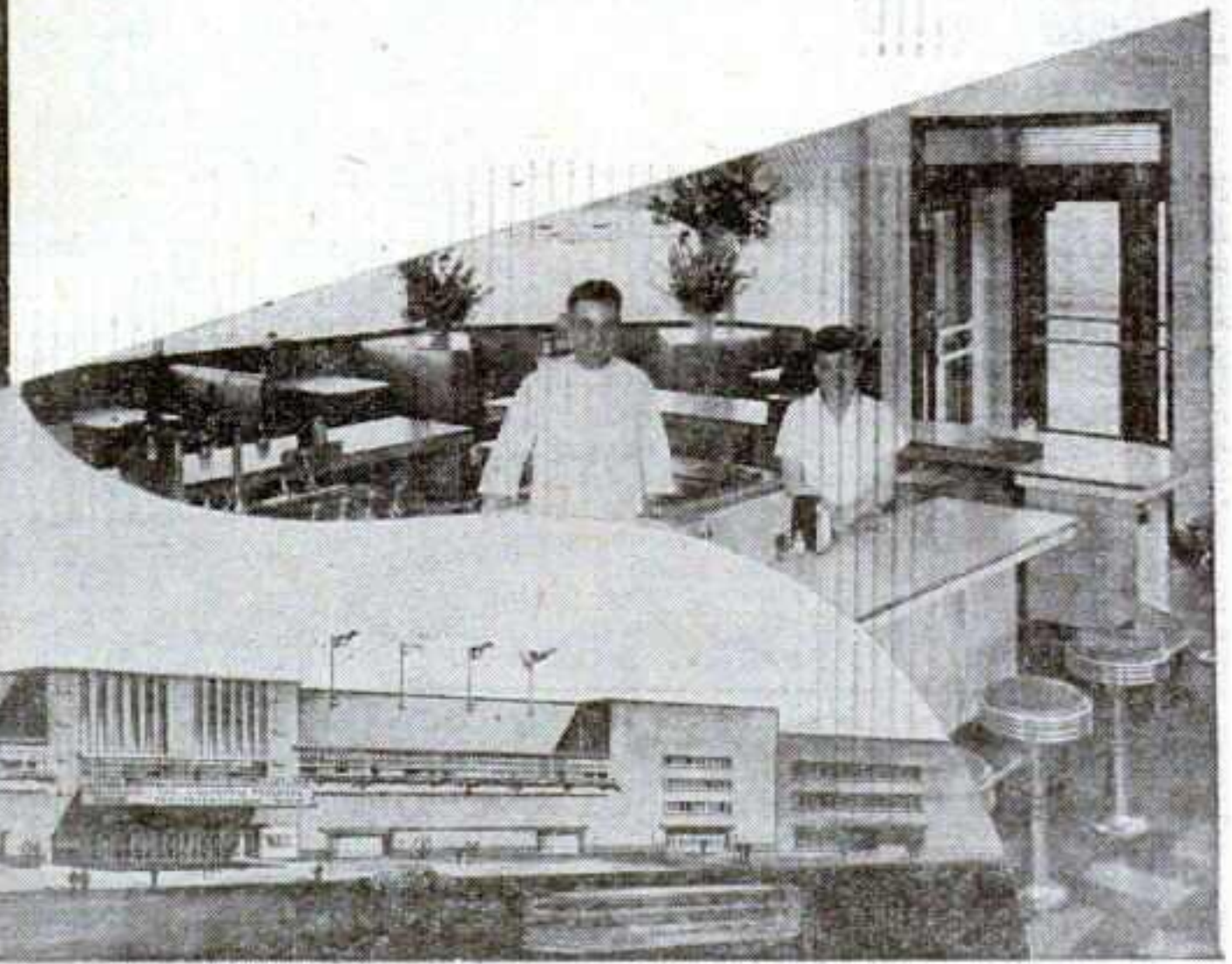
The records selected by the judges for participation are "I'm Forever Blowing Bubbles" by Fred Lowery on Columbia; "The Moon Is Blue" by the Three Suns on Victor; "I've Got You Under My Skin" by Peggy Lee on Decca; "Close the Door, Richard" by Burl Ives on Decca; "What Good Is Falling in Love," by Tony Morelli on M-G-M; "Why Daddy, Why?" by June Anthony on Okeh, and "The President's Lady," by Jackie Gleason on Capitol. Copyrighted material

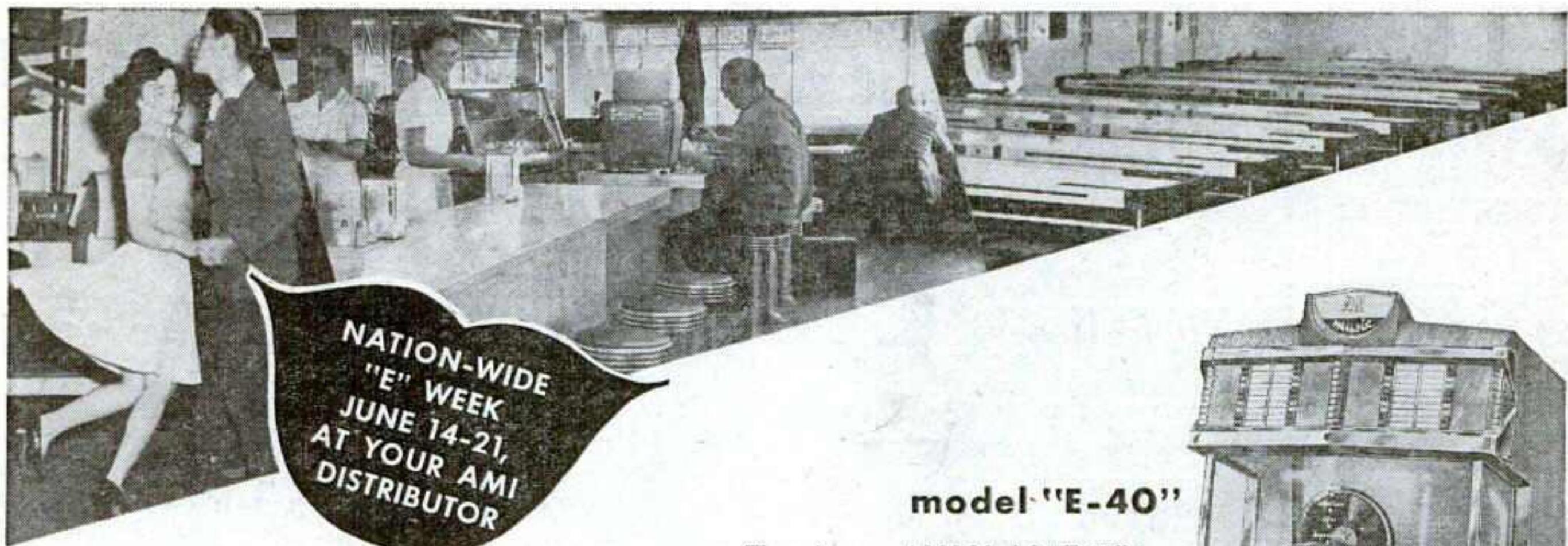


**operators can
add profits from
more locations with
three new
"job-tailored"
model "E" juke boxes!**



**THE MODEL "E" OPERATOR
"JOB-TAILORS" HIS INSTALLATION
TO THE PARTICULAR LOCATION
FOR MAXIMUM PLAY, PROFIT
AND PATRON SATISFACTION.**

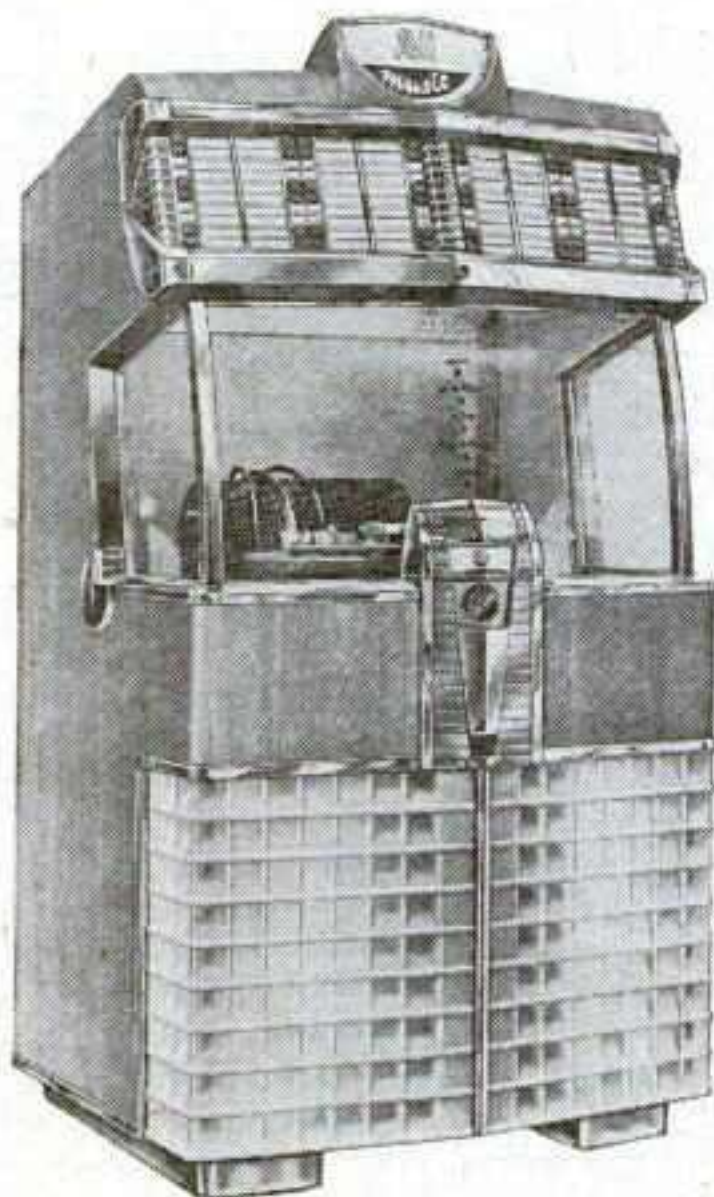
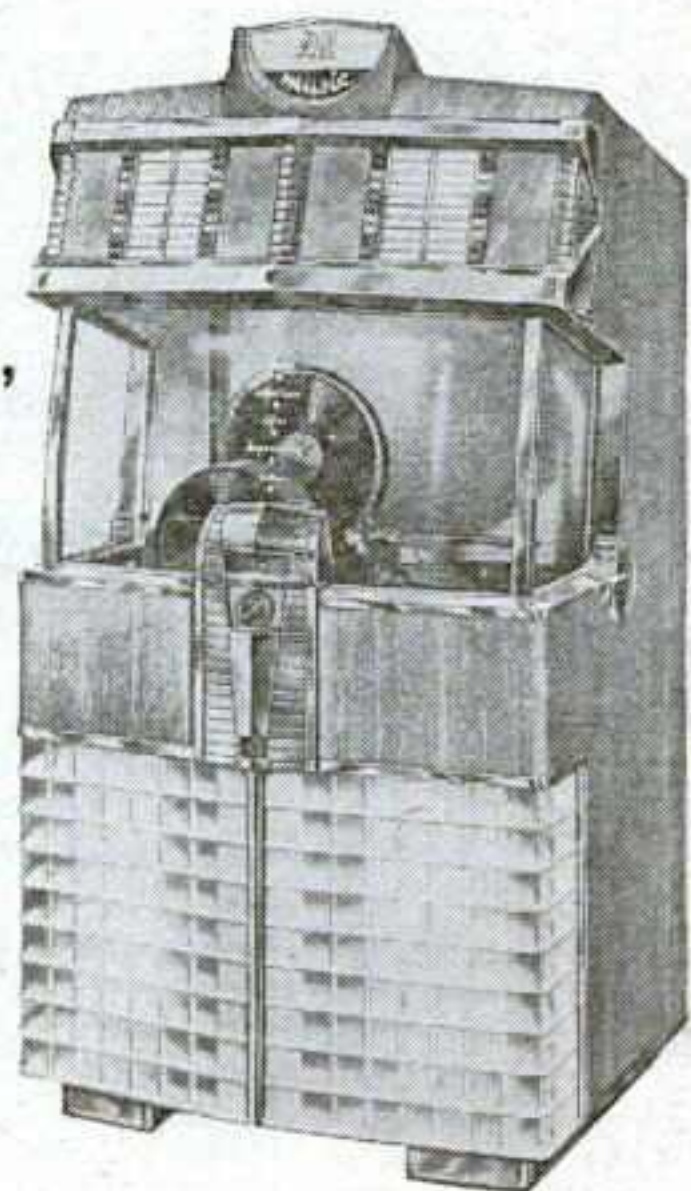




**NATION-WIDE
"E" WEEK
JUNE 14-21,
AT YOUR AMI
DISTRIBUTOR**

model "E-40"

The trim new AMI Model "E-40" is frequently preferred by the more lively locations where fast play and quick turnover is concentrated on Hit-Tunes and Favorites. The "E-40" is favored also for installation in those locations whose patrons want race or ballad music of a kind generally only available on 78 r.p.m. records.

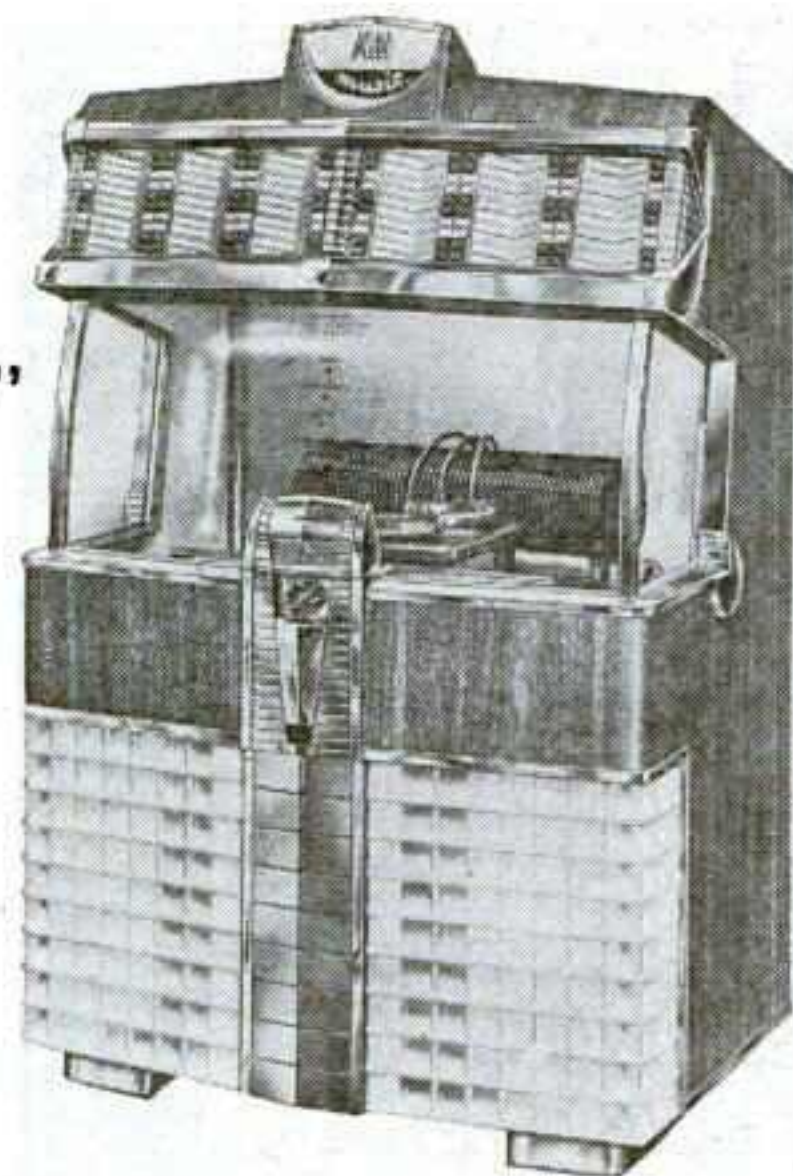


model "E-80"

The beautiful new AMI Model "E-80" juke box will be first choice of many operators for those locations whose patrons want a more complete and diversified program of music. Discriminating listeners praise the tonal quality of the 7-inch micro groove records as played on the "E-80".

model "E-120"

The new "E-120" is truly the *Concert Grand* of automatic musical instruments. It offers a complete program of recorded music to please the tastes of the most demanding and discriminating patron. The "E-120" covers everything from Boogie to Bach, from Symphony to Swing—all with the amazing tonal fidelity of the 7-inch micro groove records.



AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

NEW MIAMI SKYLINE

Coinmen Purchase Large Miami Tract

MIAMI, June 13.—Three men, long identified with the coin machine industry, have formed a syndicate and consummated one of the largest real estate transactions in the history of Miami—one that will completely change the topography of the undeveloped downtown du Pont Plaza tract.

In a 99-year ground lease deal, involving \$5,100,000, Irving Sommers, a former Miami distributor of Seeburg automatic phonographs, and two associates, Theodore T. Bush, president of the Bush Distributing Company—distributors of Wurlitzer juke boxes and other coin-operated equipment—and Oscar Truppman, an executive of the Bush Distributing Company, acquired the land bounded by SE Second

Avenue on the west, the extension of Biscayne Boulevard on the east, SE Fourth Street on the north, and Biscayne Bay on the southeast.

The property extends 800 feet from east to west and 223 feet, north and south.

Sommers appeared before the Miami Zoning Board last night for authorization to have the property rezoned to permit a more liberal business classification. It was granted, but is subject to approval by the Miami City Commission.

Plan Apt. Hotel

Truppman told The Billboard the group plans to erect a seven or eight-story building, containing 125 apartment units and at least 50 hotel rooms. Other structures planned for the tract include a restaurant and bar, cabana club, swimming pool, docking facilities for yachts and probably the largest convention hall in downtown Miami.

Sommers, a former resident of New York, came to Florida 20 years ago and invested in real estate. In recent years he purchased and sold the Northshore, King Cole, Poinciana and Gaylore hotels, all in Miami Beach, and still has extensive holdings in the Greater Miami area as well as ranch acreage in the South Bay sector.

Bush and Truppman came to Miami from Minneapolis shortly after the close of World War II. Bush had been the Wurlitzer distributor for the Minnesota area and acquired the Wurlitzer franchise for Florida, South Georgia and Cuba when he moved his operation to Miami. In the past two years Bush's firm has developed a substantial export trade in used music machines, principally to Latin America, in addition to ranking as one of the top Wurlitzer distributors domestically in volume.

Truppman said that no date has been set for the completion of the downtown building project, due to a number of preliminary matters which must be cleared before construction can get underway. A rough estimate indicated that total construction would come to approximately \$3,000,000.

ENTHUSIASTIC

Distributors View New Models At AMI Meet

GRAND RAPIDS, Mich., June 13.—AMI's distributor organization closed an enthusiastic two-day meeting here last week at which a new Model E-120 juke box was introduced. In addition to the 120-selection machine, new Model E's in both 40 and 80-selections also were shown for the first time.

John W. Haddock, AMI president, gave the company's welcome and made a few preliminary remarks about the distributor meeting program before the Model E was unveiled. The unveiling received enthusiastic response with many of the distributors claiming they would sell all that can be produced.

Haddock told the 125 distributor people attending that the Model E's were the realization of five years' planning. "We have, we believe, created a juke box that will enable every operator to 'job-tailor' his installations to each particular location," he said. "These new Model E's will put AMI operators in the most favored profit position. By late summer our capacity will be increased 50 per cent, which, together with greater efficiency with present facilities, should enable us to expedite delivery.

"We have started a number of personnel changes aimed at top quality performance at every step in manufacture. In personnel, in production capacity, in materials, in engineering, and in scheduling production, everything has been done and will continue to be done to make the new Model E's the leader of our industry and keep them there." Haddock recalled that progress toward this goal had been obstructed by material allocations and restrictions of many kinds since the Korean war.

"Now," he said, "we have what we consider to be the right merchandise at the right time. No expense has been spared in research, design, and engineering, and now that the restrictions are behind us, we will soon be able to offer expanded productive facilities."

Probe Detroit Juke Union

• Continued from page 87

Leonard announced the police department had drafted a new city ordinance which would require the location to own its own juke box. If each location owned its own phonograph, Leonard said, Detroit's juke box troubles would be ended.

Committee Members

The subcommittee, composed of members of the House committees on Government Operations and Labor and Education, includes Reps. Clare Hoffman (R., Mich.); Smith (R., Kan.); Landrum (D., Ga.); Condon (R., Calif.), and Bender (R., O.).

The committee subpoenaed some 40 witnesses. Among them was James H. Hoffa, president of the Teamsters Detroit Joint Council. When asked for the union records, Hoffa said they were filed in Washington as required under the Taft-Hartley law. Earlier, William McKenna, committee counsel, had stated all records

of Local 985 thru 1952 were destroyed to keep the committee from looking at them.

The principal witness, however, was Clason, who referred to Local 985 as "an alleged labor organization."

\$20 Per Month

Clason testified that both operators and their employees were forced to join the union and to pay \$20 per month per man dues as well as an initiation fee of \$50.

Asked how an operator goes about placing a juke box where a phonograph is already installed, Clason said, "There is a system of clearances. He asks the association and the union for clearance."

Actually, Clason added, "an operator can move in any way and he gets away with it if he is in the good graces of the union. The union has a system where some members don't appear to be quite as close to the top echelons so they don't fare too well."

Clason said it was a mystery how Buffalino acquired control of Local 985.

Operators Must Join

Asked whether juke box operators had their choice about joining the union, Clason said, "It is an accepted fact that if he does not comply he'll be driven out of business and wish to God he had joined."

Clason also told the committee about the formation of Nickelodeon Records by Buffalino and other Teamsters and independent juke box union officials. Clason said Buffalino planned to force juke box operators to buy the records issued by Nickelodeon.

The Michigan Music Operators' Guild, recently organized in opposition to the long-established Michigan Phonograph Owners' Association, works closely with Buffalino, Clason charged.

Buffalino Not Present

Buffalino was not present at the hearings. Served with a subpoena last Saturday, June 6, he entered Grace Hospital the following day. His attorney said he was suffering from an acute respiratory ailment and that he was so ill all visitors had been barred. On this, Congressman Hoffman commented: "Well, his nurse told our investigators that he was having so many visitors he was tired out."

The congressmen also heard complaints that city, county and Federal agencies had refused to clean up the union situation. Charles Toy, Clason's attorney, said he believed the Detroit juke box union violated at least three Federal laws but that operators who had gone to the Federal district attorney had been unable to secure help. Toy also charged that the Wayne County prosecutor and the Detroit city police had refused aid.

California Guild

• Continued from page 87

ing the area. Sometime ago he was negotiating with Ray Adams, executive secretary of the California Tavern Association, relative to representing him here. These plans were never completed.

When Miller met with the group recently, it was decided then that some action would be taken within 30 days.

Hemple suggested that a membership committee be named to seek more members and better attendance at meetings. Tuesday's session was changed to this city from the usual Burbank Sky Room with Fred Ross serving as temporary chairman. A slip-up in the notification of the operators reduced representation. The holding of the meeting here at Shaps on Colorado Boulevard was the first move made by the association to spread by dinner-sessions around the area and into spots patronizing automatic music. It was felt that the attempt was no criterion in view of the few members who were properly advised of the change. Cards will be mailed well in advance of the next meeting.

Helen Eaton advised the group that she would no longer be able to serve as its recording secretary. However, she agreed to attend the next session because of its importance.

AIMED AT OPS

Bendix Shows Coin-Operated Video Sets

BALTIMORE, June 13.—The first public showing of the new and complete Bendix line of coin-operated television sets will be held June 22 at the American Furniture Mart Show. The unique feature of the Bendix line is the built-in coin mechanism. Other firms, such as Covideo, have had coin-operated TV on the market, but these are standard receivers with adaptations for coin mechanisms.

E. A. Welch, assistant general manager of the Bendix Radio Division, stated that all models would contain the built-in coin mechanism.

D. C. Brown, assistant to Welch, said, "Shipment of receivers will probably begin around June 20." National distributor for the new sets is Telco, Ltd., 1114 Howard Street, Omaha. Telco, it was reported, was formerly called Midwest Popcorn Company, Inc., long-time members of the vending industry in that area.

Brown stated that the distributor would make a definite effort to get juke box operators to enter the field of placing coin-operated TV sets on location. Telco, it was reported, will pay strict attention to the juke operators and will probably appoint distributors for local areas. The heads of Telco are J. L. Bergren and W. B. Bergren. Both have handled coin-operated popcorn vending machines.

Brown asserted that service problems for juke operators placing TV sets on location would be negligible. He said, "The circuits are no more complicated than those of juke boxes or games. We enjoy a low cost factor in the servicing of our sets because we manufacture all types of electronic equipment and have our production well organized."

Bendix is making a choice of 19 models available to operators. Each unit will operate 30 minutes on a quarter and will hold 23 quarters. "These sets are suitable for hotel and motel locations, as well as many other types," Welch said.

Tornadoes Miss Juke Locations

DETROIT, June 13.—Apprehension of distributors here over severe coin machine losses in the Flint and three other Michigan tornadoes on Monday, fortunately proved unfounded. No taverns and few, if any, candy stores or restaurants were in the area hit, according to observers. It was primarily a workingmen's residential district that was hit.

Edward Leece, head of Genesee Cigarette Service, one of the largest operators in Flint, after surveying the situation, reported there was no damage to coin machine operations as far as could be determined.

LONG LIFE and Happy Operating!

● In the entire history of music operating, no better argument for Quality has ever been presented than the proven long location life of Evans' Phonographs.

● Here are machines with stamina—"guts" if you please. They are engineered, designed and constructed to standards of performance based on Evans' 60 years of experience in the production of dependable, profitable amusement equipment.

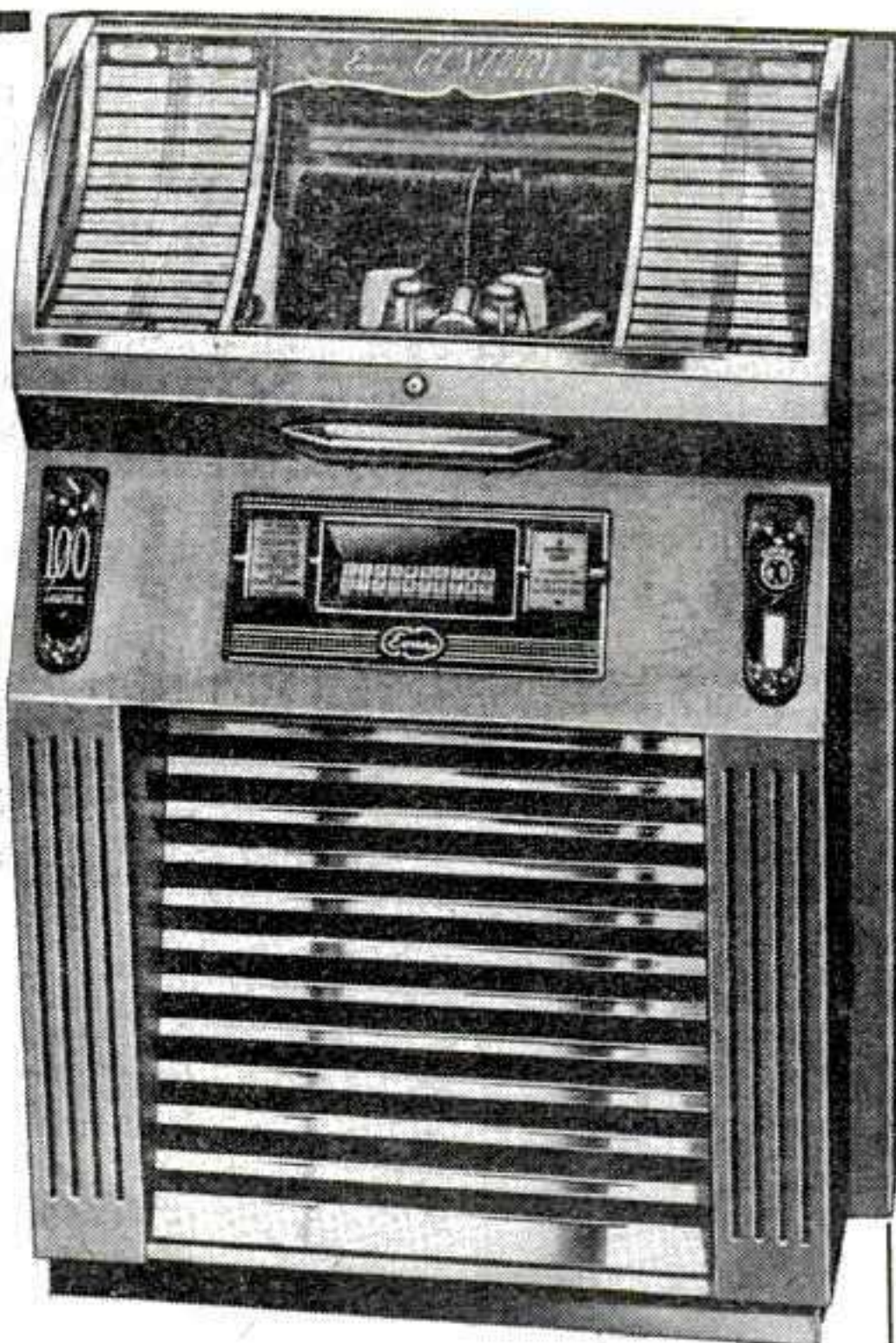
● H. C. Evans & Co. and Evans Distributors everywhere urge you to make this important analysis. Examine any other phonograph that has been on location for 2 or 3 years. Compare it with any Evans' Phonograph in service as long and under the same, or even more, demanding conditions. We think you'll be convinced . . . Evans' Phonographs can prove a major factor in your plans for successful music operating!

EVANS' 100 SELECTION

CENTURY

50 RECORDS • 45 RPM

H. C. EVANS & CO.

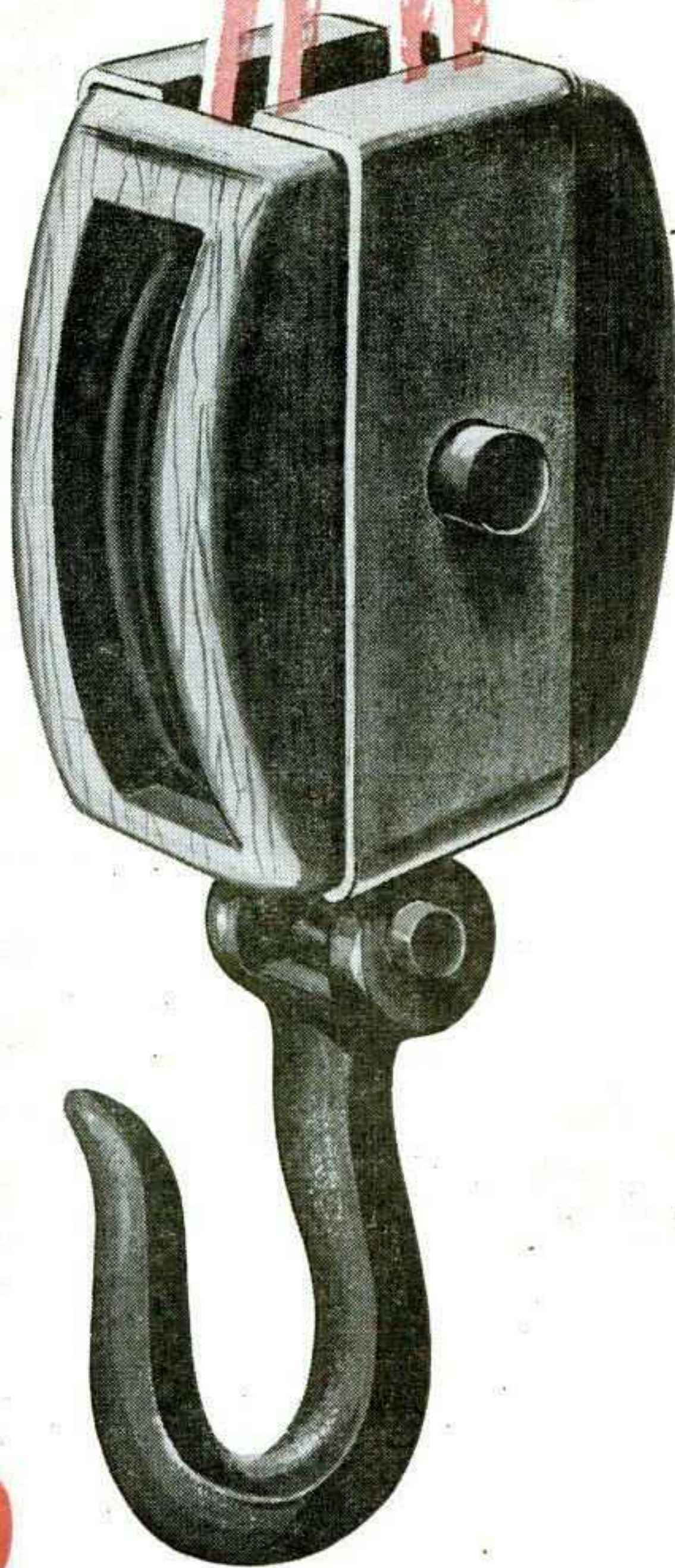
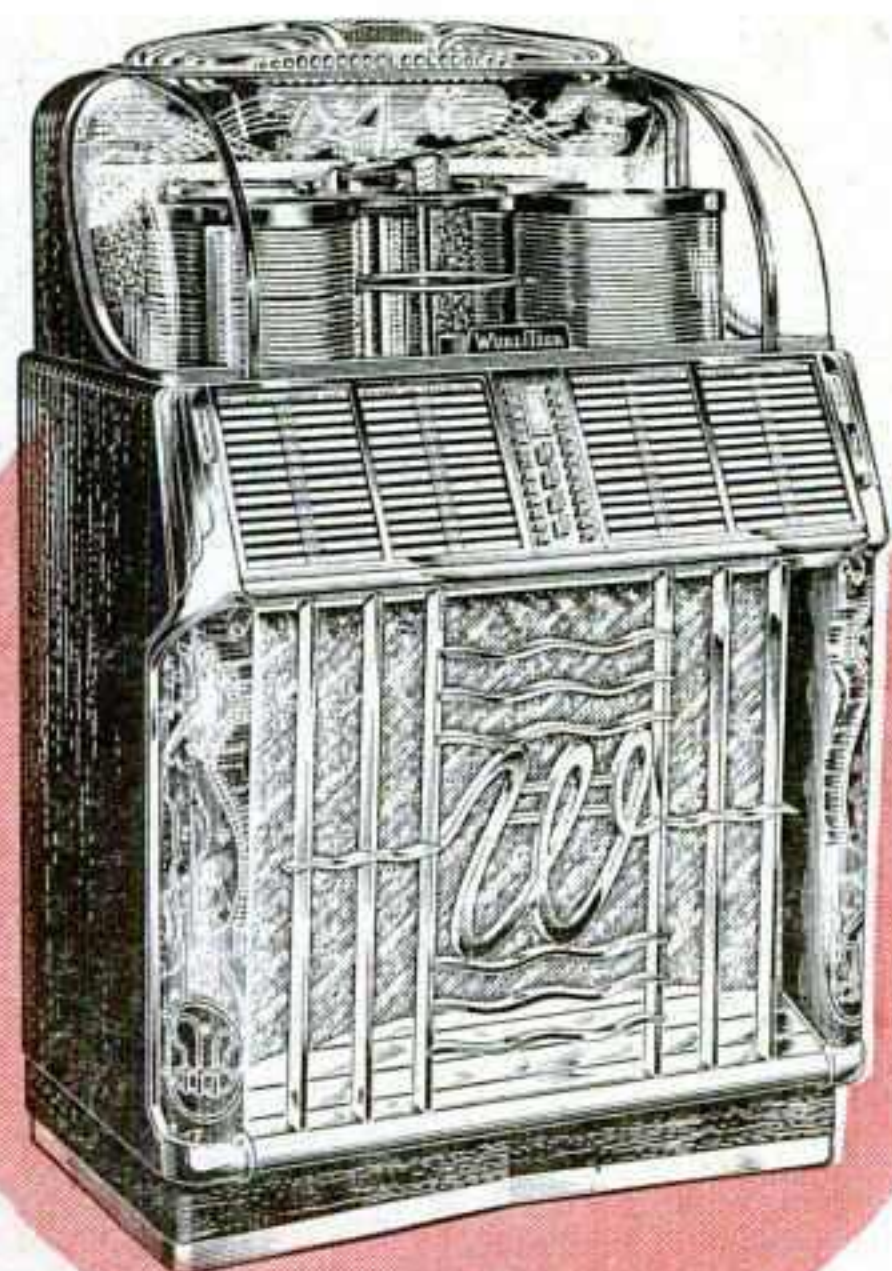


ON DISPLAY NOW AT YOUR EVANS DISTRIBUTOR

EVANS' 40-SELECTION JUBILEES 20 RECORDS 78 OR 45 RPM

1556 W. CARROLL AVE., CHICAGO 7, ILLINOIS

hook on to **GREATER EARNINGS**



If you want to hook on to and hold the top-prestige, high-earning locations in your area, offer them a 104-selection Wurlitzer 1500 playing 78 or 45 RPM records intermixed.

No phonograph ever made equals it in attractive appearance, musical performance or earning ability.

Wurlitzer **1500**

WHERE A 48-SELECTION PHONOGRAPH FILLS THE BILL

Make money by installing the Wurlitzer 1600 playing 45 or 78 RPM records or the Wurlitzer 1650 playing straight 45 RPM. Both offer many new features at a lower price.



See Your Wurlitzer Distributor

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

Coinmen You Know

Continued from page 86

Pascale, Highland Vending, Peekskill, N. Y., visited Murray Weiner last week. . . . Hymie Rosenberg, National Kiddie Rides, reports that the Merry-Go-Rounds are

ready for delivery. Newest employee at National is Billie Rosenthal, secretary. . . . Marvin Leibowitz recently bought Plaza Distributing Company from Harry Ross. . . . Anita and George Adams,

United Recording, visited Al Gilbert at Local 465.

Pittsburgh

A B C Vending reports good weather should get business rolling along. . . . Robert Haser, Allegheny Amusement, finds most anything can get people into the habit of patronizing new machines for they check around and find all at once that there is a new

'I'M AFRAID FOR MY LIFE,' SAYS LEMKE

DETROIT, June 13.—"I'm on a spot and I am afraid. "I hope nothing will happen to me.

"I'm afraid for my life." Those were the words of veteran coinman Henry C. Lemke, called before the congressional subcommittee investigating alleged juke box union racketeering in Detroit (for details see separate stories).

Lemke asked that his testimony not be presented at a public hearing because he was fearful of reprisal. He told the committee that he had been forced to join William Buffalino's Local 985 after 31 years in the coin machine business. Like many another self-employed Detroit operator, Lemke said he was pressured into becoming a union member and paying union dues which previous testimony established were \$20 per month.

pleasure they hadn't thought of trying before.

A few weeks ago someone lost control of his car and rammed the front of Harry Wyner's Automatic Vending Machine Exchange. . . . The receptionist for the Oak Manufacturing Company here once was employed in Florida. . . . Empire Distributors reports good weather is favoring business.

T.&L. Holds Fete

Continued from page 84

Tonawanda, N. Y.; Jack Corson, American Hand Dryer Co., Philadelphia, and Charles Katz, National Kiddie Ride Co.

Record company representatives included Herbert H. Liebeck, New York; Michael Confer, New York; William Glassman and Wilmer K. Green, Cleveland; Dan Russotto, Hit Records; Danny Webster, Wax Works, O'Doro, Ky.; Saul Halper and I. Nathan, Cincinnati; Herb Dexter, Paul V. Goetz, Joe Deters, Chet Woods and Sam Klayman.

In addition to many local operators, the following out-of-towners attended: William Gebhardt, Orrville, Ala.; L. G. Porter, New Castle, Ind.; George Demas, Aurora, Ind.; Clayton Tabor, Harrison, Ind.; Oscar Bender, Rising Sun, Ind.; J. B. Whittaker, Lexington, Ky.; Paul Rice and Lum Edwards, Richmond, Ky.; Gene Blakeman and Clyde Lowry, Lexington, Ky.; Bob Clark and Carl Keller, Bellevue, Ky.; Bob Thurner, Newport, Ky.; Bill Harris, Dayton, Ky.; George Spears, Logan, W. Va.; Charles and Harry Kirk and J. C. Burger, Williamsburg, O.; Mason Anspaugh, Wapakoneta, O.; Paul Billings and Harry Thumann, Botkins, O.; Bertice Ferguson and Bob Wilson, Brookville, O.; Al Levy and Bill Minton, Dayton, O.; Mike Hendricks, Ray Wilbur and Jim Davis, Middletown, O.; John Bulkley, Springfield, O., and Roy Wane, Hamilton, O.

Defer Juke Prob

Continued from page 87

of the issue. Subject of the hearings will be two bills, one Sen. Pat McCarran (D., Nev.) proposing to extend the copyright act to juke boxes but exempt operators of single juke box and the other sponsored by S. Everett M. Dirksen (R., Ill.), likewise proposing to amend copyright act so as to wipe the juke box exemption avoiding details on collection methods or size of royalty payments.

It still looks as tho the subcommittee will be unable to wrap up the proceedings in a single day. Right now it looks as tho Senator Wiley will have time to preside over the June 30 hearing. Also, it appears likely that Sen. William E. Jenner (R., Ind.) and James O. Eastland (D., Miss.) members of the subcommittee will be on hand. In addition Senator Dirksen, who would have been absent from the hearing, if either of the earlier dates had been fulfilled, will be present.

Dirksen may content himself with just listening in and may not go on record with testimony. It is certain, tho, that Rep. Emanuel Celler (D., N. Y.) will reiterate arguments which he presented last Congress' hearing before the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, which was headed by the late Rep. Joseph Bryson (D., S. C.). Bryson and Sen. Estes Kefauver (D., Tenn.) were co-sponsors of the bill the under study.

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.



SAVE MONEY...ON

Reconditioned Music Equipment from **MUSIC SYSTEMS**

Clean Equipment—Ready To Go
Write, Wire, Phone
1/3 Deposit, Balance C. O. D.

SEEBURG	148SL	\$199.00
	147M	139.00
	146M or S	99.00

Hideaways	Wall Boxes	
H148M	3W7-L56	\$34.50
H146M	(5-10-25¢ 3-wire)	
AMI Model A	3W2-L56	12.50
ROCK-OLA 1432 (50 selections)	(5¢ 3-wire)	
395.00	W1-L56	5.00
ROCK-OLA 1422	(5¢ wireless)	
79.00	W6-L56	29.50
WURLITZER 1015	(5-10-25¢ wireless)	
119.00	Packard Chrome Wall Boxes	5.00
WURLITZER 1250		
359.00		

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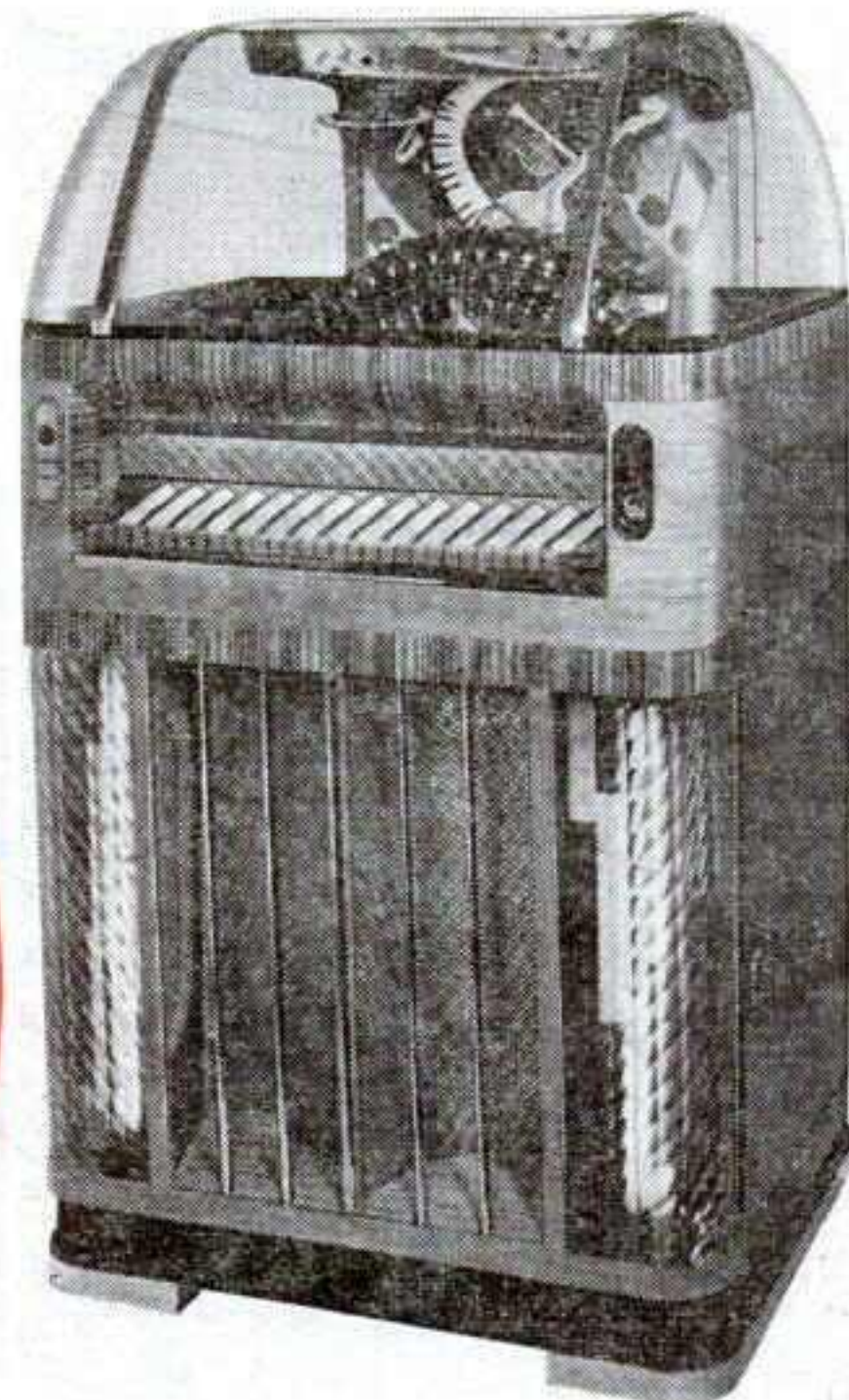
MUSIC SYSTEMS, INC.

Detroit, Mich. • 10217 Linwood Lansing, Mich. • 1224 Turner
Cleveland, Ohio • 2600 Euclid Toledo, Ohio • 1302 Jackson

ROCK-OLA

120

FireBall



Model 1436

The original Phonograph with 120 Selections

SIMPLE SELECTION with the Single Button Line-O-Selector

SIMPLE OPERATION with the amazing revolving record drum

SIMPLE SERVICING with 3-Way service accessibility thru top, front and rear

Proven Performance
Proven Profits

Available in two models
for 78 RPM and 45 RPM records

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

AMI	Issue of June 13	Issue of June 6	Issue of May 30	Issue of May 23
Hideaway	\$295.00	\$295.00	\$295.00	\$295.00
Model A	219.50 225.00	225.00(2)	\$225.00(2)	\$239.50 295.00
Model B	375.00	375.00 395.00	275.00 325.00	295.00 325.00
Model C	350.00 375.00	350.00 375.00	350.00 425.00	395.00 450.00
MILLS				
Constellation	150.00 169.50	169.50	150.00 169.50	150.00
PACKARD				
Manhattan	79.50	79.50	79.50	79.50
Model 7				49.50
RISTAUCRAT				
Ristaucrat			65.00	65.00
ROCK-OLA				
46	125.00		125.00	125.00
48 Magic Glow Blonde	295.00		295.00	295.00
52-50 Rocket	419.50			
50-51				399.50
1948 Blonde				295.00
1422	79.50(2) 119.50	79.00(2) 119.50	79.00(2) 119.50	89.50 119.50
1426	99.00 149.50	99.00 119.00	99.00 119.00	149.50
1428	209.50	250.00	250.00	
1428 Blonde		225.00	250.00	
1432	395.00	395.00	395.00	
1434	419.50			
SEEBURG				
H-146 M Hideaway	75.00	75.00	75.00	
H-148 M Hideaway	179.00	179.00	179.00	
H-148 M	199.50	199.50	199.50	199.50
M-100-A 78 RPM	564.00 585.00	564.00	565.00 585.00	585.00
	595.00(3)	595.00(2)	595.00(2)	595.00(2)
M-100 B 45 RPM	795.00(2)		795.00	795.00
46	125.00	75.00	125.00	125.00
47	150.00	90.00	150.00	150.00
146	99.50	150.00	85.00 129.50	129.50
146 Hideaway		125.00	125.00	
1947 Hideaway		119.50	119.50	119.50
146 M	99.00(2)	99.00(2)	99.00(2)	
146 S	99.00(2)	99.00(2)	99.00	
147	159.50	175.00	95.00 159.50	159.50
147 M	115.00 139.00	115.00 139.00	115.00 139.00	
147 S	115.00	115.00	115.00	
148 Hideaway		250.00	250.00	185.00
148 ML	199.00	199.00	105.00 199.00	209.50
148 ML Blonde	209.50	209.50	209.50	
148 SL	199.00	199.00	199.00	
1941 Hideaway	49.00	49.00	49.00	
1946 Hideaway	89.50	89.50	89.50	89.50 99.50
1947	175.00	175.00		
1947 M			175.00	175.00
1948 Blonde	245.00	245.00	245.00	245.00
1948 Hideaway				139.50
WILLIAMS				
Music Mite		110.00	125.00	125.00
WURLITZER				
Hideaway	295.00	295.00		
500 K	35.00			
750		49.50		
850	25.00	25.00	25.00	
950	25.00	25.00	25.00	
1015	119.00	97.50 109.50	119.00	109.50 135.00
	125.00(2)	119.00 125.00	125.00(2)	150.00
1017 Hideaway	150.00	150.00(2)	150.00(3)	
108C	99.00	99.00 115.00	99.00	99.50
	125.00 150.00	92.50 125.00(2)	125.00(2)	150.00
1100	249.50	229.00	229.00 250.00	229.50 275.00
	250.00(2)	250.00(3)	275.00(2)	395.00
	395.00	275.00	295.00	
1217 Hideaway	249.00	249.00	249.00	
1250	350.00 359.00	329.50 350.00	319.50 350.00	319.50
	365.00	359.00 365.00	259.00 365.00	

GRAND OPENING

Taran Shows New AMI Juke Box Models

MIAMI, June 13.—Taran Distributing Company was to hold a double-barreled celebration June 16-17 for coin machine operators and their families—the formal opening of its new air-conditioned building at 3401 NW 36th Street and the preview showing of the new AMI Model E juke box.

President Sam Taran said refreshments would be served to the visitors on both days from 10 a.m. to 10 p.m. Also having a role in the event is Taran's record distributing company, Pan American Distributing Corporation, which is housed in the new structure and has invited disk dealers to inspect the company's new quarters.

The new building contains 15,000 square feet and includes a large warehouse, attractive showroom, private offices, the latest in record storage facilities, and a spacious parking area.

Sales Manager Eli Ross said the new AMI E also would be unveiled at the company's Jacksonville branch office, 90 Riverside Avenue, June 14-15, with Taran on hand to greet customers.

Pan American Has Okeh Line

MIAMI, June 13.—Pan American Distributing Corporation, headed by Sam Taran, this week acquired the Florida distributorship for Okeh records, Columbia's subsidiary label.

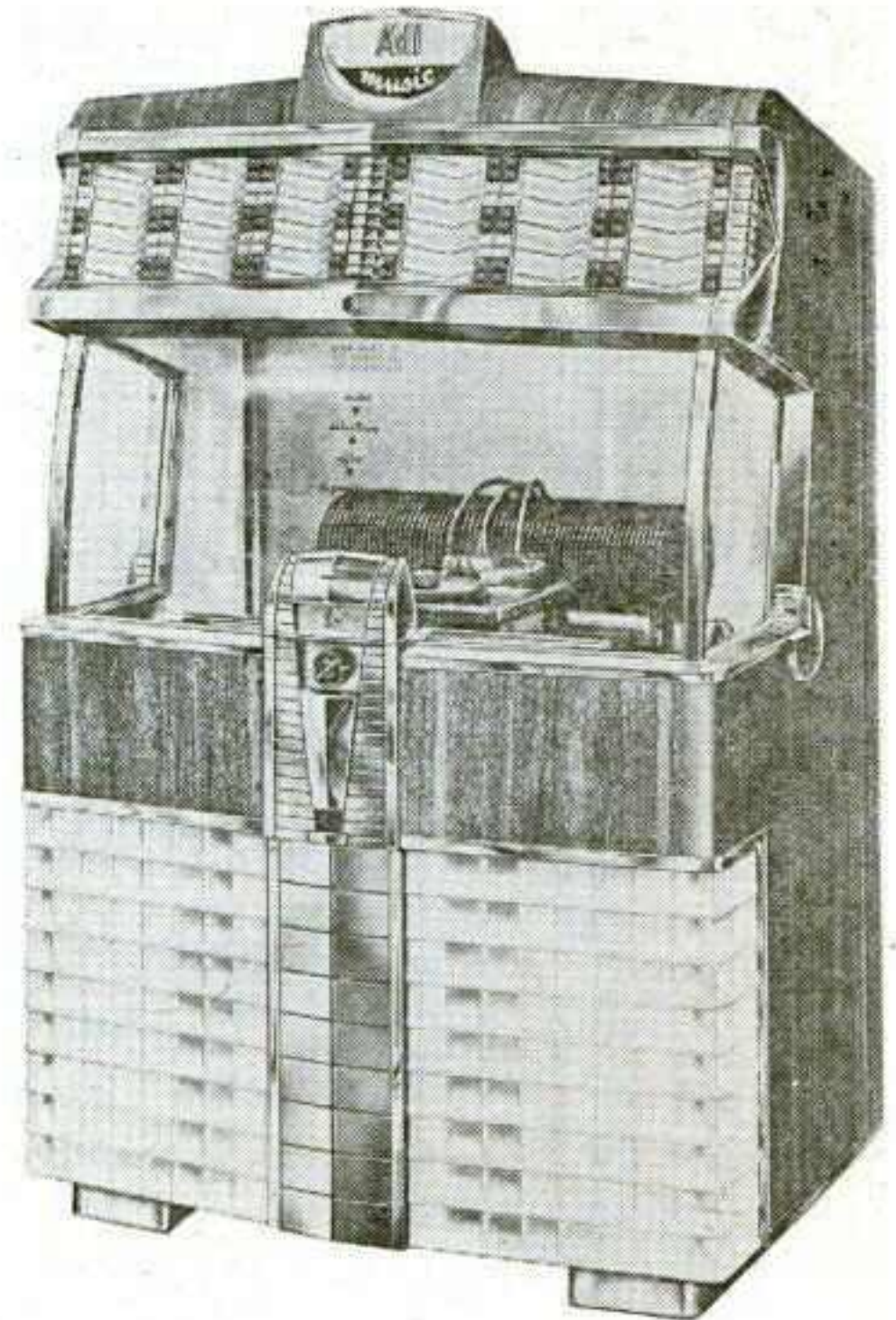
An announcement from B. H. Hudson, record department manager of Distributors, Inc., of Jacksonville, which handles the Columbia line State-Wide and had also been carrying Okeh, explained that the change was "in line with the current policy of Columbia Records, Inc., to distribute their Okeh records thru independent distributors."

Juke box operators and dealers were advised to send their Okeh orders either to Pan American's Miami office, 3401 NW 36th Street, or its Jacksonville branch at 90 Riverside Avenue.

Taran Distributing, the parent company, is the area distributor of the AMI juke box, United games and other coin-operated equipment.

The AMI Model E-120, featuring 120 Selections, represents the finest Phonograph ever produced...

Sam Taran



Operators...

Come in and see the avalanche of new features on the brilliant Model E-120, 120-Selection Phonograph.

BANNER SPECIALTY CO.

1508 Fifth Ave.

Pittsburgh 19, Pa.

Phone Grant 1-1373

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

How Was Your Timing on...

"The Breeze"

TRUDY RICHARDS
DERBY 823

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY



Title Strips Ready for Top Juke Profits



CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards (per week)	Cost (for 3 months)	Cards (per week)	Cost (for 3 months)
20 (400 strips)...	\$ 9.00	70 (1400 strips)...	\$29.00
30 (600 strips)...	13.00	80 (1600 strips)...	33.00
40 (800 strips)...	17.00	90 (1800 strips)...	36.00
50 (1000 strips)...	21.00	100 (2000 strips)...	39.00
60 (1200 strips)...	25.00		

Yermie Stern, 2 E. 45th St., New York 17
Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed. 812

Name _____
Address _____
City _____ Zone _____ State _____

KIESTER DOES ONE-MAN ANNIVERSARY PROMOTION

CHICAGO, June 13.—One of the most active and co-operative operators in the recent celebration of the 65th Anniversary of the Juke Box Industry was Lloyd L. Kiester, head of Cap's Amusement Company, Inc., Frontenac, Minn. Kiester literally waged a one-man agency drive in his local efforts to promote the celebration.

The Zumbrota (Minn.) News carried a full length feature article on the juke box and its 65th birthday, written by Kiester. The paper also carried an editorial penned by Alton T. Grimsrud, editor and publisher of the Zumbrota News. Grimsrud described how the residents of that area reacted to the juke box. He closed the editorial with "All hail the 65th anniversary."

The highlight of the entire affair was an ad placed in the paper by Kiester which read: "FREE

65th Anniversary FREE, to commemorate the 65th Anniversary of the Juke Box, we invite you to clip this ad and present it to any of the following places of business and hear five of your favorite tunes on the juke box FREE during the week of May 24-30."

Some of the places mentioned in the ad were The Blue Goose, Tat's Bar and Hank's Bar. According to Kiester, the response was gratifying. He said, "My business increased, and I got good comments from customers."

Kiester also arranged to have a mention of the 65th anniversary made by Hoff over his TV Show on KSTP in St. Paul. Hoff also plans a column in a Twin City paper titled "Hawf and Hawf" and made use of the material sent him by Kiester. Hoff's column and TV show are well received in the Twin City area.

Supreme Ct. Reverses Canteen Price Discrimination Ruling

Warns Proof of Costs by Buyer Could Offend Anti-Trust Policies

WASHINGTON, June 13.—The Supreme Court this week by a 6 to 3 vote reversed the findings of the Seventh Circuit Court of Appeals and ruled that under the Robinson-Patman Act the Federal Trade Commission could not require the Automatic Canteen Company of America to prove its suppliers' justification in selling sweets and nuts to ACCA at prices below those quoted other purchasers.

The high court, which remanded

the long controversial case to the court of appeals with instructions to send it back to the FTC for further action in view of the new determination, declared that suppliers' cost "data not only are not in the buyer's hands but are ordinarily obtainable even by the seller only after detailed investigation of the business. A subpoena of the seller's records is not likely to be adequate."

The court warned that "insistence on proof of costs by the buyer might thus have other implications; it would almost inevitably require a degree of co-operation between buyer and seller, as against other buyers, that may of-

fend other antitrust policies, and it might also expose the seller's cost secrets to the prejudice of arm's-length bargaining in the future." In this particular case, the court pointed out, not one but 80 different sellers' costs were involved. The court was asked to act only on FTC's contention that upon ACCA fell the burden of proving that prices accorded ACCA were not justified by the seller's savings in cost in supplying sweets in quantity. It did not act on the commission's anti-trust charges.

Dissenting Opinion

Associate Justice William O. Black, in a dissenting opinion, as-

(Continued on page 97)

N.Y. Extends Time Limit on Dated Milk Sales

Added Six Hours Aid to Week-End Vender Business

NEW YORK, June 13.—According to a ruling handed down this week by the New York Board of Health, Gotham vending operators may now vend milk 54 hours after the time it is dated instead of the 48-hour limit that had been in force.

The six additional hours, health officials said, would enable operators and retailers to sell milk dated Saturday on Monday morning.

The board, however, decided to maintain the dating requirement on all milk containers distributed in the city—whether thru vendors or thru retail channels—as provided in the Sanitary Code.

Door Open

In turning down a request by the dairy industry for elimination of this provision, the board said

(Continued on page 97)

Stempel Cites Competition In Candy Field

LINCOLN, Ill., June 13.—Competition, in capital letters, is back in the candy business, Theodore Stempel, vice-president of E. J. Brach & Sons and National Confectioners' Association, told the 32d Regional Agricultural-Business Conference here.

Speaking before the farming group meeting under sponsorship of the Illinois State Chamber of Commerce, Stempel discussed "Facing Up to a Competitive

(Continued on page 98)

Set Plan to Vend Greeting Cards on Nation-Wide Scale

Greet-O-Mat Orders 1,000 Special Units From Mutoscope; NY Test First

NEW YORK, June 13.—The sale of greeting cards on a national scale thru vendors is planned by Greet-O-Mat, Inc., using equipment produced by International Mutoscope.

Jerome K. Levy, president of Greet-O-Mat, is said to have been working on the card vendors since 1950. He stated that automatic merchandising of greeting cards

cuts down on labor costs entailed in the sale of a 15 to 25-cent item thru normal channels so as to make it a more inviting field, profit-wise.

Late in 1950, Levy and Bill Rabkin, International Mutoscope president, set up an agreement whereby Mutoscope would produce the vendors for Greet-O-Mat exclusively. The Korean war forced Mutoscope to table such plans until October, 1952, when an easing steel supply picture prompted Rabkin to begin work on pilot models of a card vender. At the same time, Levy worked out an agreement with a greeting card firm to design and produce cards especially for his firm.

June Test

The first hand-made models of the Greet-O-Mat are scheduled for test placement this month. It is a mechanically operated unit, occupies 4.75 square feet of floor space, and is 72 inches high, 45.5 inches wide and 15 inches deep. It offers 24 selections thru different panels; each panel with a 100-card capacity for a total 2,400 card stock. The cards, to

(Continued on page 97)

Include Venders In GM Division Plant Agreement

DANVILLE, Ill., June 13.—Part of the agreement settling the four-day strike at the General Motors Central Foundry Division plant here was a company promise to install coffee and candy vendors.

Other factors in the settlement, involving about 2,500 employees, included an increase in rest periods from 7 to 10 minutes.

Charles Kale, president of Local 579 of the CIO United Auto Workers, and plant manager S. D. Martin, stated the agreement was "very satisfactory."

Cole Magniflo Mfr. in East; Up Sales Staff

CHICAGO, June 13.—Cole Products Corporation reported this week that its Magniflo 1200 beverage vender was being produced exclusively by its Eastern contract facilities, Oneida Products, Canastota, N. Y. Richard Cole, vice-president, stated delivery was being made on a week to 10-day basis, depending upon shipping distance.

Cole said approximately 40 per cent of current Magniflo shipments were re-orders. Two recent additions to the firm's sales force were also announced. Michael J. McGillicuddy, new assistant division manager, Miami Beach, covers Florida, while Thomas Mahan, Chattanooga, working under division manager C. J. Inabinet, covers Northern Georgia, Western Carolinas and Eastern Pennsylvania.

Deliveries of the Cole-Spa cold drink and Coffee-Spa vendors also continue on an immediate to 10-day basis, Cole said. Contrary to industry rumors, Cole Products has not signed contracts to produce an ice cream vender, he declared.

Food Vending Topic At N. J. Meeting

NEWARK, N. J., June 13.—Nearly 150 New Jersey operators heard Harold B. Robinson, milk and food counsel with the United States Public Health Service discuss problems involved in food handling at the New Jersey regional meeting and dinner of the National Automatic Merchandising Association at the Douglass Hotel, Tuesday (9).

Also speaking were Morris Auerbach, Automatic Food Service, Philadelphia; Bernard Osmond, NAMA group insurance manager; H. F. (Pete) Maloy, NAMA membership director, and Sol L. Kesselman, New Jersey NAMA counsel.

Robinson stressed the importance of seeing that the refrigeration in food and drink machines is functioning properly and advocated periodic cleaning of vendors. He also emphasized the need for prompt servicing of vendors.

"Vender crevices," Robinson

said, "present the greatest threat to sanitation." He pointed out that cadmium coating can cause nausea if it contaminates food.

Accompanying Robinson and also representing the U.S.P.H.S. was Paul Resnick, sanitation specialist.

Auerbach discussed the co-operation between Philadelphia NAMA operators and the new city administration there in formulating a health code and making sure that operators adhered to that code.

He said that the views of operators, both in inspection and control on vending sanitation were sought and that NAMA representatives aided the administration in the actual writing of the code.

Osmond cited various instances where the NAMA aided local operators in legislative and municipal problems and outlined the NAMA group insurance plan.

John Sharenow, Newark, was chairman for the event.

'Insured Profits' Newest Wrinkle in Promoters' Ranks

Denver Firm Offers 'Cure All' Policy; First Underwriter Cancels

DENVER, June 13.—"Insured profits," the newest wrinkle in the vender promoters' sales approach, purports to guarantee against fire, theft, and earnings of not more than 100 per cent of the net purchase price of equipment.

Such an insurance policy is being offered by the Superior Distributing Company here, during the period beginning with the date the machines are placed on location and terminating after 12 months.

Originally, Superior salesmen offered the policy written by the Commercial Standard Insurance Company, of Fort Worth. However, Commercial cancelled out

of its agreement with Superior after only a few policies were issued.

It is understood that another Texas insurance firm bought out Commercial's outstanding policies and is continuing to write the same coverage.

Sample Policy

A sample policy distributed by Superior, issued by Commercial

(Continued on page 98)

Set \$1,895 Coin-Parking Lot Package in Chi

CHICAGO, June 13.—Oliver Steel Company announced this week what it termed the first low-cost coin-operated parking system package to appear on the market. R. O. Wilson, sales manager, said the seven components of the system list for \$1,895 f.o.b. at the Chicago factory.

The seven components in each package include an all-weather National Rejectors coin mechanism and stand, two wooden railroad type gate arms and four metal trip plates which effect

(Continued on page 98)

New 5 to 1 Concentrate

TALLAHASSEE, Fla., June 13.—A super concentrate may now be processed by Florida citrus juice manufacturers as a result of a decision by the State Legislature. Processors will now be permitted to can a concentrate to which users will add five instead of three parts of water.

The increased yield per can will save storage and shipping space, in addition to which it is said to enable the concentrate to remain more stable under sharp changes in temperatures.

Initially, however, the super concentrate will be made available only to institutional users. Vender operators, and the general public, may be able to buy the new concentrate at a later date.

LOOKING AFIELD

J & M Expands Routes Thru Caribbean

MIAMI, June 13.—Plans for expansion of his company's vending operations in the Caribbean area were outlined this week by Mort Simon, partner in J & M Vending, Ltd.

This month, said Simon, the firm's Cuban affiliate would place on location in Havana and its surrounding area approximately 5,000 penny horoscope machines. He will follow up this project by traveling to Port-au-Prince, Haiti, to launch the horoscope

(Continued on page 98)

BLUE SKY SCHEMES HIT

Court, Police Action Cramp Promoters' Style

DENVER, June 13.—Following appearance of an article in the Sunday (31) Denver Post quoting the Better Business Bureau on misrepresentations of vending machine promoters, a District Court order prohibited a vender distributing company from removing funds from its Lakewood, Colo., bank.

Judge Osmer E. Smith issued the order in Littleton District Court against the National Distributing Company, a Missouri corporation; National Industries, a Colorado corporation, and the latter's agent, C. J. Bucholz.

The suit was filed by Norman J. Sible and Frank Edward Quintana, Denver. They allege the defendants defrauded them out of \$690 and \$630 respectively by selling them bulk vendors with promises to locate them in

(Continued on page 97)

CHICAGO, June 13.—Because a customer, the Chicago Better Business Bureau and the police department put a three-way probe on a traveling vending machine promoter, his "blue sky" definitely became overcast.

A husband and wife answered a classified ad offering spare time income up to \$250 a month on a \$600 investment in an established route of vendors. The couple was contacted in a hotel lobby by the representative, who said he was David B. Thorpe, regional director for Brade Enterprises, Inc., 250 S. Beverly Drive, Beverly Hills, Calif.

Thorpe induced the couple to pay \$50 deposit on 12 vendors, costing \$639, purported to be on location. Becoming "suspicious," the customers contacted the

(Continued on page 97)

OAK MANUFACTURING CO.

adds an important branch to its family tree



PENNY KING CO.

ACORN

1c and 5c Bulk Vendor

featuring the new all aluminum

SILVER STREAK
BRUSH HOUSING UNIT



REMEMBER

for your convenience—
specify

F. O. B.
Pittsburgh
or
Culver City

Exclusive Sales Agents for ACORN *bulk vending* MACHINES

- The world's largest exclusive manufacturer of bulk vendors—unites with
- The world's largest manufacturer of charms—to bring you better, faster, more complete service on the entire OAK line.

Here's a history-making association which is entirely in keeping with the dynamic forward-striding policies of the great organization behind the precision-built Acorn machines. Well on the way to a million vendors in the field, modern ideas of high speed output through scientifically controlled mass production have made Oak Manufacturing Company the biggest news in the bulk vending trade.

Only Penny King, with its unrivalled position in the forefront of the industry could assure you the quantity warehousing, experienced handling of machines and parts, and knowing service that will help you to grow. Very true indeed...FROM LITTLE ACORNS (and Little Pennies) MIGHTY INCOMES GROW!

OAK MANUFACTURING CO., INC.

11411 KNIGHTSBRIDGE AVENUE • CULVER CITY, CALIFORNIA

EASTERN OFFICE • NATIONAL SALES HEADQUARTERS
PENNY KING COMPANY

2538 MISSION STREET • PITTSBURGH 3, PENNSYLVANIA

What do you need in BULK VENDING?

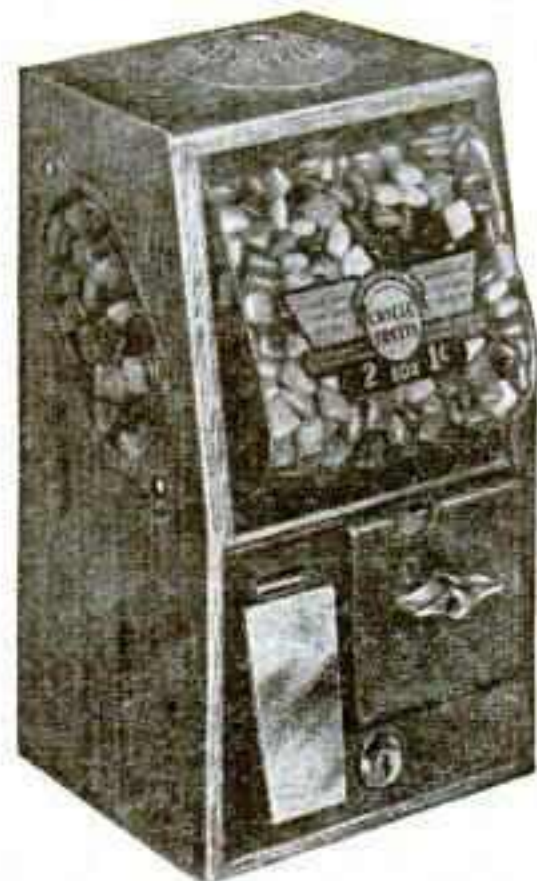
VICTOR Has it!

VICTOR'S New Combination ROCKET CHARMS and BABY GRAND DELUXE

(TRADE MARK)

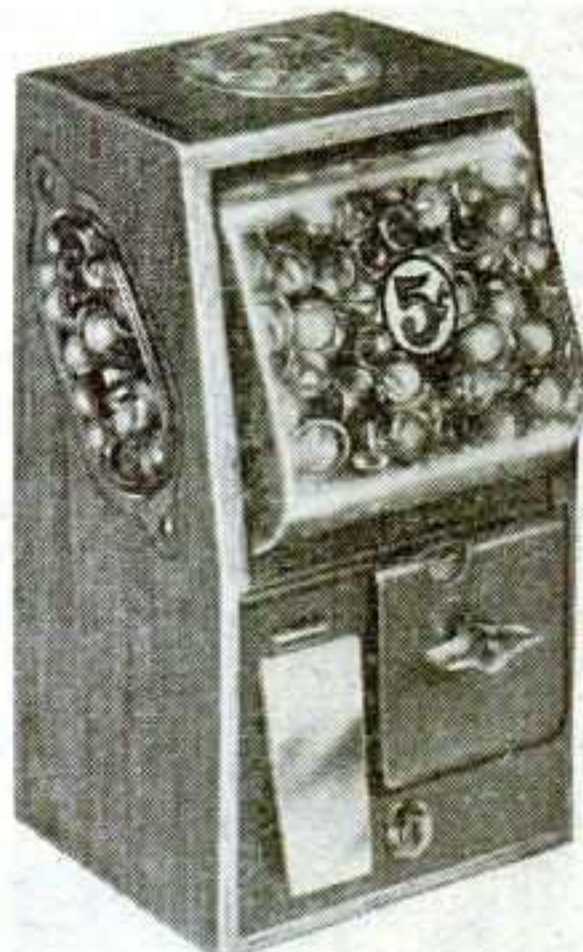
From the finest in a standard bulk vending...
As exemplified by the World-Famous Topper line...
To our Latest Sensational...
ROCKET CHARMS and BABY GRAND DELUXE
Packed with all the earning power that can be built into a Bulk Vender.

Test locations show that ROCKET CHARMS and BABY GRAND empty in 4 to 5 days. BABY GRAND holds 500 ROCKET CHARMS.



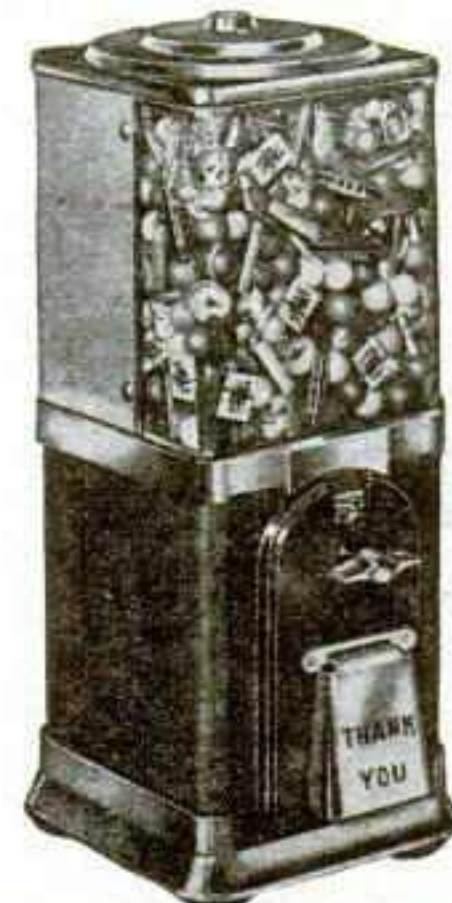
BABY GRAND DELUXE and CHICLE TREETS

Featuring Victor's Project-O-View Window of transparent Lucite... shatter-proof for safety. Two locks... one for fast loading... one for money compartment. Cabinet of solid oak with natural finish. Vend Chicle-Treets 330 Count... 6 colors... 6 flavors... 2 for 1¢. Capacity: 6 1/2 lbs. Packed and sold 4 to the case. Also vends Chloro Treets 2 for 5¢... 250 count. Or will vend average of 4 for 5¢ when equipped with Merchandise Wheel (part No. 50).



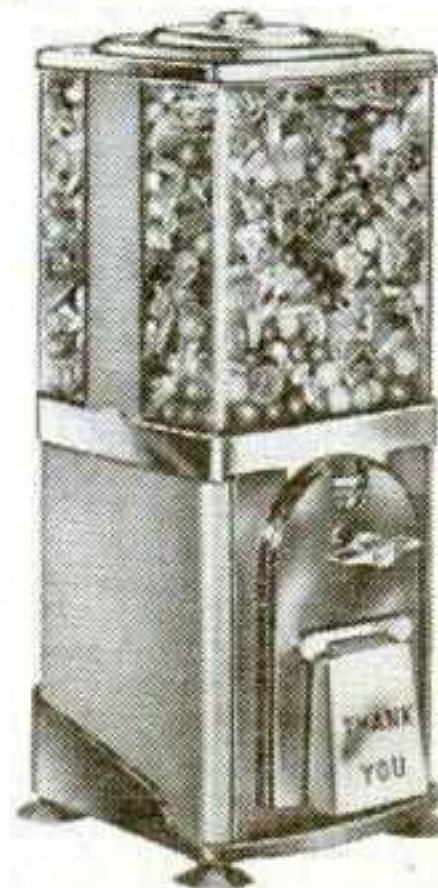
TOPPER DELUXE GLOBE STYLE

Rugged, durable Globe Style vender finished in red and black, trimmed with chrome. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of Ball Gum. Packed and sold 4 to the case.



TOPPER DELUXE HALF-CABINET STYLE

The perfect combination of steel and Lucite finished in red, black and yellow, trimmed with chrome. Large square opening at top for fast, easy loading and dressing of charms. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of ball gum. Packed and sold 4 to the case.



TOPPER DELUXE

Twin Window Style

Of Transparent Lucite for Maximum Display... and featuring all the refinements and innovations embodied in all models of the famous TOPPER DELUXE... Same capacity... same large square opening at the top for greater efficiency.

FOR INFORMATION ON ROCKET CHARMS

(TRADE MARK)

Contact

EVERETT GRAFF

2841 W. Davis St. Dallas, Texas
Ph. Yale 8323

VICTOR VENDING CORP.

5701-13 W. GRAND AVE.

CHICAGO 39, ILLINOIS

YOUR Once-In-A-Lifetime OPPORTUNITY!

- ★ The most profitable, stable and consistent money makers in the coin operated field are personal weighing machines!
- ★ We are the largest penny weighing machine business in the world!
- ★ In process of reorganization we are **THROWING OPEN OUR OWN ROUTES TO YOU** — this will not happen again!

1. Finest, latest models, all types of machines.
2. All machines are within YOUR TERRITORY.
3. Every machine is in active, profitable operation right now.
4. Locations include: chains, super markets, department stores, railroad and airline stations, bus terminals, theaters, etc.

Write, Wire or Phone for Full Particulars — TODAY!

PEERLESS Weighing & Vending Machine Corp.

29 2B - 41st Avenue • Long Island City 1, N. Y. • Phone: STillwell 4-1620



VICTOR'S Topper Deluxe Globe Style
1 to 23. \$14.20 Ea.
24 to 47. 14.00 Ea.
more... 13.20 Ea.

VICTOR'S Topper Deluxe Half-Cabinet Style
48 to 99. \$13.75 Ea.
100 or more... 13.20 Ea.

Write for complete charm and merchandise lists and all bulk vending supplies.
BERNARD K. BITTERMAN
4709 East 27th St. Kansas City 1, Mo.

CHARMS

New JET SERIES 120 ASSORTED CHARMS

Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Plastic \$2.00 M
Copper 3.00 M
Silver 3.25 M

DOMINOES

Beautifully designed black plastic with clear white dots.

\$5.75 per M f.o.b. NYC.

• WHISTLES • SIRENS, ETC.
COMPLETE LINE OF CHARMS
SEND FOR FREE PRICE LIST!

PAUL A. PRICE CO.

55 Leonard St., New York 13

PERFECTLY RECONDITIONED POP CORN SEZ

CLEAN—READY FOR LOCATION—10¢ MECHANISM

\$49.50 EA.

RECONDITIONED VENDING MACHINES

N.W. Model 39 1/2 Bulk.....	\$ 8.50
N.W. Model 33 1/2 Peanut.....	7.50
N.W. Model 33 1/2 Ball Gum.....	7.50
N.W. Deluxe 1¢ & 5¢ Comb.....	8.50
SK 1¢ or 5¢ Bulk.....	8.50
SK 1¢ Charm King Ball Gum.....	8.50
SK 5¢ Hot Nut Bulk.....	15.00
Acorn 5¢ Bulk.....	10.00
Master 1¢ Bulk.....	8.50
2 Master 1¢ & 5¢ Bulk.....	10.00
Master No. 3 5¢ Bulk.....	8.50
Columbus 1¢ or 5¢ Bulk.....	8.00
Columbus 1¢ Ball Gum.....	6.95
Columbus Tri-Mors 1¢, 3 comp.....	22.50
Victor Model V Globe 1¢.....	8.95
Victor Model V Cab 1¢.....	9.50
Advance Model D Ball Gum 1¢.....	6.95
Asco Hot Nut 5¢.....	7.50
Ajax Hot Nut 5¢, 3 Comp w/std.....	39.50
Jewel Vendors 5¢, 3 Comp.....	17.50
Lucky Boy's 1¢ Bulk.....	6.95
Atlas Bantam 5¢ tray.....	10.00
Cash Tray, 5¢ tray.....	4.95
4-in-1 Bulk 1¢, 4 Comp. (New).....	10.00
Hills Adams Gum, 6-col, 1¢.....	17.50
DuGrrr. Adams Gum, 6-col, 1¢.....	17.50
DuGrrr. Adams Gum, 6-col, 1¢.....	17.50
N.Y. Stamp 1¢ & 3 Vends.....	15.00
N.W. Nat. Roll Type Stamp.....	45.00
Picture Card, Exhibit 1¢.....	15.00
Cards for above, per 1000.....	4.40

MERCHANDISE

Salted Spanish Peanuts.....	27¢ lb.
Salted Virginia Peanuts.....	31¢ lb.
Deluxe Nut Mix.....	50¢ lb.
Cashews, 400-450 Count.....	65¢ lb.
Rainbow Peanuts.....	23¢ lb.
Boston Baked Beans.....	23¢ lb.
Licorice Lozenges.....	23¢ lb.
Candy Mix.....	23¢ lb.
Baby Chics, 500 Count.....	35¢ lb.
All Above Packed in 30 Lb. Cartons.	

210 Leaf Ball Gum.....	28¢ lb.
170 Leaf Ball Gum.....	28¢ lb.
140 Leaf Ball Gum.....	28¢ lb.
100 Count Leaf Jumbo Ball Gum.....	28¢ lb.
M & M Candies.....	45¢ lb.
All Above Packed in 25 Lb. Cartons.	

SUPPLIES & ACCESSORIES

Heavy Iron Stands.....	\$ 4.25
Double Cross Bars.....	1.40
Triple Cross Bars.....	1.75
1¢ & 5¢ Coin Counters.....	1.75
1¢ & 5¢ Weighing Scales.....	19.50

CHARMS

Rake special, deluxe mix — Feature, Series, Special Items — all hand picked, \$8.50 per M.

1/3 dep., bal. C.O.D., F.O.B. Phila. Full cash with orders under \$20.00.

★ NEW AND RECONDITIONED VENDORS
★ PARTS, SUPPLIES, ACCESSORIES
★ BALL GUM, CHARMS, NUTS
★ EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

ORDER TODAY

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448



READY FOR DELIVERY NOW!

1c or 5c ACORN

ALL-PURPOSE BULK MERCHANDISER

Featuring the new Silver Streak BRUSH HOUSING

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

SPECIAL!

- ★ Whole Cashews, 450 count, 30 lb. 62¢
 - ★ Jordan Almonds, 600 count, 30 lb. 82¢
 - ★ Virginia Peanuts, 30 lb. 32¢
 - ★ Spanish Peanuts, 30 lb. 26¢
- Pistachio Nuts, Ball Gum, Adams & Wrigley's Gum, Chicle Treets, Chloro Treets. Everything for the Operator at lowest market price at time of shipping. 1/3 deposit, bal. C.O.D., F.O.B. Boston.

CHAMPION NUT CO.
1194 Tremont St. Boston 20, Mass.

SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE OUTSTANDING

Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$22.50 ea.
3 Col. Vendor \$32.50 ea.

STAMP FOLDERS Very Low Prices
1/3 With Order, Balance C.O.D.

J. SCHOENBACH
Distributors of Advance Vending Machines.
1647 Bedford Ave., Brooklyn 25, N. Y.

GIVE TO THE RUNYON CANCER FUND

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct.	24¢ lb.
Clor-o-Vend Ball Gum, 140 & 210 ct.	40¢ lb.
Clor-o-Vend Chicks, 275 & 320 ct.	45¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	30¢ lb.

These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves. Newark 4, N. J.

YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!

Chicago

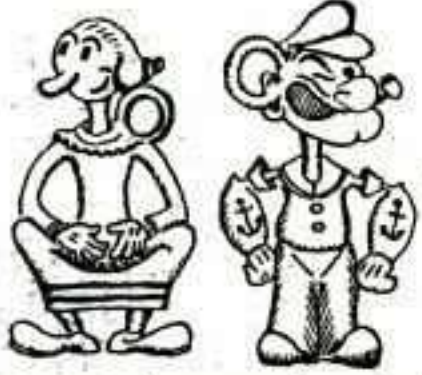
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Better Business Bureau; latter arranged with the police department to have officers present when the couple again met Thorpe to pay the balance.

Upon being questioned at police headquarters, Thorpe admitted to a bureau representative that no "established vending route" was available. He refunded the \$50 deposit to the complainants returned their signed contract and was released.

Notified by the bureau, local newspapers put a stop order on further vending machine advertising by the Brade Enterprises, Inc.

Like in the SUNDAY PAPERS COLORED COMIC CHARMS



(guaranteed to vend perfectly)

Twenty different "characters," just like in the Sunday colored comic section—Popeye, Olive Oil, Wimpy, The Katzenjammer family of papa, mama, Hans & Fritz, Henry, Maggie and the Captain, Casper, etc. in multi-colors.

\$300. f.o.b. Jamaica, New York. per Or: At your Distributor 1,000

Children love Colored Comics—and they love "charms" too. Now they get "both-in-one" in your machines. The price is only \$3.00 per 1,000—so you can go heavy and put a great many COLORED COMIC CHARMS into every machine. It's TIME, anyway, for a NEW CHARM LOOK in your machines—and THIS IS IT

SAMUEL EPPY & CO., INC. 91-15 144th Place, Jamaica 2, New York

Oak Appoints Penny King Sole North, South Amer. Distributor

CULVER CITY, Calif., June 13.—The appointment of Penny King Company, Pittsburgh, as exclusive distributors for Acorn bulk vendors in North and South America was announced by Oak Manufacturing Company here this week. The new set-up will speed delivery of the machines after June 15 as orders may specify shipment from either this or the Pennsylvania city, where warehouse facilities are being established.

Lester Hardman, head of Penny King, flew to the West Coast for conferences with Sid Bloom and Sam Weitzman, of Oak. Following the negotiations, Hardman inspected plant facilities and new models, the first of which are now coming off the assembly lines.

All of Penny King's facilities are to be concerted in presenting the Oak line. Mrs. Margaret Kelly, general sales manager in Pittsburgh, will be in charge of inquiries about the Acorn equip-

ment. Ernest McVickers was named to head the Travel-Sales Division, serving as a personal Oak-Acorn representative in the East.

Because Oak's production has been tripled within the past year, Harold J. Probasco, production manager, said immediate deliveries were being made.

The expansion of the sales division also will include the distribution of two new machines which are to be introduced at the National Automatic Merchandising Association convention in August.

Bloom pointed out that of particular interest is the firm's new prestige building plan for merchandising and promoting which is designed to acquaint operators with its growth. Oak Manufacturing is now nearing its millionth machine production mark. Display material, catalog prices, an expanded advertising campaign, and brochures are nearing completion, he said.

Supreme Court Reversal

• Continued from page 94

serted that the Robinson-Patman Act makes it unlawful for any person knowingly to induce or receive a prohibited price discrimination, and that the words "any person" . . . plainly include buyers as well as sellers.

Nevertheless, the court emphasized that it did not interpret the act as conceived by Congress "as putting the buyer at his peril whenever he engages in price bargaining." A seller could, however, inform the buyer that a proposed discount was unlawful under the act "to discourage undue pressure from the buyer."

The court further questioned the FTC position in contending that ACCA violated the act because it "knowingly" induced and received special prices. Said the court: "A buyer with no knowledge whatsoever of facts indicating the possibility that price differences were not based on cost differences would be liable if in fact they were not." In brief, the court could not agree with the FTC's "unsatisfying" premise that the inquiry "must be into the buyer's knowledge of the illegality."

The FTC originally ordered Canteen to cease and desist from certain allegedly discriminatory practices including "the use of exclusive dealing contracts" in the leasing of vending machines and "knowingly inducing and knowingly receiving price discriminations in connection with purchases of candy, gum and nuts for resale thru 230,000-odd vending machines in 33 States and the District of Columbia. The FTC charged that the Canteen Company paid as much as 33 per cent less than did competitors from "about 80 of its 115 suppliers." These practices,

according to the FTC, enabled ACCA to attain a "dominant position" in its field, with sales thru vending machines expanding from \$1,937,117 in 1936 to \$14,253,547 in 1944. (The Billboard, October 25.)

The court has recommended that the FTC "spell out the need for imposition of such a harsh burden of introducing evidence as it appears to have sought in the case," adding, "certainly we should have a more solid basis than an unexplained conclusion before we sanction a rule of evidence that contradicts anti-trust policy and the ordinary requirements of fairness."

Exactly what the FTC's bureau of anti-monopoly will do with the Canteen case cannot yet be foreseen. Two courses of action are open: The FTC can revamp its interpretation of the law to conform to the Supreme Court's opinion, or it can drop the case on which it has worked for almost a decade. Since the case must travel thru designated legal routes, it will not reach the court of appeals before June 30, and there will be further delay before it again confronts the FTC.

Denver

• Continued from page 94

"choice, profitable locations." Sible and Quintana stated that the venders were not "so located" and that they did not return the promised \$300 - a - month profits. Both declared they now have the machines stored in their basements.

The plaintiffs instituted the "freeze" order on the distributing firm's bank funds following the appearance of the newspaper story because, they said, "we feared the Missouri firm would remove all its funds from Colorado after the story appeared."

The order restraining removal of the firm's deposits, however, affects only \$1,500 of whatever funds it may have in the Colorado bank to cover costs and actual damages. The plaintiffs are asking the \$690 and \$630 exemplary damages in addition to the actual cost of the equipment and merchandise.

N. Y. Extends

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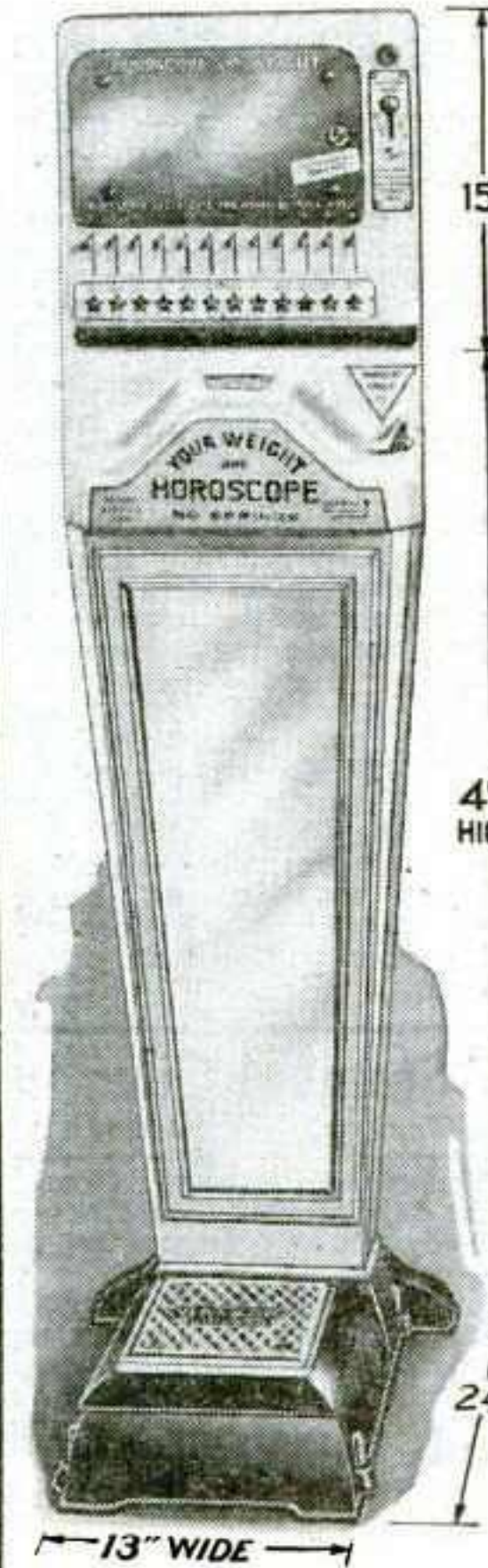
it would consider re-opening the question if new evidence should be forthcoming.

Harry Polikoff, counsel for the committee representing the dairy industry on the question of dating, said new material would be submitted to the board next fall in the hope of obtaining an end of the dating requirement.

At a previous public hearing before the board, industry spokesmen presented evidence that milk could be kept safely for a far longer period than the present time limit. Consumers replied that the dating system prevented abuses and was a help to persons with inadequate refrigeration.

Vending operators are particularly interested in the lifting of the dating requirement as locations, under the present system, must be serviced not only when the milk supply is running low, but when the milk has been in the vender over the legal limit.

THIS IS NEW!



5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE . . . A 5c Horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 44, ILLINOIS

Moneygolds



from Sandy MacTight's garden of profit.

They bloom better if you operate

VICTOR'S

Topper Deluxe Half-Cabinet Style



Also Available

- VICTOR'S Topper Deluxe Globe Style
- VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available. \$14.25 ea. \$13.25 ea. 100 or more. All machines packed and sold 4 to the case.

ROY TORR—LANSDOWNE, PA.

Plan to Vend

• Continued from page 94

be vended at 15 cents, are standard size, 4.75 by 5.75 in envelopes. The unit will be retailed at about \$500.

Levy said he planned to operate in the New York area, but would sell the venders and cards direct to operators thru the rest of the country. A provision will be that operators must use the special Greet-O-Mat cards.

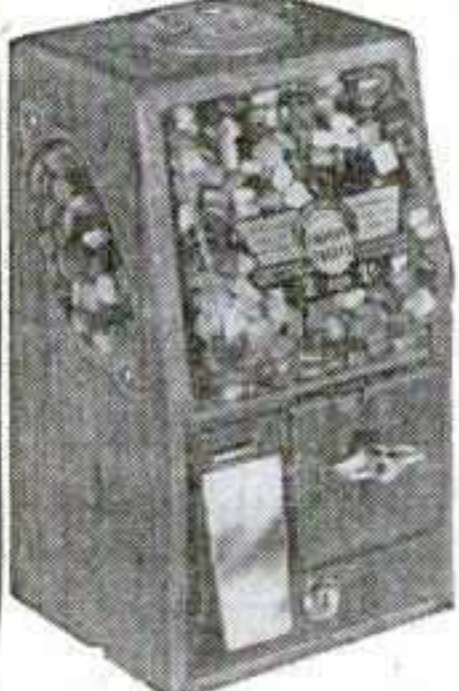
Levy declared that the initial test locations in New York City would be locations that do not normally sell greeting cards: supermarkets, hotel lobbies and office buildings. To determine best possible locations of different types, special surveys will be made this summer.

Levy said that included in the first test would be secondary locations, such as drugstores and chains which carry greeting cards only as an accommodation at little or no profit.

The card assortment featured in the vender will be seven columns of birthday greetings, four anniversary, five get-well, two comic birthday, one belated birthday, two birth congratulations and one friendly greeting card columns.

Eventually, Levy plans to offer a package operation, using a stamp vender on one side and a ball-point pen vender on the other side of the greeting card machine. The initial order placed by Greet-O-Mat calls for 1,000 venders from Mutoscope.

VICTOR'S



DELUXE MODEL BABY GRAND

\$14.25 Ea. less than 100

\$13.25 Ea. 100 or more.

Available with 1c or 5c slot.

Write for lowest prices on gum and Charms

H. B. Hutchinson Jr. 860 North Ave., N. E. Atlanta 6, Ga. Tel.: Emerson 4300

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES—WRITE!

SPECIAL
DuGrenier V, 7 cols., vends up to 298 cap., \$82.50, Silver quarter operation. King size included.

SILVER QUARTER OPERATION KING SIZE INCLUDED!

Rowe Royal—8 col.	\$90.00
Rowe Royal—10 col., 400 cap.	95.00
U-Need-A "A," 6 col., 180 cap.	87.50
DuGrenier S, 7 Col., 210 Cap.	77.50

Add \$5.00 to Above Prices for 30c Vending.

CANDY MACHINES

DuGrenier Candyman (with base), 72 Bar Cap.	\$49.50
Uneceda Candy Vendor (wall model), 5 Col., 102 Cap.	65.00

WE HAVE A FINE STOCK OF 6 & 8 COL. NEW CANDY VENDORS—WRITE! \$87.50

SPECIAL!
Uneceda Monarch, Vends All King or Regular Size, 6 Cols., 380 pack cap. \$87.50

Our Paints Are VENDERIZED Prevents Peeling Flaking & Rusting. All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW RECONDITIONED LIKE NEW 166 Clymer Street, Brooklyn 11, N. Y. • EVERgreen 7-4568

WE HAVE NEWER CHARMS!

NEW IDEAS — NEW DESIGNS — NEW FINISHES

We take pride in producing the finest and most complete line of charms in the country.

IMMEDIATE DELIVERY!

Send 35c for complete samples and low, low prices. FALSE TEETH—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS

PENNY KING CO. 2538 MISSION STREET PITTSBURGH 3, PA.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

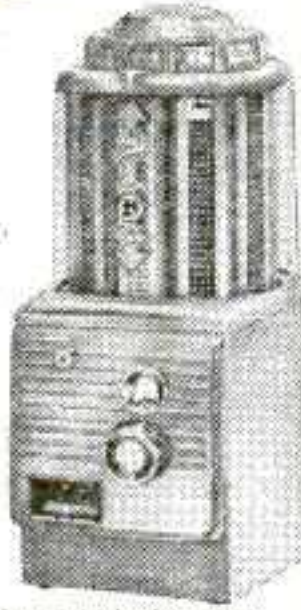
"Jack Pot Pays Off"



Northwestern

SELECTIVE TAB GUM VENDER

Holds Over 500 Pieces— 10 Columns— Fast, Easy Servicing



"I sure hit the jackpot with the new Northwestern Tab Gum Venders recently purchased. Getting them into good locations is a push-over . . . and do they pay off!" P. D. C., Michigan

THE NORTHWESTERN CORPORATION 2453 East Armstrong St. Morris, Illinois

SOLD AND SERVICED BY AUTHORIZED

Northwestern DISTRIBUTORS

- Badger Novelty Company 2546 North 30th Street Milwaukee 10, Wisconsin
Badger Sales Company 2251 West Pico Blvd. Los Angeles 6, California
Fisher Brown 2218 South Harwood, Dallas, Texas
King & Company 2700 West Lake Street, Chicago 12, Illinois
Maddox Sales & Service 8814 Kensington Parkway Chevy Chase 15, Maryland
Northwestern Sales & Service 440 West 42nd Street New York 18, New York
Northwestern Sales & Service 1198 Tremont Street Boston 20, Massachusetts
Parkway Machine Corporation 715 Ensor St., Baltimore 12, Maryland
Peanut Products Company 801 Second Avenue, Des Moines, Iowa
Peanut Products Company 1123 West 21st Street Indianapolis, Indiana
Peanut Products Company 910 Harney Street, Omaha, Nebraska
Rake Coin Machine Exchange 609 Spring Garden Street Philadelphia 23, Pa.
J. Rosenfeld Company 3218 Olive Street, St. Louis, Mo.
Viking Specialty Company 530 Golden Gate Avenue San Francisco, California
Vend-All Company 816 West 36th Street Minneapolis 8, Minnesota

MANDELL GUARANTEED USED MACHINES

Table listing various machine models and prices, such as N.W. DeLuxe 1c & 5c Comb. for \$13.95.

MERCHANDISE & SUPPLIES

Table listing various supplies like Pistachio Nuts, Cashew Butts, and Assorted Fruit Chunks with prices.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOnacre 4-6467

GIVE TO THE RUNYON CANCER FUND

Sees Limited Venders Use in Dept. Stores

NEW YORK, June 13.—Doris Burrell, managing editor of the Department Store Economist, told department store executives attending the Store Modernization Show at Madison Square Garden here Wednesday (10) that the vending machine is destined to play only a limited role in large retail establishments.

However, she urged installation of vending machines in store areas where women had to wait, as in corset and apparel fitting rooms. Miss Burrell explained that most department store items have to be sold and that, except for display, the vending or supermarket method of selling is not adapted for department stores.

The four-day show closed Friday (12). Among the exhibitors were Pepsi-Cola, which displayed its bottle vander; the Exhibit Supply Company, Chicago-Kiddie Ride manufacturer, and the Meteor Machine Corporation, Brooklyn Kiddie Ride manufacturer.

Stempel Cites

Continued from page 94

Market in Business." Gone are the days of 1942 thru 1947 when candy makers forgot the word "competition," he said.

"The going is tough. There are approximately 1,700 candy manufacturing establishments in the current competitive fray," he declared. And in addition, he pointed out, there is the competition from soft drinks, ice cream and cookies.

Gains which the candy industry has experienced thru steady technological progress have been tempered by the vast production capacity achieved and the resulting marketing problem at adequate prices, Stempel stated.

Candy Capital

Illinois, he said, is the candy capital of the United States, if not of the world. It produces, according to recent estimates, 32 per cent of all candy consumed by Americans, or over \$300 million worth at the manufacturer's level.

The cost of ingredients that go into the manufacture of candy is a vital factor in the ultimate demand. Stempel said a high volume market means that more of peanuts, sugar, fruits, cherries, raisins, etc., will be used.

The candy producer is continuing to grapple with the high cost of candy ingredients such as cocoa beans, nuts, and sugar. Stempel stressed that cocoa beans, which cost 5 cents a pound in 1940 and 26 cents in 1950, now are 33 cents a pound. No. 1 Spanish peanuts, in 1940, were \$6.21 cwt; in 1950, \$18 cwt; today, \$22 cwt. Sugar delivered in Chicago, beet now costs \$9.20, compared with \$8.54 a year ago. Cane sugar is 20-cents higher a 100 pounds.

Coin Parking Lot

Continued from page 94

the raising and lowering of the gates.

Wilson said the production of its coin-operated parking lot system began this week. He indicated his firm would explore the possibilities in the system as an operator-owned service business.

Unlike previously announced coin parking equipment, the Oliver Steel package does not require the motorist to pay again upon leaving the lot. Two of the inset metal trip plates, working in reverse to those at the entrance of the lot, open then lower the exit gate as the car passes over them. When entering the lot, the driver places a coin (nickel, dime or quarter or a combination for the specified fee) in the coin unit without leaving his car. This energizes the entrance gate, which opens then lowers as the car passes over the two plates.

Wilson pointed out that installation of the package in an actual lot was not included in the price. However, he stated that local electricians and masonry workers could easily make the installation.

Oliver Steel also produces steel shelving and similar metal products for the industrial field.

L. A. Coffee Op Abandons 5c for 6c Cup

LOS ANGELES, June 13.—S. & J. Food Service is one of the relatively few West Coast coffee operations to adopt the odd-cent price. Sylvan Howard, official, stated that the nickel cup was vended in all locations, industrial and transient, formerly.

Howard said that most of his firm's equipment was installed in factories. When the decision was made to abandon the nickel level, 6 cents was decided upon "because you can get more volume than at a dime."

S. & J., which plans to remain at the 6-cent figure with no further increase in price, reported no change in commission arrangement due to the penny raise.

C. M. A. Holds Annual Outing

MONTICELLO, N. Y., June 13.—Cigarette vending operators in the New York area are relaxing here this week-end at the Laurels Country Club where the Cigarette Merchandisers' Association, Inc., is holding its 17th annual outing.

While no business sessions are planned, informal meetings are being held and operators are discussing tax problems and route management.

Advertisement for Smokeshop Lo-Boy cigarette venders, featuring an illustration of a woman and a vending machine. Text includes 'THE NATION'S FINEST CIGARETTE VENDOR!' and '486 PACK CAPACITY'.

Advertisement for Pioneer Vending Service, featuring illustrations of various vending machines like Victor's Topper Deluxe and Rocket Bulbs. Text includes 'Depend on PIONEER for Profits' and 'VICTOR'S Topper Deluxe Globe Style'.

Advertisement for Charming Operators Name Stamps, featuring an illustration of a stamp. Text includes 'SENSATIONAL NEW CHARM NAME STAMPS' and '\$6.50 per M'.

'Insured Profits'

Continued from page 94

Standard, provides this guarantee in its profits section:

"The purchaser must at all times during the term of this guarantee keep coin-operated machine or machines covered hereby in good mechanical condition and repair . . . filled with merchandise intended to be vended thereby, of good quality . . . He (the purchaser) must keep said machine or machines continuously on location during the term covered by this guarantee."

The policy also states: "In the event that this guarantee covers more than one coin-operated machine, the conditions and provisions of this guarantee apply to each machine separately except that in computing the profit earned by said machines, and in determining any liability of the guarantor hereunder, the gross profit derived by the purchaser from the operation of all machines shall be considered as a single sum."

Qualifications

"This guarantee does not mean in such case, that each machine will return to the purchaser a profit of 100 per cent of the purchase price thereof, but that all of said machines, taken together, if kept continuously on location and in good mechanical repair and proper operating condition, and if kept filled with salable merchandise by the purchaser, will return to him a profit of not less than 100 per cent of the purchase price of all of the machines covered by this guarantee, and this guarantee shall be so construed."

One of the many key provisos in the policy is the reference to keeping the machines "continuously" on location. Thus, if the wordage is to be interpreted literally, the one clause would prevent most operators from collecting on the "guarantee of profits" since bulk venders, and especially those placed by beginners, are usually re-located frequently in attempts to realize higher dollar volume.

Fire and lightning loss is recoverable only while a vender is on location and is limited to the machine f.o.b. factory price. Theft loss, removal of the machine and standard from the location, does not apply to money or merchandise that may be in the vender, nor is coverage extended if the machines are not placed within locked doors after business hours.

Ex-Vendall Head

Continued from page 94

stage. The vender will offer four selections of as many universal type products.

In addition to Alex, officers of the company are Robert L. Sbertoli, vice-president; Fred Schnoening, secretary, and former head of Depend-On Tool Works whose tool and die shop was incorporated in the new firm, and William J. Millen, treasurer.

Alex said that his operating firm, Vendall Service Corporation, would continue to function from the same address as previously.

While not confirmed officially by Automatic Canteen Company of America, recent published reports showing Canteen's 1952 expenditures bear out trade rumors of its purchase of the Vendall candy machine. The purchase involved exclusive rights to the unit, including patents and operation. With the unit now manufactured for Canteen by an Indiana firm, Vendall Company went out of existence.

Looking Afield

Continued from page 94

machines there, and then to San Juan, Puerto Rico, for the same purpose.

Simon said the company operates "thousands of charm and ball gum venders in the principal Caribbean cities." The plan is to follow up installation of the horoscope machines with still other vended commodities.

Domestically, J & M Vending covers a large portion of Florida with vended candy, ice cream, hot and cold drinks, including coffee and milk, and has placed many of its drink machines in leading supermarket chains.

German Gil is president of the company's Cuban operation, and Vincenti Morales Sanches is field supervisor and general manager.

"CHALLENGE of CHANGE"

Big problems are posed for all vending operators

"The Challenge of Change," program theme for the 1953 N.A.M.A. Convention, will highlight the business meetings—bringing the answers to these and other typical problems in automatic merchandising: Changes in equipment • New opportunities for expanding your business • Changes in management techniques for greater profits • New product developments • Changing methods for efficient training of your personnel • Development of improved systems for record-keeping • New ways to sell locations—and keep them sold.

Make your plans NOW to attend the N.A.M.A. Convention in Chicago August 23-24-25-26. To reserve your hotel accommodations, write TODAY for an official reservation form. Largest exhibit of vending equipment and products ever shown! An ideal opportunity to combine business and pleasure in the Chicago Vacationland . . . and an excellent 4-day program for the Ladies!

NOW IS THE TIME . . .

to get your official hotel reservation form! Write to Association Office for complete information.

Conrad Hilton Hotel Chicago

AUGUST 23-24-25-26, 1953

Air conditioned meeting rooms and exhibit hall



NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION

7 SOUTH DEARBORN ST. CHICAGO 3, ILLINOIS

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 13	Issue of June 6	Issue of May 30	Issue of May 23
ABT Guess Your Weight Scale			\$100.00	\$100.00
Acorn, 5c	\$10.00			
Advance Model D Ball Gum	6.95 7.45	\$7.45	7.45	7.45
Advance No 11	5.95	5.95	5.95	5.95
Ajax Hot Nut, 5c	39.50	39.50	39.50	39.50
Alkuma Cracker Machine	37.50	37.50	37.50	37.50
Almond Vendor, 5c		4.95	4.95	4.95
Asco Hot Nut, 5c	7.50	7.50	7.50	7.50
Atlas Bantam, 5c	10.00	12.50	12.50	12.50
Atlas Deluxe		7.95	7.95	7.95
Cash Tray, 5c	4.95			
Columbus 1c	7.45 8.00	6.95 7.45	7.45 8.50	7.45 8.00
Columbus 5c	8.00	8.00	8.00	8.00
Columbus Ball Gum, 1c	6.95		6.95	6.95
Columbus Tri-Mors, 1c (3 col.)	22.50			
Craig Ice Cream Vendor	250.00			
DuGrenier Adams Gum, 1c (6 col.)	17.50			
DuGrenier Adams Gum, (4 col.) 1c	17.50	17.50	17.50	17.50
DuGrenier Candyman	49.50	49.50	45.00	45.00
DuGrenier V (7 col.)	95.00	95.00	95.00	95.00
DuGrenier S (7 col.)			90.00	90.00
DuGrenier Champion (9 col.)	125.00	125.00		
DuGrenier Model W (9 col.)	115.00	115.00		
Eastern Electric C-8	129.00		125.00	125.00
Exhibit Card Vendor, 1c	15.00(2)	15.00(2)	15.00(2)	15.00(2)
Jewel 5c (2 col.)	10.00			
Kirk Astrology Scale			90.00	90.00
Kleen 5c or 10c	49.50	49.50	49.50	49.50
Lucky Boy's 1c	6.95			
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95 10.00	7.95 12.50	7.95 12.50	7.95 12.50
Master 1c	7.45 8.50	7.45 8.50	7.45 8.50	7.45 8.50
Master 5c	7.45 8.50	7.45	7.45	7.45
Mills Adam Gum, 1c (6 col.)	17.50			
Mills Candy (5 col.)	89.50	65.00 89.50	65.00 89.50	89.50
Mills Tab Gum	16.50	16.50 17.50	17.50	16.50 17.50
National Candy (8 col.)	89.00	100.00	100.00	100.00
National Candy (9 col.)	9.95	9.95		
National King Ball Gum	19.50	19.50	19.50	19.50
National King Candy	99.50	99.50	99.50	99.50(2)
National Electric	130.00	130.00	130.00	130.00
National 930	145.00	145.00	145.00	145.00
National 950	15.00			
New York Stamp, 1c & 3c	7.50 7.95	7.50 7.95	7.50 7.95	7.50 7.95
Northwestern 33 Ball Gum	7.50			
Northwestern 33 Peanuts, 1c				
Northwestern Deluxe 1c and 5c	8.50 13.95	8.50 13.95	8.50 13.95	8.50 13.95
Northwestern Model 39, 1c	7.95 8.50	7.95 8.50	7.95 8.50	7.95 8.50
Northwestern Stamp	45.00 69.00	45.00 69.00	45.00 69.00	45.00
Phillips Cigar, 10c		19.50	19.50	19.50
Pop Corn Sez	49.50 69.00	49.50 69.00	49.50 69.00	49.50 69.00
PX 10 col, 25c		149.50	149.50	149.50
Rowe Imperial (8 col.)	155.00	155.00	155.00	125.00 155.00
Rowe President (8 col.)	155.00	155.00	155.00	125.00 155.00
Rowe President (10 col.)	90.00	90.00	90.00	85.00 90.00
Rowe Royal (8 col.)	95.00	95.00	95.00	85.00 95.00
Rowe Royal (10 col.)			140.00	140.00
Silver King Charm King, 1c	8.50	8.50	8.50	8.50
Silver King Hunter		19.50	19.50	19.50
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King, 1c or 5c	8.50	8.50	8.50	8.50
Silver King 5c	7.45	7.45	7.45	7.45
Silver King Hot Nut, 5c	15.00	15.00	15.00	15.00
Siros Brush Up	50.00		50.00	50.00
Stamp Vendor, 1c & 3c		15.00	15.00	15.00
Stamp Vendor (4 col.)	18.50	18.50	18.50	18.50
Star Candy	10.95	10.95	10.95	10.95
Stick Gum	9.95	9.95	9.95	9.95
Stoner Candy, 6 col., 5c		125.00		125.00
Uneda Candy, 5 col., 5c	65.00	65.00 89.50	65.00 89.50	89.50
Uneda Model A (6 col.)	87.50	87.50	87.50	82.50 87.50
Uneda Model E (8 col.)	80.00	80.00	80.00	80.00
Uneda Electric (9 col.)	125.00	125.00	125.00	125.00
Uneda Model A (8 col.)				82.50
Uneda Model 500 (7 col.)				90.00
Uneda Model 500 (9 col.)	135.00	135.00	135.00	90.00 135.00
Uneda Monarch (6 col.)	87.50	87.50	87.50	87.50
U-Select-It	49.50	49.50	49.50	49.50
Victor Model V Cabinet, 1c	9.50			
Victor Model V Globe, 1c	8.95			
Watling Fortune Scale	119.50	119.50	119.50	119.50
Watling 200 Scale			140.00	140.00

BOING!!

Ring Game To Become Coin Device

NEW YORK, June 13.—Plans to make a coin-operated game of Boing!!, an amusement device made by the Greenwich Game Guild, were revealed this week by Bennett Edson, president of the firm and vice-president of Tour Radio.

According to Edson, Boing!! is a miniature version of the outdoor game that has been played in the Adirondacks and White Mountains and that is currently popular in American skiing resorts.

Object of the game is to swing a ring, which is suspended from a chain, on a hook. When the hook is ringed, a patented kicker drops the ring off the hook and returns it to the player.

10 Swings

The ring must be swung on a plane slightly off the vertical, allowing it to curve past the hook and settle down on it. Edson says the average player, once he learns the trick, will score three to five Boings!! out of 10 tries. Each player swings 10, with the highest scorer adjudged the winner. Any number of persons can play.

The current model, which is designed for home play and is not coin-operated, is 21 inches long, with uprights of 22.5 inches and 17 inches.

Edson said that the coin-operated model will have the same proportions, but construction details have not yet been determined. He said it would have a coin mechanism and a counter which would register 20 plays.

On Video

The game was demonstrated by Edson Tuesday night (9) over "The Ted Steele Show" on WPIX and on the "Merry Mailman" over WOR-TV. It goes on sale at Macy's Monday (15).

Edson believes that the game has a chance of catching on as a coin-operated amusement piece in taverns and also feels that it also has a potential in Arcades.

Photo Supply Shop Clicks as Stamp, Ball Gum Location

ANN ARBOR, Mich., June 13.—A local photographic supply store is proving a profitable location for a stamp and a ball gum vender. They are located at the front of the main counter of the card and camera shop, which does a considerable sideline business in greeting cards.

Store owner Jack Francisco states the stamp vender serves as an important sales helper, making it possible to service the card customers with stamps without taking time away from the sale of high-priced photographic merchandise.

The ball gum machine has proved popular in this university town. Francisco believes that youngsters soon learn the location of every ball gum vender in town, and usually turn out to be good patrons. He noted that this factor in itself serves

Amer. Names Ohio Distrib

TOLEDO, June 13.—J. A. Butler has been appointed Ohio distributor by the American Shuffleboard Company, Union City, N. J.

Butler has headquarters at 3542 Lagrange Street here and uses the trade name of American Shuffleboard Sales Company of Toledo. Altho new as a distributor for American he has had wide experience in shuffleboard distribution since 1948 in Florida, Georgia and Michigan as well as Ohio.

to build traffic for the store. The ball gum vender is operated by the local Optimists Club, with no percentage going to the location, which views it as a customer convenience.

TENTH FRAME CONVERSION UNIT

FOR UNITED 4, 5 & 6 PLAYER AND CHICAGO COIN 6 PLAYER



EASILY INSTALLED IN LESS THAN AN HOUR!

FOR DELUXE AND OLDER MODELS

- Will permit possible score of 390
- Doubles 5th Frame score if Strike or Spare is hit
- Gives two extra pucks on 10th Frame

FOR SUPERS AND LATER MODELS

- Double score on 3rd, 5th and 7th OR 4th, 6th and 8th Frames if Strike or Spare is hit
- Double Tenth Frame
- Double extra pucks if desired

Contact Your Distributor or Write for Information!

EDELCO MFG. & SALES CO.

123 Cadillac Square, Detroit, Mich. Phone: Woodward 2-8547

THE MARKET PLACE

for the

COIN MACHINE INDUSTRY

The National Exchange
for Coin Machine
Personnel, Products,
Services and
Opportunities

★
**CLASSIFIED
ADVERTISING**
★

ADVERTISING RATES

● **REGULAR CLASSIFIED** (Minimum \$3)

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

Per word \$.20

3 or more CONSECUTIVE or 26 insertions, per word18

52 CONSECUTIVE insertions, per word16

● **DISPLAY CLASSIFIED** (Minimum \$6)

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.

Per agate line \$1.00

3 or more CONSECUTIVE or 26 insertions, per agate line95

52 CONSECUTIVE insertions, per agate line90

1 inch equals 14 agate lines.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

50 Attend Moe Mandell Open House

NEW YORK, June 13.—Some 50 operators, manufacturers and distributors attended the open house festivities at Northwestern Sales & Service Company Friday (12). Occasion was the opening of firm's new quarters at 446 West 36th Street, which now includes showrooms, offices, warehouse, repair and service

department. Moe Mandell, firm head, said he was planning to supplement his line of Northwestern Sales Corporation bulk equipment with a new non-bulk vending line. Mandell noted that his firm's export sales, particularly to Belgium, Canada and Puerto Rico, have been increasing in recent weeks. Among the visitors at the open house were Art and Al Herman, Herman Distributors; Bill Schwartz and Bill Furst, Stoner Manufacturing Company; Paul Price, Paul Price, Inc., and Bill Falk, Plastic Processes.

Parts, Supplies & Services

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. /LOcst 7-1448.

Stamp Machine Folders, all kinds, \$1 per 1,000; over 5,000, 85¢; unlimited quantities; immediate delivery. Mercier Distributing Co., 2363 37th Ave., San Francisco, Calif.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Chico Pistol, \$95; Six Shooter, \$150; All Star, \$60; Hy-Roll, \$50; Twin Shuffle-Cade, \$135; Shuffle Targets, \$40; Shuffle Line, \$50; Hook Bowlers, \$50; Univ. Hi Score, \$95; Keeney 2 Player, \$50. Wisconsin Novelty Co., 3733 N. 7th St., Milwaukee 3, Wisc.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-6710.

Cigarette Machines, quarter operation: Uneda, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45; Statler 9-Col. Cookie Machine, \$35. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Free Gum Venders, almost all makes, like new; buy contents only. R. Westmoreland, Box 1016, Jackson, Tenn.

Wurlitzer 61, Gottlieb Just 21, Bowlette, each \$25; CC Bowling Alley, \$35; good condition, half cash, balance C.O.D. Western Novelty, Box 571, Dodge City, Kans.

If You Want MORE SALES & PROFITS Take a Tip—Use this standard DISPLAY CLASSIFIED style of ad See rates above

33 M-200 Double R Vending Machines, cabinet type; excellent condition; thoroughly cleaned; ready for location. Selling because of other activities; best offer takes one or all. Verne Daehler, Box 278, Tempe, Ariz.

3 United Five Player Shuffle Alleys, original; best cash offer. John Pipes, Big Spring, Tex.

50 1c 3 and 5 compartment Vending Machines, \$15 ea.; Watling Fortune Scale, \$65. Al Hoff, 1920 Rose, Baltimore 13, Md.

33 1c Acorn Jumbo Cabinet Venders, used seven months; very good condition, \$11.95 ea., all or part; cash with order. Globe Sales, 2110 Main, Tampa 7, Fla.

1953 Model Cigarette Machines, 5-10-25¢ mechanism, king-sized all columns; PX, 8 column, \$135; Du Grenier, 9 column, \$150. Full line of other makes and models also. Box M-38, The Billboard, Cincinnati 22, O.

4 Craig Ice Cream Vendors, \$250 each; 2 Super Vend selected cold drink machines, \$300 each; 25 Victor V's, globe type, \$6.50 each. Half deposit, balance either sight draft or C.O.D. Cleveland Coin Machine Exchange, Inc., 2029 Prospect, Cleveland, O. Tower 1-6715.

5 Bally Cup Venders, fair condition, complete with auxiliary units, \$100 ea.; also 10 pre-war Photomatics, \$150 ea.; crating (if necessary) extra. McGuire, 15523 Lakewood, Paramount, Calif.

SALE!! 9-column, 270-pack capacity "W" Model Cigarette Venders with 7 king columns, silver quarter operation, free book match delivery, completely refinished and reconditioned, only \$75.

7-column, 210-pack capacity "S" Model with 5 king columns, silver quarter operation, free book match delivery, like new, only \$65. Terms: 1/3 deposit, balance C.O.D. JACK KELNER Chicago 51, Ill.

Wanted to Buy Tab Gum Machines—Please state make, model, condition. Box 638, The Billboard, Chicago 1, Ill.

Trade 48 Model Seeburg Hideaway M148M, 14 boxes W1156 Wireless, 2 Tear Drop Speakers, all A-1, for latest Five Ball Gottlieb, Columbia Amusement Arcade, 1333 Main St., Columbia, S. C.

Wanted—Late Model Bowling Games; state quantity, condition and best price. Purveyor, 4322-24 N. Western Ave., Chicago 18, Ill. Phone: JUniper 8-1814.

Wanted to Buy—Cigarette Machines on location; up to 5; Manhattan only. Nordell Vending Co. GRamercy 3-4478.

Will Pay Cash—Turf Kings, \$40; Cenco 400, \$100. Box 637, The Billboard, Chicago 1, Ill.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 13	Issue of June 6	Issue of May 30	Issue of May 23
ABC (United).....	\$85.00	90.00	\$90.00	125.00
Across-the-Board (United)...	135.00	175.00	175.00	175.00
All Baba (Gottlieb).....	225.00	225.00	225.00	225.00
Alice in Wonderland (Gottlieb).....	34.50	34.50	34.50	34.50
All Star Basketball.....	49.50	49.50	49.50	49.50
Aquacade (United).....	145.00	145.00	145.00	165.00
Arizona (United).....	39.50	59.50	25.00	39.50
Atlantic City (Bally).....	59.50	59.50	59.50	59.50
Baby Face (United).....	325.00(2)	330.00	350.00	335.00
Ballerina (Bally).....	330.00	335.00	365.00(2)	375.00(2)
Bank-a-Ball (Gottlieb).....	339.50	350.00	375.00	385.00
Barnacle Bill (Gottlieb).....	365.00(2)	390.00	395.00	395.00(3)
Basketball (Gottlieb).....	374.50	400.00	415.00	415.00
Basketball Champ (Chicago Coin).....	375.00(3)	385.00	395.00	415.00
Bat-a-Score (Evans).....	415.00	415.00	415.00	415.00
Batting Practice.....	49.50	49.50	49.50	49.50
Beauty (Bally).....	49.50	49.50	49.50	49.50
Be Sop (Exhibit).....	75.00	75.00	75.00	75.00
Bermuda (Chicago Coin).....	34.50	25.00	34.50	34.50
Big Hit (Exhibit).....	34.50	95.00	85.00	85.00
Big Top (Genco).....	195.00	235.00	195.00(2)	250.00
Bing-a-Roll (Genco).....	250.00	235.00	250.00	250.00
Black Gold (Genco).....	275.00	275.00	150.00	275.00
Bolero (United).....	69.50	89.50	69.50	89.50
Boston (Williams).....	465.00	474.50	475.00	485.00
Bowling Champ (Gottlieb).....	475.00(4)	485.00	495.00(2)	495.00
Bright Lights (Bally).....	485.00	499.00	500.00	510.00
Bright Spot (Bally).....	495.00(3)	515.00	540.00	540.00
Buccaneer (Gottlieb).....	84.50	84.50	84.50	84.50
Buffalo Bill (Gottlieb).....	49.50	165.00	165.00	165.00
Buttons & Bows (Gottlieb).....	54.50	64.50	54.50	64.50
Camous (Exhibit).....	54.50	64.50	54.50	64.50
Canasta (Genco).....	59.50(2)	59.50(2)	50.00	59.50(2)
Caravan (Williams).....	165.00(2)	165.00	175.00(3)	175.00(2)
Carolina (United).....	175.00(3)	175.00(3)	195.00(2)	195.00(2)
Carnival (Bally).....	195.00	195.00	215.00	215.00
Champion (Bally).....	225.00	225.00	225.00	225.00
Champion (Chicago Coin).....	200.00	225.00	245.00	250.00
Chico (Chicago Coin).....	225.00(2)	250.00(2)	265.00(3)	275.00(2)
Chinatown (Gottlieb).....	240.00	245.00	290.00	290.00
Cinderella (Gottlieb).....	250.00(3)	290.00	295.00(5)	295.00(5)
Circus (United).....	275.00(2)	300.00	300.00	300.00
Citation (Bally).....	285.00	295.00	300.00	300.00
College Daze (Gottlieb).....	34.50	59.50	34.50	59.50
Coney Island (Bally).....	74.50	74.50	74.50	74.50
Control Tower (Williams).....	69.50	69.50	40.00	69.50
Coronation (Gottlieb).....	84.50	84.50	65.00	94.50
Cross Roads (Gottlieb).....	89.50	29.50	89.50	89.50
Cyclone (Gottlieb).....	89.50	29.50	89.50	89.50
Dallas (Williams).....	40.00	45.00	25.00	45.00
De-Joe (Williams).....	40.00	45.00	25.00	45.00
Deluxe World Series.....	40.00	45.00	25.00	45.00
Dew-Wa-Ditty (Williams).....	40.00	45.00	25.00	45.00
Disc Jockey (Gottlieb).....	40.00	45.00	25.00	45.00
Domino (Williams).....	40.00	45.00	25.00	45.00
Double Action.....	40.00	45.00	25.00	45.00
Double Feature.....	40.00	45.00	25.00	45.00
Double Shuffle (Gottlieb).....	40.00	45.00	25.00	45.00
Dreamy (Williams).....	40.00	45.00	25.00	45.00
El Paso (Williams).....	40.00	45.00	25.00	45.00
Fighting Irish (Chicago Coin).....	40.00	45.00	25.00	45.00
Five Star (Universal).....	40.00	45.00	25.00	45.00
Flip Skill.....	40.00	45.00	25.00	45.00
Floating Power (Genco).....	40.00	45.00	25.00	45.00
Flying High (Gottlieb).....	40.00	45.00	25.00	45.00
Football (Chicago Coin).....	40.00	45.00	25.00	45.00
400 (Genco).....	170.00	170.00	175.00	190.00
	175.00(2)	195.00	195.00(3)	195.00(2)
	195.00(3)	225.00(2)	225.00	215.00(2)
	225.00			225.00(2)

WE WANT LATE MODEL 6-PLAYER BOWLING GAMES!
Write, Wire, Phone...

ARCADE EQUIPMENT
Wms. Doubleheader (2 Player) \$ 69.50
Seeburg Shoot the Bear Gun 225.00
Exhibit Jet Gun 185.00
Exhibit Dale Gun 85.00
Mercury Athletic 13-Way Scale 79.00
Glider 45.00

BINGO GAMES
Frotics \$365.00
Lite a Line 75.00
400 185.00

SHUFFLE GAMES
KEENEY
League Bowler \$125.00
Shuffleboard Conversions:
Bowling Champ 75.00
4-Way Bowler 215.00

CHICAGO COIN
Bowling Alley \$ 65.00
Bowling Classics 70.00
Trophy Bowl 70.00

PHONOGRAPHS
Special Wurlitzer 1015 \$135.00
Seeburg 148 Hideaway 185.00
AMI Model C 375.00
Late Seeburg 5-10-25 Wireless 30.00
Wallomatics, Clean Write
AMI Model D

ONE BALLS
Special Entry \$ 45.00
Jockey Special 45.00
Gold Cup 45.00
Citation 55.00
Champion 75.00

CIGARETTE MACHINES
National Model 750, Completely Repainted \$85.00

NEW GAMES
United Classics
United Olympics
Bally Yacht Club
Keene Dominoes
Keene Carnival Bowler
Keene 10-Player Bowler

SHUFFLEBOARD SUPPLIES
Shuffle Game Wax, Case (12) \$ 3.30
Fast Wax, Case (12) 4.50
Pucks (Set of 8) Write
Score Sheets, 10 pads 7.50
Fluorescent Lights, pair 22.50
Used Rock-Ola Shuffleboard
Lites, pr. 12.50
Adjusters 18.50
New Shuffleboard Scoreboards, Overhead 125.00
Wall Model 95.00

SPECIAL! FORMICA TOPS
SPECIAL UNITED 8" sizes. Genuine Silk Screen. Lots of five or more \$13.50

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RECONDITIONED
Ready for Location
FIVE STARS \$ 74.50
SPOT LITE 249.50
ATLANTIC CITY 349.50
FROLICS 375.00
TURF KING \$ 74.50
OLD HILLTOP 99.50
HAYBURNERS \$115.00
SPARK PLUGS 124.50
SHUFFLE LINE \$109.50
STAR & PLAYER 369.50
WURLITZER 1015 \$115.00
WURLITZER 1100 249.50
WURLITZER 1250 350.00
SEEBURG 100A \$595.00
One-third deposit required
PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

	Issue of June 13	Issue of June 6	Issue of May 30	Issue of May 23
400, 5c or 10c (Genco).....	220.00	195.00	215.00	215.00
Four Corners (Williams).....	124.50	129.50	\$75.00(2)	\$79.50
Four Horsemen (Gottlieb).....	115.00	115.00	129.50	139.50
Four Stars (Gottlieb).....	185.00	195.00	169.50	185.00
Freshie (Williams).....	60.00	35.00	42.50	35.00
Frolic (Bally).....	340.00(2)	335.00	340.00	350.00(2)
	350.00(3)	350.00(2)	365.00	375.00
	360.00	375.00(2)	395.00(6)	399.00
	2375.00(3)	390.00	425.00	415.00
	385.00	390.00	395.00(3)	425.00
	395.00(3)	425.00		
Futurity (Bally).....	125.00	169.50	199.50	220.00
	199.50	220.00	220.00	235.00
	235.00			
Georgia (Williams).....	99.50	75.00	99.50	60.00
Gen Rummy.....				95.00
Gizmo (Williams).....				75.00
Glamour (Bally).....	175.00	175.00	175.00	49.50
Globe Trotter (Gottlieb).....				175.00
Gold Cup (Bally).....	59.50	45.00	59.50	59.50
Golden Gloves (Chicago Coin).....	75.00	50.00	75.00	50.00
Golden Nugget (Genco).....	235.00	300.00	235.00	75.00
	335.00			
Grand Award (Chicago Coin).....			35.00	35.00
Happy Days.....	215.00	225.00	215.00	225.00
Happy Go Lucky (Gottlieb).....	159.50	159.50	159.50	159.50
Harvest Time (Genco).....			75.00	109.50
Hayburner (Williams).....	79.50	105.00	105.00	115.00
	129.50	149.50	149.50	150.00
Hit-a-Homer.....	24.50	24.50	24.50	24.50
Hit 'N' Run (Gottlieb).....	145.00	145.00	145.00	150.00(2)
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin).....	59.50	39.50	59.50	39.50
Holiday (Keene).....	215.00	235.00(2)	235.00	245.00
	235.00(2)	245.00	259.50	250.00
Hong Kong (Williams).....	175.00	180.00	175.00	180.00
			180.00(3)	210.00
Horseshoes (Williams).....			125.00	125.00
Hot Rod (Bally).....	40.00	99.50	40.00	99.50
Humpty Dumpty (Gottlieb).....	49.50	49.50	49.50	49.50
Jalopy (Williams).....			135.00	125.00
Jeanie (Exhibit).....	94.50	94.50	94.50	150.00
Jockey Special (Bally).....	54.50	45.00	54.50	54.50
Joker (Gottlieb).....			95.00	95.00
Judy (Exhibit).....			94.50	94.50
Jumping Jack (Genco).....	225.00	250.00	225.00	275.00
	260.00	275.00	295.00	285.00
	275.00	295.00	295.00(2)	295.00(2)
Just 21 (Gottlieb).....	59.50	59.50	59.50	59.50
King Arthur (Gottlieb).....			35.00	90.00
			90.00	90.00
King Cole (Gottlieb).....	49.50	49.50	49.50	49.50
King Pin (Chicago Coin).....	124.50	145.00	124.50	145.00
K. C. Jones (Gottlieb).....	100.00	100.00	100.00	100.00
Knock Out (Gottlieb).....	65.00	75.00	39.50	69.50
			50.00	69.50
			69.50	75.00
Leader (United).....	215.00(2)	215.00	250.00	225.00
	250.00	300.00	269.50	269.50
			300.00	275.00
			300.00	275.00
Lite-a-Line (Keene).....	95.00(3)	50.00	79.50	79.50
			95.00(2)	95.00(2)
Long Beach (Williams).....	175.00	275.00	225.00	250.00
			275.00	275.00
Lucky Lining (Williams).....	84.50	84.50	84.50	84.50
Madison Square Garden (Gottlieb).....			100.00	100.00
Majors (Chicago Coin).....	74.50	74.50	74.50	74.50
Majorette.....	110.00	110.00	140.00	125.00
				140.00(2)
Mardi Gras.....	29.50	49.50	29.50	49.50
Maryland (Williams).....	49.50	84.50	29.50	49.50
			84.50	84.50
Mercury (Genco).....			54.50	59.50
Mermaid.....	125.00	140.00	125.00	125.00
			140.00(2)	140.00
Merry-Go-Round.....			395.00	395.00
Merry Widow (Genco).....	29.50	29.50	29.50	29.50
Minstrel Man (Gottlieb).....	145.00	159.50	145.00	159.50
Monterrey (United).....	49.50	49.50	49.50	49.50
Moon Glow (United).....	49.50	49.50	49.50	49.50
Niagara (Gottlieb).....	145.00	145.00	145.00	175.00
Nifty (Williams).....	89.50	95.00	89.50	95.00
Oasis (Exhibit).....	29.50	29.50	29.50	29.50
Oklahoma (United).....	64.50	65.00	29.50	64.50
	69.50	65.00	69.50	69.50
Old Faithful (Gottlieb).....			74.50(2)	100.00
Olympics (Williams).....	160.00	165.00	169.50	75.00
One, Two, Three (Genco).....	34.50	49.50	34.50(2)	49.50
			34.50(2)	49.50
Palm Beach (Bally).....	345.00	364.50	345.00	375.00
	375.00(3)	395.00(2)	360.00	415.00
	395.00(3)	415.00(2)	395.00	425.00
	410.00	425.00(2)	415.00(2)	445.00(2)
	415.00(3)	440.00	450.00	450.00
	450.00			
Paratrooper (Williams).....	150.00	150.00	155.00	165.00
Photo Finish (Universal).....	39.00	40.00	39.00	40.00
Pin Bowler (Chicago Coin).....	99.50	29.50	75.00	75.00
			99.50	99.50
Pinky (Williams).....	95.00	99.50	65.00	95.00
Playland (Exhibit).....	89.50	89.50	89.50	65.00
Pop Up.....	22.00	22.00	22.00	22.00
Puddin' Head (Genco).....	39.50	39.50	39.50	39.50
Punchy (Chicago Coin).....	75.00	89.50	39.50	75.00
Quarterback (Williams).....	85.00(2)	89.50	85.00	89.50
Quartette (Gottlieb).....	185.00	185.00	190.00	185.00
Queen of Hearts.....	235.00	245.00	235.00	235.00
Quintette.....	245.00	245.00	245.00	245.00
Rag Mop (Williams).....	99.50	75.00	75.00	95.00
Red Shoes (United).....			25.00	75.00
Robin Hood (Gottlieb).....			25.00	25.00
Rocket.....	79.50	40.00	40.00	40.00
Rockette.....	109.50	85.00	95.00	85.00
Rondeveau (United).....	49.50	49.50	49.50	49.50
Rose Bowl (Gottlieb).....	135.00	139.00	125.00	135.

Detroit Shuffle Group Begins New Program

DETROIT, June 13.—Operator-members of the Detroit Shuffleboard Association met last week at the Tuller Hotel to put into operation their "challenge program," a new type of shuffleboard game designed to increase interest and create more business for location owners.

How the operator works with one location owner, who has a house team, challenging another was explained by president Fred Choplan.

"They play two games, a home and home series, and the combined scores of both evenings determine the winner," he said. "This will help to stimulate two owners. It helps, too, if someone scores pretty badly one evening, they still have a chance on the combined scores to make good." The "challenge program" has already been put into operation for six weeks by the originator, Tom Dewberry, of the T & T Amusements, and several other operators in various locations around the city.

Teams meet the first evening at one tavern, playing six games, then go to the other team's tavern to play the second round. The association members also discussed and put into operation the use of their emblem. It was created and printed for members to post in their offices.

FAVORABLE DECISION Illinois High Court Ruling on Shuffles

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pedimenta in the path of the disc and there is no claim of gambling in its operation.

Returning for a moment to the statute, we find an explicit prohibition against bagatelle and pigeonhole. The ordinance does not carry the words of the enabling act, "or any other tables or implements kept for a similar purpose in any place of public resort." The definition of the ordinance is, therefore, restricted to these two games.

Pinball Games

If the games in question are to be prohibited under this ordinance, the authority to support such a prohibition must be found in the amendment bringing pinball games within the ordinance. The entire authority of the city to prohibit the licensing of the machines in question here must be governed by the language the governing body of the city used in adopting the restriction. The ordinance is explicit in its description of what constitutes a prohibitable game. By its terms it requires a game (1) played with balls or spheres; (2) upon a table or board having holes, pockets or cups into which the balls or spheres may drop; and (3) having arches, pins and springs, or any of them, to control, deflect, or impede the direc-

tion or speed of the balls or spheres. This is the only definition contained in the ordinance to guide this court in determining this cause.

Comparing the physical appearance and use of the game in question with the definition contained in the ordinance, we find differences. As we understand the games in question, the player slides a disc in an effort to simulate the knocking down of pins in an actual bowling game. No balls or spheres are used. The table on which the game is played is a flat surface unmarred by any holes or cups. In fact, the game, as it stands, could not be played were there any such orifices in the surface of the table. There are no arches, pins, or springs which control, deflect, or impede the disc which is slid along the surface. Again, such impediments in the path of the disc would make the game impossible of play.

No Relationship

To us, there seems to be no relationship between the physical aspects of the game in question and the description contained in the ordinance. The description in the ordinance will cover any type of the so-called pinball games. It cannot, under any method of stretching of the meaning of words, cover the game which is in question here. There is no similarity. Had the governing body desired to have a catch-all phrase to cover all coin games depending on the skill of the player and operated for amusement, the language was available for it to do so. The game, when compared to the regulatory language of the ordinance, seems to fall more certainly under the language of the licensing section of the Municipal Code. Section 104 provides: "The term 'automatic amusement machine' means any mechanical amusement machine or device, the operation of which is governed or controlled by the deposit of a coin or token including, without being limited thereto, any such coin controlled amusement instrument or device capable of producing or reproducing any vocal or instrumental sounds." This language contains the description of all machines not excluded from licensing under the provisions of section 193-26. It is the only section cited to us with language which covers the machine here.

The city has cited to us several cases from the Appellate Court, which are not persuasive. (Levins vs. City of Chicago, 296 Ill. App. 645; Coleman v. City of Chicago, 297 Ill. App. 130, and others.) The city has the power under the enabling act to prohibit "any other tables or implements kept for a similar purpose in any place of public resort," but by the terms of the ordinance in question has not done so. It has described what it chose to regulate and it must be bound by the exact definition it has itself selected.

Final Arguments

The final arguments made here are concerned with the right of the plaintiffs to a declaratory judgment. The city claims that since mandamus would lie in the case, that remedy was, in a sense, exclusive, and plaintiffs were not entitled to a declaratory judgment. Goodyear Tire and Rubber Co. v. Tierney, 411 Ill. 421.

The declaratory judgment provisions of the Civil Practice Act (Ill. Rev. Stat. 1951, chap. 110, par. 18.1) provide that a declaratory judgment may be entered in cases of actual controversy to determine rights of parties or to construe a statute. The act, by its terms, is permissive, but it appears the application of it here would have been proper had the court so desired. The statute was designed to provide a speedy and inexpensive method of determining disputes. Its use in cases such as this is proper. Dean Milk Co. v. City of Aurora, 404 Ill. 331.

The court having erred in construing the ordinance, this cause is reversed and remanded, with directions to enter judgment in conformity with this opinion.

• Arcade Equipment

	Issue of June 13	Issue of June 6	Issue of May 30	Issue of May 23
Ace Bomber (Mutoscope)....	\$125.00	195.00	\$195.00	\$195.00
Air Raider (Keeney).....	100.00	125.00	100.00	125.00
All Star Hockey.....			69.50	69.50
Astroscope, 10c.....	125.00		125.00	125.00
Atomic Bomber (Mutoscope)...	125.00			
Auto-Shoot.....	325.00	325.00	495.00	325.00
Ball Grip.....	75.00	75.00	85.00	85.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Big Inning (Bally).....	149.50	150.00	149.50	150.00
Bolascore (Supreme).....	95.00		95.00	95.00
Blow Ball.....	75.00	75.00		
Bomber.....	65.00	65.00	65.00	65.00
Boomerang.....	40.00	45.00	45.00	59.50
Career Pilot.....			100.00	100.00
Challenger (ABT).....	27.00	29.50	29.50	27.50
Chicken Sam (Seeburg)....	105.00(2)	105.00	150.00	105.00(2)
Cupid's Wheel.....	110.00	150.00	150.00	150.00
Dale Gun (Exhibit).....	65.00(3)	94.50	65.00(2)	94.50
Derby, 4 Player (Chicago Coin).....	155.00	195.00	155.00	195.00
Drop Picture Machine.....	295.00	295.00	295.00	295.00
Electric and Grip Tests....	42.50	42.50	42.50	42.50
Electricity Is Life.....	79.50	79.50	79.50	79.50
Electricity Is Life.....	129.50	129.50	129.50	129.50
Fists Striker.....	125.00(2)	125.00	125.00(2)	125.00(2)
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)...	150.00		150.00	150.00
Field Goal (Scientific).....	175.00	175.00(2)	175.00	175.00
Glider.....				45.00
Goalie (Chicago Coin).....	95.00	115.00	95.00	115.00
Gun Patrol (Exhibit).....	175.00(2)	175.00(2)	175.00	185.00
Gypsy Palmist.....	184.50			90.00
Heavy Hitter (Bally).....	49.50	65.00	49.50	69.50
Hi Ball Striker (Exhibit)....	49.50	75.00	49.50	75.00
Hockey (Chicago Coin).....	85.00			89.50
Hockey (Mutoscope).....	85.00			89.50
Hockey (Seeburg).....				89.50
Horoscope (Mutoscope).....			110.00	
Hot Rods.....	425.00			
Jet Gun (Exhibit).....	195.00	220.00	195.00(2)	220.00
Kissometer (Exhibit).....	225.00	200.00	225.00(2)	225.00(2)
K O Fighter.....	140.00	140.00	150.00	150.00
Leaping Lena.....	425.00			
Lite League.....	75.00	90.00	90.00	99.50
Love Clinic.....	99.50			40.00
Love Meter (Exhibit).....	39.50	39.50	39.50	39.50
Love Pilot (Mutoscope).....			75.00	
Midget Movies.....	225.00	295.00	225.00	295.00
Midget Ski Ball (Chi Coin)...	165.00	165.00	195.00	165.00
Midget Racer.....	425.00			
Miss America (Lane).....	575.00			
Mystic Pen.....				125.00
Night Bomber (Success)....	145.00	145.00		
Panorams.....	275.00	250.00	295.00	275.00(2)
Periscope.....				90.00
Photomatic (Mutoscope)....	250.00	250.00	250.00	250.00
Photomatic (Mutoscope)....	250.00(early)			250.00(early)
Photomatic (Mutoscope)....	625.00(early)			625.00(early)
Photomatic (Mutoscope)....	650.00(early)			650.00(early)
Pikes Peak.....	29.50	29.50	29.50	29.50
Pistol Pete (Chicago Coin)...	65.00	75.00	90.00	115.00
Pistol Pete (Chicago Coin)...	90.00	115.00	119.50	115.00
Pitch 'Em & Bat 'Em (Scientific).....	185.00	195.00	185.00	185.00
Pokerino (Scientific).....	85.00	99.50	75.00	85.00
Pokerino (Scientific).....			99.50	99.50
Pokerino Jr.....	75.00			75.00
Pool (Scientific).....		75.00		75.00
Pool Table (Edico).....				195.00
Punching Bag (Mutoscope)...				105.00
Quizzer.....	75.00	95.00(3)	95.00(2)	95.00(3)
Rapid Fire (Bally).....	105.00	105.00	105.00	105.00
Recordio (Wilcox-Gay).....	125.00	165.00	125.00	165.00
Rifle Range Ray Gun.....	105.00	105.00	105.00	105.00
Shoot the Bear (Seeburg)....	219.50	235.00	219.50	235.00
Shoot the Bear (Seeburg)....	249.50	250.00	269.50	235.00
Shoot the Bear (Seeburg)....	269.50			269.50
Shoot the Monk Rifle Range.			50.00	50.00
Silver Bullet (Exhibit).....	125.00	175.00	125.00	125.00
Silver Gloves.....	175.00	175.00	250.00	250.00
Six Shooter (Exhibit).....	135.00(2)	135.00	150.00	135.00
Six Shooter (Exhibit).....	165.00	175.00	160.00	175.00
Skee Ball (Wurlitzer).....	150.00	85.00	85.00	150.00
Skull Gun (ABT).....	39.50	39.50	39.50	39.50
Sky Fighter (Mutoscope)....	195.00	195.00	125.00	195.00
Solar Horoscope.....				110.00
Star Series (Williams).....	75.00	139.50	75.00(2)	139.50
Star Series (Williams).....				139.50
Sub Gun (Keeney).....	95.00	120.00	120.00	125.00
Target Skill (Genco).....	95.00			95.00
Team Hockey (United).....	85.00	85.00	85.00	85.00
Telequiz.....	125.00	165.00	125.00	169.50
Telequiz.....	169.50			169.50
Ten Pins (Rock-Ola).....	99.50	99.50	99.50	99.50
Ten Strike (Evans).....	75.00(2)			75.00
13-Way Athletic Scale (Mercury).....				99.00
Tommy Gun (Evans).....	125.00			99.50
Torpedo (Bally).....	95.00	95.00		
Undersea Rider (Bally)....	95.00	125.00	95.00	95.00
Undersea Rider (Bally)....				125.00
View-A-Scope.....	39.50	39.50	39.50	39.50
Voice-o-Graph (Mutoscope)...	525.00	525.00	425.00	525.00
Voice-o-Graph (Mutoscope)...				595.00
Western Baseball.....	75.00	85.00(2)	75.00	85.00
Wheel 'ee Mystic.....				85.00

	Issue of June 13	Issue of June 6	Issue of May 30	Issue of May 23
Spot-Lite (Bally).....	185.00	200.00	195.00	220.00
Spot-Lite (Bally).....	205.00	210.00	225.00	250.00(2)
Spot-Lite (Bally).....	225.00	245.00	250.00(4)	275.00
Spot-Lite (Bally).....	249.50	275.00(3)	285.00(2)	295.00(14)
Spot-Lite (Bally).....	250.00(4)	295.00(2)	290.00	310.00
Spot-Lite (Bally).....	265.00	310.00	295.00(2)	
Spot-Lite (Bally).....	275.00(2)			
Spot-Lite (Bally).....	295.00			
Springtime (Genco).....			75.00	75.00
Starlite.....	220.00	220.00		
Stars (United).....	225.00	235.00	250.00	260.00
Stars (United).....	250.00	265.00	275.00(4)	265.00
Stars (United).....	275.00(3)	279.50	275.00(3)	275.00(3)
Steeple Chase (United).....		119.50		
Stop and Go (Genco).....	70.00	70.00	70.00	89.50
Summer Time (Gottlieb)....	34.50	34.50	49.50	59.50
Sunshine Park (Bally).....	239.50	260.00	300.00	335.00
Sunshine Park (Bally)....	319.50			295.00
Super Hockey.....	59.50	59.50	59.50	
Super World Series (Williams).....	195.00	225.00	175.00	200.00
Super World Series (Williams).....			225.00	225.00
Sweetheart (Williams).....	89.50	39.50		
Tampico (United).....	64.50	79.50	64.50	79.50
Tahiti (Chicago Coin).....		60.00	65.00	65.00
Telecard (Gottlieb).....	69.00	69.50	25.00	69.00
Telecard (Gottlieb).....		69.50	69.50	69.00
Tennessee (Williams).....	29.50	49.50	29.50	49.50
Texas Leaguer (Keeney).....	49.50	50.00	49.50	50.00
Texas Leaguer (Keeney)....	69.50			69.50
Thing (Chicago Coin).....	45.00	89.50	45.00	89.50
Three Feathers (Genco).....	64.50(2)	64.50(2)	64.50(2)	64.50(2)
Three Musketeers (Gottlieb)...		85.00	74.50	85.00
3-4-5 (United).....		75.00		74.50
Thrill (Chicago Coin).....	29.50	29.50	29.50	30.00
Trade Winds (Genco).....	29.50	29.50		29.50
Trinidad (Chicago Coin)....		45.00		45.00
Triplets (Gottlieb).....	95.00	100.00	70.00	95.00
Triplets (Gottlieb).....	109.50	100.00(2)	74.50(2)	74.50(2)
Triplets (Gottlieb).....			95.00(2)	100.00
Triplets (Gottlieb).....			100.00(2)	125.00
Tri-Score (Genco).....	89.50	89.50	89.50	89.50
Tumbleweed (Exhibit).....	74.50	75.00	74.50	75.00
Turf King (Bally).....	69.50(2)	74.50	49.50	65.00
Turf King (Bally).....	75.00(3)	90.00	75.00(3)	95.00
Turf King (Bally).....	95.00	149.50	125.00	149.50
Tucson (Williams).....	44.50	44.50	44.50	
Twenty Grand.....	195.00	195.00	210.00	
Utah (United).....	89.50	84.50	84.50	84.50
Virginia (Williams).....	49.50	49.50	49.50	
Watch My Line (Gottlieb)...		75.00	75.00	85.00
Whirl-A-Ball.....				22.50
Whizz Kid (Chicago Coin)...		115.00		
Wild West (Gottlieb).....	169.50			165.00
Winner (Universal Industries).....	49.00	60.00	60.00	99.50
Winner (Universal Industries).....			49.00	55.00
Winner (Universal Industries).....			65.00	99.50
Winner (Universal Industries).....			20.00	25.00
Wisconsin (United).....	34.50	34.50	20.00	25.00
Yanks (Williams).....	49.50	49.50	49.50	
Zingo (United).....	125.00	175.00	175.00	125.00

FOR BETTER BUYS BUY MCGINNIS

You Can Depend on Roy For Quality Reconditioned Equipment

Bomber.....	\$45.00	Pinky.....	\$92.50	Double	\$45.00
Champion (CC).....	65.00	Punchy.....	75.00	Shuffle	85.00
Red Shoes.....	75.00	Knockouts.....	65.00	Shoo-Shoo.....	90.00
Golden Gloves.....	75.00	Bowling.....		Tumbleweed.....	75.00
Nifty.....	95.00	Champ.....	50.00	Oklahoma.....	65.00
		Pin Bowler.....	75.00	Stop & Go.....	70.00
				Freshie.....	60.00

BOWLING GAMES

4-Player.....	\$125.00
Keeney 6-Player Bowler.....	265.00
Keeney Team Bowler.....	400.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

KEENEY DOMINO BOWLER, 6-Player, 4-Way Optional Play, 3 Matching Features. KEENEY ELECTRIC CIGARETTE VENDORS With and Without Changers. KEENEY TELEVISION.

ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

COIN OPERATED TIMING METERS

EASILY ADAPTABLE TO THE APPLIANCE OF YOUR CHOICE

• WASHERS • T. V. SETS • IRONERS, ETC.

Available settings seconds to hours. Slotted for both dimes and quarters. Dust proof—rust proof—tamper proof.

MONROE COIN MACHINE EXCHANGE

2423 PAYNE AVE., CLEVELAND 14, OHIO SU. 1-4600

Write—Wire—Phone



STOP at FIRST
for
Eye-Opening Values!

EVANS SADDLE & TURF
Dynamic 7-Player Spin Table
5¢ or 10¢ Play
Phone or Write today!

Gottlieb's New
GUYS-DOLLS

CONVERSIONS

IT PAYS TO BUY THE BEST!
GENUINE SUPER DELUXE **FORMICA TOPS**

Absolutely highest quality! Instructions, gutter and strike zones silk screened during manufacturing process. Available for United 2, 4, 5, 6 Players; Keeney, Chicago Coin and Universal games. Complete with cement. 8" & 9" sizes. **\$17.50**

SHUFFLEBOARD ATTACHMENTS
Keeney 4-PLAYER MATCH BOWLER **\$185**
NEW ELECTRIC SCOREBOARDS CENTER OVER-HEAD WALL MODEL **\$125**
WALL MODEL **95**

VENDING

KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR
Easy to Service Quicker Loading Greater Profits.

RECONDITIONED
Uneda Electric Cigarette Machine, 9 Col. **\$125**
Pop Corn Set, Like New **69**

American Bankshot Shuffleboard **\$275**

ARCADE

NEW EXHIBIT SPACE GUN GENCO SKY GUNNER ABT RIFLE SPORT EVANS BAT-A-SCORE ABT CHALLENGER

"First-Conditioned"
SEEBURG SHOOT THE BEAR **\$235**
WMS SUPER WORLD SERIES **225**
EXHIBIT JET GUN **195**
CHI COIN BAS-KETBALL CHAMP **195**
EX. SIX SHOOTER **175**
EX. GUN PATROL **175**
CHI COIN 4 PLAYER DERBY **155**
TELEQUIZ **165**
CHI COIN PISTOL **115**
CHICKEN SAM **105**
RIFLE RANGE RAY GUN **105**
BALLY RAPID FIRE CHI COIN GOALEE **95**
QUIZZER **95**
WMS QUARTER-BACK **85**
UN. TEAM HOCKEY EXHIBIT DALE GUN ABT CHALLENGER **67**

BINGO 5 BALLS

Bally BEACH CLUB GENCO SILVER CHEST

"First-Conditioned"

BALLY
BEAUTY **\$495**
PALM BEACH **410**
FROLIC **375**
ATLANTIC CITY **375**
BRIGHT SPOT **285**
CONEY ISLAND **285**
SPOT LIGHT **275**
BRIGHT LIGHTS **195**

UNITED

STARS **\$235**
A.B.C. **125**

KEENEY

HOLIDAY **\$215**
LITE-A-LINE **95**

GENCO

JUMPING JACKS **\$295**

SHUFFLE GAMES

NEW

KEENEY'S DOMINO BOWLER
TRIPLE MATCH FEATURE
MAGIC DIAL—Selects 4 ways to play.

"First-Conditioned"

KEENEY
SIX PLAYER DE LUXE LEAGUE BOWLER **\$250**
BIG LEAGUE BOWLER **245**
LEAGUE BOWLER **185**
LEAGUE BOWLER **125**

UNITED

STAR 4 PLAYER **\$375**
SUPER 6 PLAYER **325**
OFFICIAL S.A. **325**
DELUXE SIX PLAYER **295**
SIX PLAYER **225**
FIVE PLAYER **195**
FOUR PLAYER **175**
TWIN REBOUND **125**
SKEE ALLEY **79**
SHUFFLE SLUGGER **65**

CHICAGO COIN

SIX PLAYER **\$255**
BOWLING CLASSIC **75**
TROPHY BOWL **75**

UNIVERSAL

HIGH SCORE BOWLER **\$115**
SUPER TWIN BOWLER **69**
TWIN BOWLER **49**

GENCO

8 PLAYER **\$125**
SHUFFLE TARGET **95**

FIRST DISTRIBUTORS
Joe Kline & Wally Finke
1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

WANTED MECHANICS
To Service Bingo Pin Games. Salary \$130 per week. Must have car... must be sober... no drifters.
Send Full Details. All Replies Confidential
BOX 624, The Billboard Publishing Co.
188 W. RANDOLPH ST. CHICAGO 1, ILL.

BINGO BUYS
Frolics **\$350**
Zingo **175**
Stars **250**
Bolero **175**
Holiday Jumpin' Jacks **\$235**
Genco "400" **195**
Bright Spot **250**

SPECIAL! "POP" CORN SEZ 10¢ VENDORS RECONDITIONED LIKE NEW WRITE

NEW! Write for Prices!
C.C. Crown Bowler, United Cascade, Keeney Domino Bowler, Bally Beach Club.
CLAYT NEMEROFF • CHARLEY PIERI
2257-59 N. Lincoln Ave. Chicago 14, Ill. Phone: L. Lincoln 9-3996-7-3

Monarch Coin Machine, Inc.

Cliffy Clet says:
YOU CAN'T BUY A BETTER RECONDITIONED PHONOGRAPH ANYWHERE!

MONEY BACK GUARANTEE

WURLITZER
1015's **\$125**
1100's **250**
1250's **365**
850's and 950's as is, uncrated **25**

SEEBURG
M100A **\$564**
146 **\$99.50**

AMI "C" **\$375**
Wms. Hayburner **105**
Coven's All-Purpose Cleaner, \$3.95 Per Gal. (\$3.50 Per Gal., 4 Gal. Lots) Trial Bottle—60¢
Coven's Cart Sled—\$38.50

COVEN distributing company
3181 Elston Chicago 18, Ill. Independence 3-2210

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 13	Issue of June 6	Issue of May 30	Issue of May 23
Ace Bowler (Chicago Coin)...				
Bank Shot (American).....	\$275.00	\$50.00		
Baseball (Bally).....	75.00		75.00	79.50
Baseball (Chicago Coin).....	45.00			
Baseball, 2 player (Chicago Coin).....	69.50	69.50	69.50	69.50
Baseball, 2 player (Bally)....	49.50		49.50	
Big League Bowler (Keeney)..	185.00	145.00	185.00	185.00
Bowl-A-Ball (Chicago Coin)...	380.00			
Bowl-A-Ball, 6 player (Chicago Coin).....	275.00	380.00	425.00	390.00
Bowlette (Gottlieb).....	25.00	40.00	39.50	40.00
Bowling Alley, 6 player (Chicago Coin).....	245.00	255.00	225.00w/p	225.00w/p
	295.00	235.00w/p	*35.00w/p	235.00w/p
		245.00	250.00	245.00w/p
		295.00	295.00	255.00
				75.00
Bowling Champ (Keeney)....				75.00
Bowling Classic (Chicago Coin)	59.50	75.00	59.50	89.50
		89.50	89.50	89.50
Bowling Classic, 2 player (Chicago Coin).....				35.00
Bowling League, 4 player (Keeney).....				35.00
Deluxe Bowler, 6 player (Williams).....			125.00	
De Luxe League Bowler (Keeney).....	245.00	245.00	275.00	225.00
Deluxe Match Bowler (Keeney).....			295.00	315.00
Deluxe League Bowler, 4 player.....			275.00	
Deluxe 6 player (Chicago Coin).....			245.00	250.00
Double Bowler (Keeney)....	79.50	79.50	79.50	245.00
Double Bowler, 2 player (Keeney).....	79.50	79.50	79.50	250.00
Double Header, 2 player (Williams).....	49.50	59.00	49.50	49.50
Double Shuffle Alley Express Rebound (United).....	119.50	119.50	119.50	69.50
8 Player (Genco).....	125.00	125.00		125.00
Five Player Shuffle Alley (United).....	160.00	175.00	185.00	160.00
	185.00(2)	195.00	225.00	180.00w/p
	195.00	210.00	225.00	185.00
	225.00			195.00(2)
				200.00
				225.00
Four Way Bowler (Keeney)..	150.00	175.00		165.00
Four Player Shuffle Alley (United).....	195.00	150.00	175.00	180.00w/p
		79.00	149.50	185.00
			195.00	195.00
Hi-Score Bowler (Universal)..	115.00	115.00		135.00
Hi-Score Bowler, 2 player (Universal).....	49.50		49.50	150.00
Hook Bowler (Bally).....	149.50	125.00	149.50	175.00
League Bowler (Keeney)....	125.00	139.50	95.00	195.00
			139.50	125.00(2)
League Bowler, 4 player (Keeney).....	110.00	149.50	125.00	149.50
			115.00	125.00
			149.50	149.50
Match Bowler, 4 player (Keeney).....			185.00	185.00
Match Bowl-a-Ball, 6 player (Keeney).....			450.00	
Matched Bowler, 4 player (United).....	275.00	275.00		
Matched Bowler, 6 player (United).....			345.00	345.00
Matched Bowler, 6 player (Chicago Coin).....	295.00	365.00	295.00	365.00
			300.00	345.00
			375.00	375.00
Name Bowler, 6 player (Chicago Coin).....			450.00	
Official 4 player (United)..			375.00	
Official Shuffle Alley (United).....	325.00	325.00		325.00
Official Match Bowler (United).....			325.00	340.00
Shuffle Alley (United).....				45.00
Shuffle Alley Deluxe, 6 player (United).....	240.00	245.00	240.00	295.00
	295.00	315.00	315.00	250.00
Shuffle Alley Express (United) Shuffle Alley Express 2 player (United).....			79.50	45.00
Shuffle Alley, 6 player (Keeney).....	250.00	265.00	210.00	250.00
			265.00	255.00
Shuffle Alley, 6 player (United).....	190.00	210.00	210.00	250.00(2)
	215.00	225.00	225.00(2)	200.00w/p
	235.00	240.00	240.00	200.00w/p
			215.00	215.00
			240.00	235.00
				245.00
				250.00
Shuffle Horseshoe (Chicago Coin).....	100.00	125.00	100.00	100.00
Shuffle Horseshoes, 2 player (Chicago Coin).....	55.00		55.00	
Shuffle Line (Bally).....	109.50	109.50	109.50	110.00
Shuffle Slugger (United)....	65.00	65.00		65.00
Shuffle Target (Genco)....	95.00	69.50	95.00	74.50
Shuffle Target, 2 player (Genco).....	39.50		39.50	74.50
Single Shuffle Alley Rebound (United).....	89.50	89.50	89.50	89.50
Six Player 10th Frame (United).....	375.00	385.00	385.00	
Skee Alley (United).....	45.00	79.00	79.50	45.00
Speed Bowler (Bally).....	45.00	50.00	50.00	75.00
			45.00	50.00
Star Bowler (United).....			350.00	375.00
Star Bowler, 2 player (United).....	350.00	350.00	350.00	350.00
Star 6 player (United).....	369.50	375.00	375.00	375.00
Super Deluxe League Bowler (Keeney).....			295.00	
Super Six Shuffle Alley (United).....	285.00	299.50	325.00	335.00
	325.00	335.00	295.00	335.00
			295.00	325.00
				335.00
Super Deluxe, 6 player (United).....	285.00	285.00		

1933 DAVID ROSEN 20th ANNIVERSARY 1953

FOR **REAL BUYS**
Send Today for Our Complete Price Lists

DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

NEW-RECONDITIONED METAL TYPER MACHINES

We Carry a Complete Line of Parts in Stock

WRITE FOR PRICES

NOW!
Buy Your Aluminum Discs in Rolls of 100.

STANDARD METAL TYPER CO.
1318 N. Western Ave. Chicago 22, Ill.

BINGO GAMES
Ready for Locations at Lowest Prices EACH

1 Beauties **\$450.00**
2 Frolics **325.00**
2 Palm Beaches **325.00**
5 Atlantic Cities **300.00**
6 Spot Lites **200.00**
5 Coney Islands **200.00**
2 Bright Lights, D.S. **135.00**
1 United Bolero **150.00**

1/3 Deposit, Balance C.O.D.
Marmor Dist. Co.
300 W. Court St., Cincinnati 2, Ohio
Phone DUnbar 5152

BEAUTY **\$495.00**
PALM BEACH **415.00**
FROLIC **395.00**
ATLANTIC CITY **395.00**
CONEY ISLAND **275.00**
SPOT LITE **250.00**
BRITE SPOT **225.00**
BRIGHT LIGHT **175.00**
UNITED CIRCUS **395.00**
UNITED STARS **275.00**
UNITED LEADER **250.00**
HAY BURNER **149.50**
KEENEY CONVERSION (for long board) **225.00**
GENCO SCOREBOARD **95.00**

All games reconditioned.
UNIVERSITY COIN MACHINE EXCHANGE
854 N. High St. Columbus 8, Ohio
Tel.: University 6900

COMING JUNE 27
in The Billboard 43rd Annual **SUMMER SPECIAL**

West Coast Kiddieland Pulls the Dollars

... How one Kiddiepark gets set for the big outdoor season. and many other valuable, exclusive features.

COBRA CARTRIDGES
Realigned and Resurfaced, 75¢ each. ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.

ELECTRONIC INDUSTRIES
P. O. Box 2008 Mesa, Arizona

GIVE TO THE RUNYON CANCER FUND

	Issue of June 13	Issue of June 6	Issue of May 30	Issue of May 23
Super Match Bowler (6 player)		425.00		
Super Twin Bowler (Universal)	69.00	65.00	65.00	69.00
Super Twin Bowler (United), Super Twin Rotation (Exhibit)	395.00	395.00	\$395.00	395.00
Team Bowler, 10 player (Keeney)	425.00	425.00	425.00	400.00 425.00
10th Frame Bowler (Chicago Coin)	365.00	365.00	345.00	345.00
Trophy Bowl (Chicago Coin)	59.50 75.00	59.50 75.00	59.50 99.50	75.00 99.50
Twin Bowler (Universal)	49.00(2) 49.50	49.00 49.50	49.50(2)	49.00 49.50
Twin Rotation (Exhibit)		275.00	275.00(2)	275.00 395.00
Twin Shuffle Alley Rebound (United)	99.50 125.00	125.00 145.00	99.50 129.50	125.00
Twin Shuffle-Cade (United)	135.00 145.00	150.00	145.00	145.00(2)
Twin Shuffle-Cade (United)	150.00		150.00	150.00
Two Player (United)	110.00		110.00	110.00

New Lo-Boys At Apco's NY Showrooms

NEW YORK, June 13.—The first models of the Apco Lo-Boy Smoke-shop, with the flat-pack column,

arrived from the Minneapolis factory to the Apco showrooms here this week. Mel Rapp, Apco vice-president, said that operator interest in the vender has been high. The new vender sells for the same price as the standard lo-boy and is able to vend different brands at different prices thru the same coin acceptance chute. The flat-pack column will handle Parliaments or any other flat pack of the same size.

YOUR NAME
ADDRESS

CANCER
% YOUR LOCAL
POST OFFICE

Give to the
AMERICAN CANCER SOCIETY

MUSIC Money Makers

SEEBURG 1-46	\$150
SEEBURG 1-46 HIDEAWAY	125
SEEBURG 1-47	175
SEEBURG 1-48 BLOND	250
SEEBURG M-100A	650
SEEBURG WOM (W4-L56)	35
WURLITZER 1015	150
WURLITZER 1080	125
WURLITZER 1250	350
WURLITZER 1100	275
A.M.I. MODEL A	325
A.M.I. MODEL B	375
A.M.I. MODEL C	395
A.M.I. WOM (5-10)	45
ROCK-OLA 1422	125
ROCK-OLA 1426	150
ROCK-OLA 1428 (Blond)	250

Reconditioned-Refinished!

Terms: 1/3 Deposit, Balance C. O. D.

FOREIGN BUYERS—Write for Latest Postwar Phonograph Catalog

ATLAS MUSIC COMPANY

2200 N. WESTERN AVE.
CHICAGO 47, ILLINOIS
Phone: ARmitage 6-5005

Coin-Operated 3-D Target Game Preemed

NEW YORK, June 13.—The current boom in 3-D motion pictures has spread to the coin machine industry. I. S. Seidman announced that he was seeking a manufacturer for Try-Dimensional, a 3-D target game.

According to Seidman, the game uses an enlarged third-dimensional picture, printed in two colors, and has a single ball that is aimed at the target. A pin is attached on the left side of the game for aiming, a small V-shaped disk is used to hold the ball, and a pin on the right is used for firing.

The viewer lines up the pictures by looking thru red and blue glasses. A large mirror on an angle is used to view the target, giving it the illusion of depth. The game is electrically controlled, the score being flashed in lights when the target is hit.

Can Be Converted

The hand model which has been built is an archery game, Seidman says the target area may be changed to make it a golf, pistol, billiards or baseball game.

The unit can operate at either 5-cent or 10-cent play. Dimensions are 8 feet high, 40 inches long and 28 inches wide. Inventor Abraham Kurnick has patents pending on the unit.

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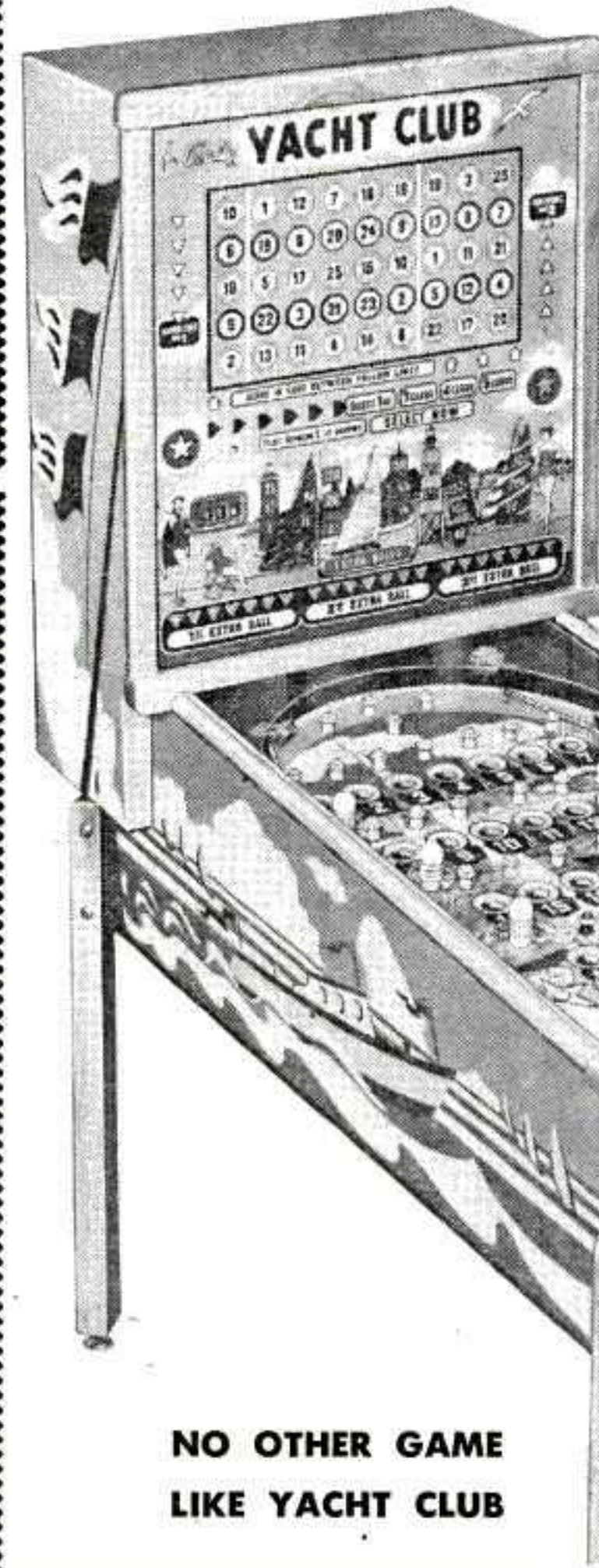
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100% SATISFACTION GUARANTEED!

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(as is—off location)
NEW TWIN ROTATION ... \$100

SUPER WORLD SERIES ... \$125
HAYBURNER \$65

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Exclusive distributors for



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Get on the ball...



get on the green!



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SUSPENSE!

Williams
FAIRWAY

features:

HIGH SCORES plus STROKES SCORES!

4 TRAP HOLES each good for 500,000 plus 5 strokes each!

5 KICKOUT HOLES and ALL (6) **ROLLOVERS** score 1 stroke each!

MAKING 1 to 7 lites 2 top rollovers and 2 center rollovers for replays!

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MAKING HOLES 1 to 9 in "par" strokes, or under, scores 5 replays!

MAKING 9 HOLES OVER "PAR" scores 1 replay!

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A NEW *Sensational*

OPERATING FEATURE:
HINGED FRONT DOOR enables operator to service cash box and coin receiving mechanism with greater accessibility and ease!



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4242 W. FILMORE ST. CHICAGO 24, ILL.



DAVIS PHONO SATISFACTION! EASY AS A - B - C . . .

Always Buy Choice DAVIS PHONOS
EVERY ONE FULLY GUARANTEED



SEEBURG M-100 A
with DAVIS Guarantee
\$595.00

Looks and Operates Like New

- CHECK THESE FEATURES—**
- ✓ Mechanism overhauled
 - ✓ Electric selector checked
 - ✓ Solenoid Unit disassembled and cleaned
 - ✓ New pick-up cartridge
 - ✓ Amplifier tested
 - ✓ Cabinet refinished

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE.

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SEEBURG FACTORY DISTRIBUTORS
738 ERIE BLVD E.

Branches in BUFFALO • ROCHESTER • ALBANY SYRACUSE, N. Y. PH. 75-5194

—WIRED MUSIC BARGAIN—
50 Units—PANTAGES-MAESTRO Music
Complete with Studio Equipment—Like New
WRITE for Details and Price

SEEBURG		AMI	
148 ML	\$199.00	A	\$225.00
147 M or S	115.00	C	350.00
146 M or S	99.00		
1941 HIDEAWAY	49.00		
WURLITZER		ROCK-OLA	
1080	\$125.00	1426	\$99.00
1217 HIDEAWAY	249.00	1422	79.00
1017 HIDEAWAY	99.00		

Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

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Wurlitzer 4820, 5¢, 10¢, 25¢, Converted	\$39.50
Wurlitzer 3020, 5¢, 10¢, 25¢, Reconditioned	19.50
Wurlitzer 3031, Reconditioned	9.95
Wurlitzer 219 Stepper	19.50
Seeburg 3W2-L56, 3-Wire, Reconditioned, Refinished	7.50
Seeburg W1-L56, 5¢, Wireless, Reconditioned, Refinished	4.95
Packard Pla-Mor	3.95

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WE HAVE JUST PURCHASED THE COMPLETE INVENTORY OF ONE OF AMERICA'S LEADING DISTRIBUTORS . . .

OVER 400 GAMES AVAILABLE

INCLUDING "SHOOT THE BEAR" GUNS AND WIDE SELECTION OF PHONOGRAPHS

Write For Complete Lists Today!

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GIVE TO DAMON RUNYON CANCER FUND

SPECIAL SALE!!

EQUIPMENT PERFECT OPERATING CONDITION

25 Spot Lites	@ \$185.00 Ea.	10 Sunshine Parks	@ \$239.50 Ea.
10 Hayburners	@ 79.50 Ea.	50 Turf Kings	@ 69.50 Ea.
10 Futurities	@ 149.50 Ea.	25 Brite Lites	@ 149.50 Ea.

Terms: 1/3 Cash, Balance C.O.D.

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715-17 WEST MAIN ST.
LOUISVILLE 2, KY.

WANTED

Used Metal Typers and Auto-Photos

WOODWARD AMUSEMENT CO.

2329 Woodward Ave. Detroit 1, Mich.



FOR STEADY LONG-RUN PROFITS
OPERATE
Keeney's **CARNIVAL BOWLER**

New!

GIANT
disappearing
PINS

FAST
SILENT
REBOUND!

Magic Dial

selects:

- 20-30 Scoring
- 10th Frame Feature
- Bonus Scoring—Possible to score up to 900!
- Double in 3-5-7 plus 10th Frame

Meets Every Location Requirement by Adjusting MAGIC DIAL Inside the Cabinet

QUICK
DIAL
SCORING!

silent
EVER-SLICK
"PLASTOK"
PLAYFIELD

Order and Install
CARNIVAL BOWLER
KEENEY'S

6-PLAYERS!

Keeney's Carnival Bowler stimulates steady repeat play because the player's name and highest score can be written on the backglass. Designed and built for long run, dependable and profitable operation.

J. H. Keeney & CO. INC.
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SOUTHERN AUTOMATIC
 thank our many hundreds of operator friends for the
 great heart-warming reception which celebrated our
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 and the first showing of the
NEW AMI MODEL E
 IN 40-80-120 SELECTIONS
 we will do our best in giving each operator a share of our
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Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
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GENCO'S Sky Gunner

SENSATIONAL NEW ALL-LOCATION GUN GAME

BIG MONEY-MAKER IN SMALL SPACE!
 34" long, 19" wide, 78" high
 Knocks down to 34 x 19 x 44 for shipping, with Gun & Light Rack packed inside Cabinet!
 Shipping Weight only 205 lbs.

REALISTIC RECOIL ACTION
 ...TWIN BUTTON TRIGGER GRIPS!

4 FLASHING GUN MUZZLES!

300 EXCITING SHOTS!
 (Easily adjusted to 200)
 Playing Time 1 MINUTE!

LARGE-SIZE 3rd DIMENSIONAL MOVING TARGET SCENE IN COLOR!

HERE'S GENCO'S exciting new all-location money-maker. Packed with thrilling action for players—attractive profits for operators!

NEW 3-DIMENSIONAL "BIG-PICTURE" SKY SCENE WITH LIFE-LIKE DEPTH . . . COLOR . . . MOTION!

Gives player feeling of actual Anti-Aircraft combat. Shows Enemy Planes speeding through moving clouds—planes "explode" when hit.

- **RAPID-ADD Drum-Type SCORING UNITS** Score Shots and hits!
- **ADJUSTABLE SCORING** classifications keeps Players trying for highest rank!
- **MOVABLE GUN MOUNT**—Player adjusts up or down to desired angle.
- **10c DROP COIN CHUTE** with built-in Slug Reject.
- **DOUBLE-LOCKED CASH BOX**—extra large
- **ALL-STEEL GUN**—STURDY WOOD CABINET.

GENCO

MANUFACTURING & SALES CO.
 2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

Another Current GENCO FAVORITE SILVER CHEST NEW UPRIGHT GAME PACKED WITH MANY EXCITING NEW FEATURES!

WRITE... WIRE . . . PHONE YOUR GENCO DISTRIBUTOR FOR DETAILS!

Marvel's New SHUFFLE-SCORE

COIN-OPERATED ELECTRIC SCOREBOARD

Fits Any Shuffleboard

3 BIG FEATURES!

- ★ 15-21 and/or 50 Pts.
- ★ 10c 1-Player or 10c 2-Player by Simple Plug Switch-Over.
- ★ Large METAL Coin Box.

New Shuffle-Score is 2-faced—adjustable for all boards . . . chrome tube supports.

Write or Phone for Price.
IMMEDIATE DELIVERY

Terms: 1/3 deposit, bal. C.O.D. or S.D.
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MARVEL MANUFACTURING COMPANY

2845 W. FULLERTON TEL.: DICKENS 2-2424 CHICAGO 47, ILL.

Also Available

Wall Models

Horsecollar (15 - 21 - 50 pts.)
 Marvel Score (15 - 21 pts.)
 \$95.00 each.

NATIONAL 5-BALL GUARANTEED VALUES

Flying High \$235	Queen of Hearts . . \$235	Beauty \$475
Coronation 210	Silver Skates 225	Palm Beach 395
Skill Pool 210	Happy Days 215	Frolics 385
Chinatown 195	Quarlette 190	Atlantic City 385
Hong Kong 180	Four Stars 185	Spotlight 275
Crossroads 175	Rose Bowl 135	Bright Spot 275
Domino 165	Shoo Shoo 100	Coney Island 275
Hit 'n' Run 145	Double Feature . . . 100	Bright Lights 175
Cyclone 140	Control Tower . . . 100	A-B-C 110
Mermaid 140	K. C. Jones 100	Life-A-Line 95

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We can furnish almost any type or kind of coin operated equipment. In our 15 years' experience we have shipped to all parts of the world.

YOUR INQUIRIES ARE INVITED

NATIONAL COIN MACHINE EXCHANGE
 1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

HERE! HERE!

ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO

<p>BINGO GAMES</p> <p>Tropics Write</p> <p>Atlantic City . . . \$350.00</p> <p>Bally Beauty . . . 495.00</p> <p>Spot Light 250.00</p> <p>Coney Island . . . 250.00</p> <p>Brite Spot 250.00</p> <p>Bright Lights . . . 175.00</p> <p>ONE BALLS</p> <p>Turf Kings \$ 75.00</p> <p>Champions 45.00</p> <p>Futurity 199.50</p>	<p>NEW UNITED</p> <p>6 Player Shuffles</p> <p>OLYMPIC CLASSIC</p> <p>Prompt Delivery</p> <p>20 National Electric Cigarette Machines, \$99.50 Ea.</p>	<p>MUSIC</p> <p>1422 Rock-Ola . . \$119.50</p> <p>1426 Rock-Ola . . 149.50</p> <p>H148M Seeburg . 199.50</p> <p>PIN BALLS</p> <p>Cott. Rose Bowl . \$139.50</p> <p>Cott. Triplets . . . 95.00</p> <p>Cott. Spot Bowler 119.50</p> <p>Cott. 4 Horsemen 129.50</p> <p>Cott. Sharpshooter 65.00</p> <p>Williams Nifty . . 89.50</p> <p style="text-align: center;">Many Others.</p>
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CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. High St. Columbus 15, Ohio Phone: ADams 7254

MECHANIC WANTED

Must be thoroughly experienced on all types of coin operated machines, incl. Seeb. 100s, Wurl. 1500s, amplifiers, arcade, etc. No drinkers or drifters. State qualifications and ref. in letter.

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 1432 Main St. Jacksonville, Fla.

Your key to **SALES RESULTS—**
 the advertising columns of **THE BILLBOARD!**



ORDERS! REORDERS! PHONE CALLS! WIRES!

All For **Chicago Coin's 10th FRAME DOUBLE-SCORE BOWLER**

More Action! More Excitement! More Suspense!

No matter what score players have... the game is never over till the last puck!

HERE'S WHY!...

A Player in the 10th Frame has the opportunity to Add up to 180 POINTS to his Total Score.

- New hinged front door with protected jumbo cash box!
- Easy to read individual score dials!
- Jumbo "Fly-Away" pins!
- 7 - 10 split pick-up!

NEW HINGED PIN COMPARTMENT!
Easy Servicing!
Easy Cleaning!

chicago coin MACHINE COMPANY

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

5th Frame Score DOUBLES!

LOOK AT THESE SPECIALS

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Mutoscope Photomatic	Write
Bally Big Inning	\$149.50
Bally Heavy Hitter	49.50
Batting Practice	69.50
Boomerang	40.00
Chicago Coin Goalee	115.00
Chicago Coin 4 Player Derby	240.00
Chicago Coin Pistol	95.00
Chicago Coin Hockey	49.50
Chicago Coin Basketball	235.00
Capitol Midget Movies	Write
Dale Gun	65.00
Six Shooter	135.00
Jet Gun	200.00
Gun Patrol	175.00
Big Bronco	Write
Keeney Submarine Gun	120.00
Midget Skee Ball	165.00
Panorams	250.00
Texas Leaguer	49.50
Quizzers	95.00
Williams Star Series	75.00
Mills Flip Skill	29.50
Mills Drop Picture	42.50
Ball Grip	75.00
Life a League	90.00
Pop Up, Like New	22.00
Silver Gloves	175.00
Fun House Mirrors	Write
Blow Ball	75.00
Bzooka Gun	Write
Airplane Trainer & Air Compressor	Write

SHUFFLE ALLEYS

United 4 Player, Formica Top	\$125.00
United 5 Player, Formica Top	140.00
United 6 Player, Formica Top	185.00
United 6 Player Deluxe	220.00
United 6 Player Super Deluxe	265.00
United 6 Player 10th Frame	345.00
United 4 Player Match Bowler	260.00
Chicago Coin 6 Player	220.00
Chicago Coin 6 Player Match Bowler	295.00
Chicago Coin 6 Player Match & 10th Frame	360.00
Chicago Coin Bowl-a-Ball, Like New	380.00

NEW EQUIPMENT

Chicago Coin Band Box	Write
Chicago Coin Crown Bowler	Write
Chicago Coin Name Bowler	Write
Chicago Coin Super Jet	Write
Gottlieb Grand Slam	Write
Genco Silver Chest	Write
Bally Beach Club	Write
Exhibit Space Gun	Write
Acorn Vendors	Write
Auto Photo	Write
Downey Johnson Coin Counter	Write

WANT TO BUY

Mutoscope Cross Country	Write
Mutoscope Drivemobile	Write
Mutoscope Voicegraph	Write
Standard Metal Typers	Write

SUPPLIES

Shuffleboard Wax, Per Case	\$ 4.25
Coin Wrappers, 1000 Per Box, Per Box	.90
Collection Books, Per 100	7.50
Pucks for Shuffleboard, 8 in Set, Per Set	12.00
Shuffleboard Pucks, Each	1.50
Leaf Rainbo Gum, Per Lb.	.28
Leaf Tab Gum, Chlorophyll, Per Lb.	.40
Leaf Chlorophyll Ball Gum, Per Lb.	.60

SPECIALS

Genco 400	\$145.00
Genco Jumping Jack	250.00
Genco Golden Nugget	Write
Genco Silver Chest	Write
Buckley Track Odds, Remote Control	Write

MUSIC

Seeburg 5-10-25c 3-Wire Wallomatic	\$ 27.50
Seeburg 5c 3-Wire Wallomatic	14.50
Wurlitzer Bar Box, 5-10c	9.95
Seeburg 1947 Metal Cabinet	375.00
Wurlitzer 1100, Very Clean	250.00
Williams Music Mite & Stand	110.00
AMI Model A, Very Clean	239.00
Ristorat	65.00
AMI Wall Box, 5-10c, 40 Selections	Write

ONE BALLS

Bally Futurity, Like New	\$235.00
Turf King, Very Clean	85.00
Citico, Like New	360.00
Photo Finish	40.00
Winner	60.00

BINGO GAMES

Bally Bright Lights	\$225.00
Spot Lights	200.00
Bright Lights, Drop Coin Chute	165.00
Bolero	165.00
Frolics, Like New	360.00
Atlantic City	365.00
Leaders	195.00
Cabana, Like Brand New	Write
ABC	85.00
Palm Beach	395.00
Beach Club, Like New	Write

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National Candy Vendors	\$ 19.50
National King Ball Gum Vendor	9.95
Star Candy Vendor	10.95
4-Column Stamp Vendor	18.50
Bonanza Pop Corn Vendor	75.00
Alkoma Cracker Vendor	27.50
Stick Gum Vendor	9.95
Uned-a-Pak Monarch Cigarette Machine	Write
PX-B, Like New	Write

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2423 PAYNE AVENUE, CLEVELAND 14, OHIO
(Tel.: 5Uperior 1-4600)

A Sure Winner!

Chicago Coin's CROWN BOWLER

Triple Match Feature

1 Match A NUMBER 0-9

2 Match A NUMBER and STAR *

3 Match A NUMBER, STAR and CROWN

Plus! 5th and 10th FRAME DOUBLE SCORE FEATURE!

Player In 10th Frame Can Add Up To 180 POINTS To Total Score!

- NEW HINGED FRONT DOOR WITH PROTECTED JUMBO CASH BOX!
- JUMBO "FLY-AWAY" PINS
- 7-10 SPLIT PICK-UP

NEW HINGED PIN COMPARTMENT!
Easy servicing!
Easy cleaning!

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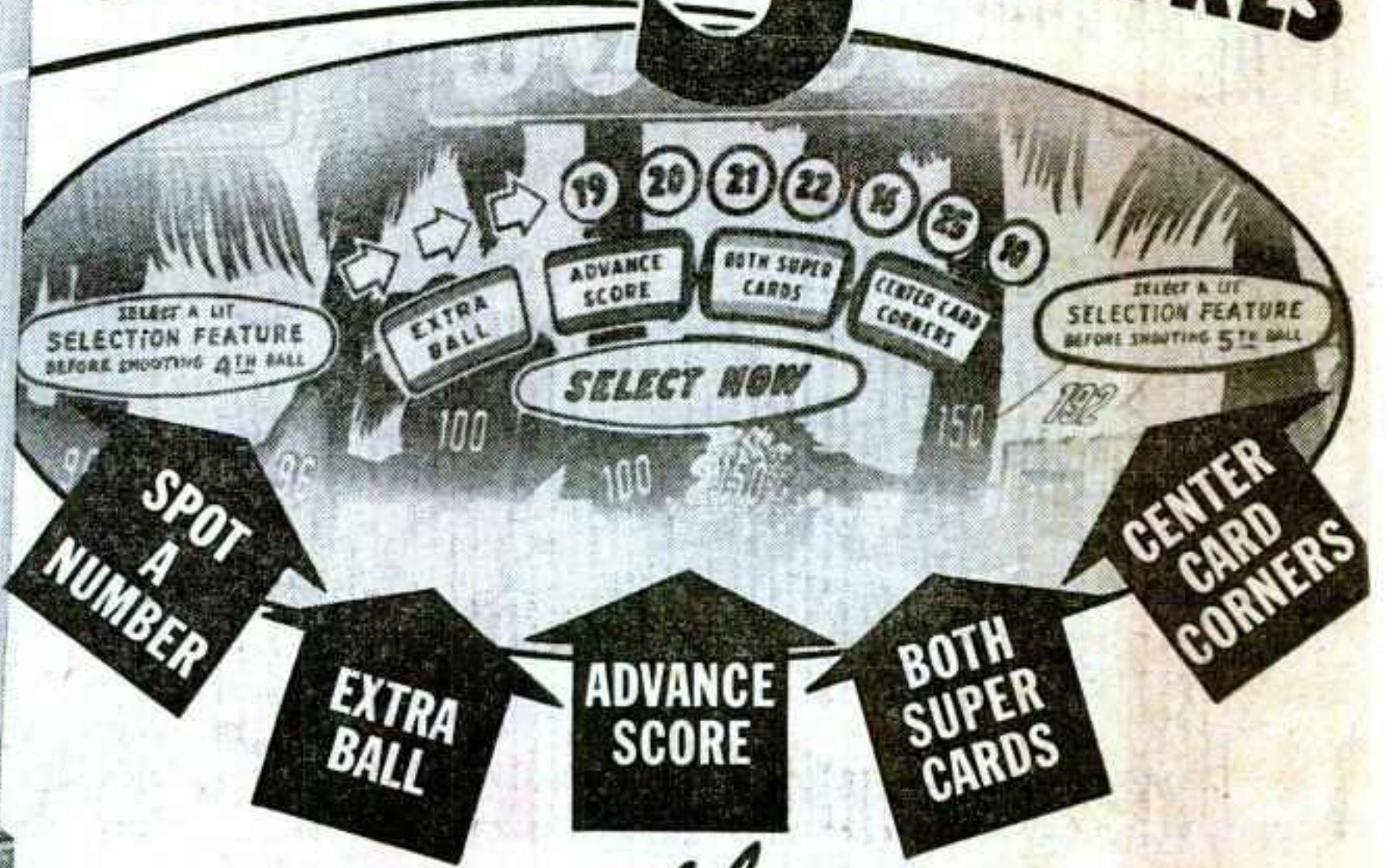
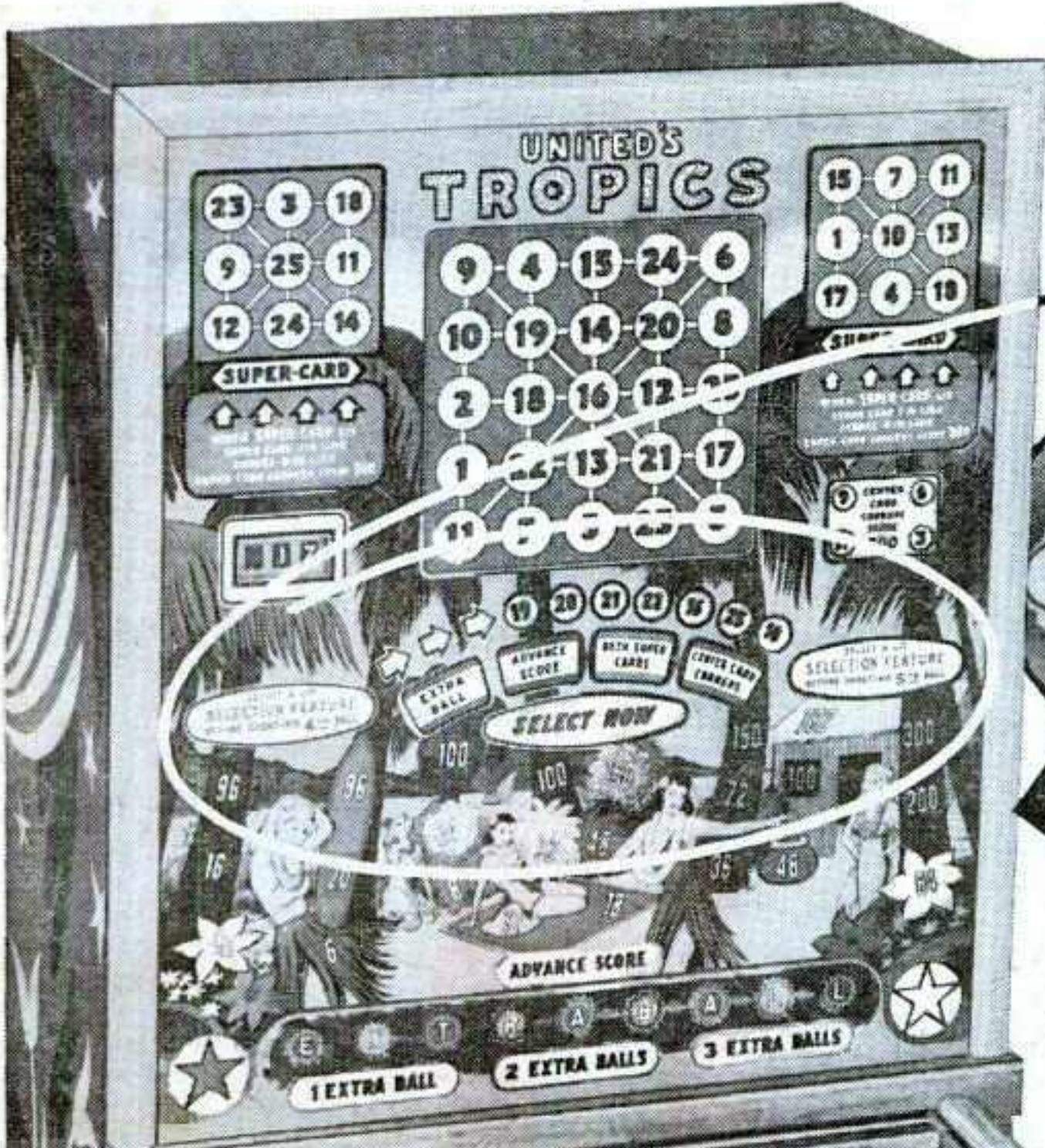
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YACHT CLUB

TROPICS

SELECT-EM 5 FEATURES



plus

- ★ Extra-time feature
- ★ Advancing Scores
- ★ 2 SUPER CARDS
(3 in line scores 4 in line score)
- ★ 4 corners score
- ★ Triple spot roll-over feature
(LEFT AND RIGHT PLAY BOARD BUTTONS)
- ★ Up to 3 extra balls per game

STANDARD
PIN BALL
CABINET SIZE

SMOOTH, QUIET
OPERATION
Easy to Service

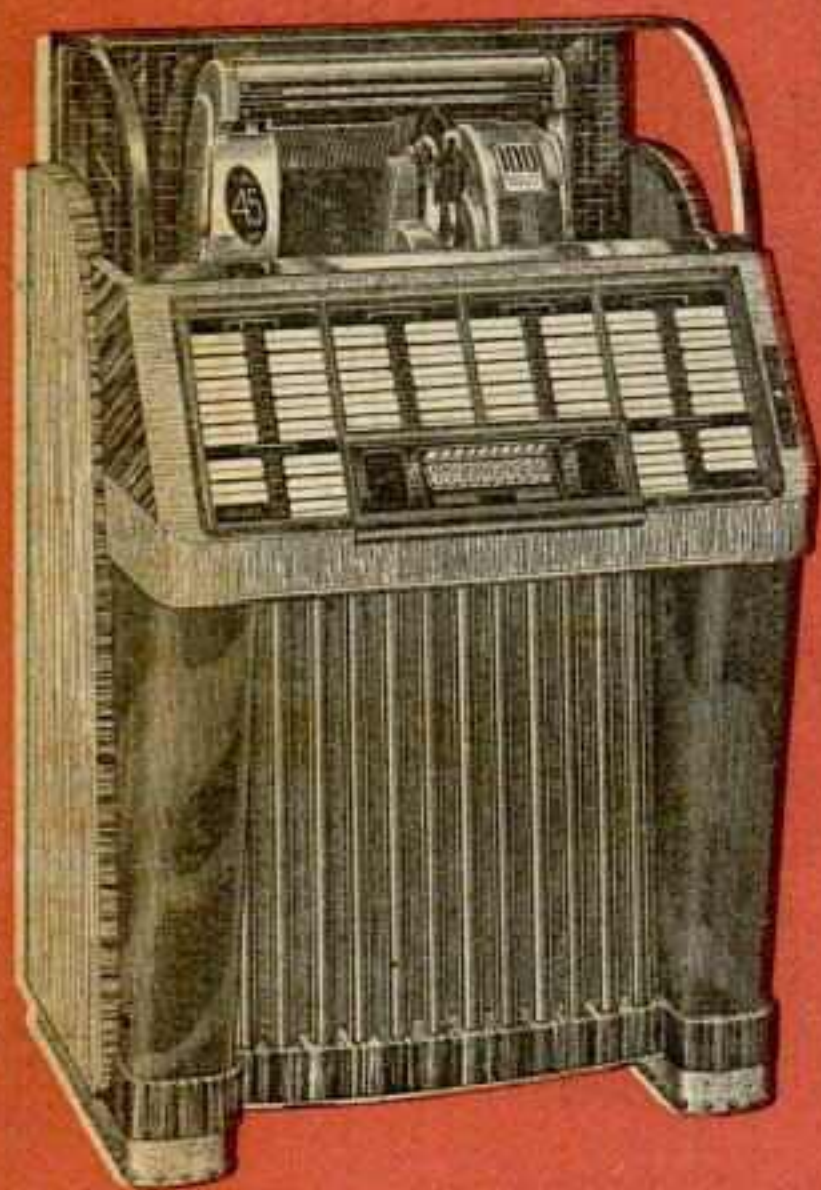
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NEVER TURNS ONE OVER!

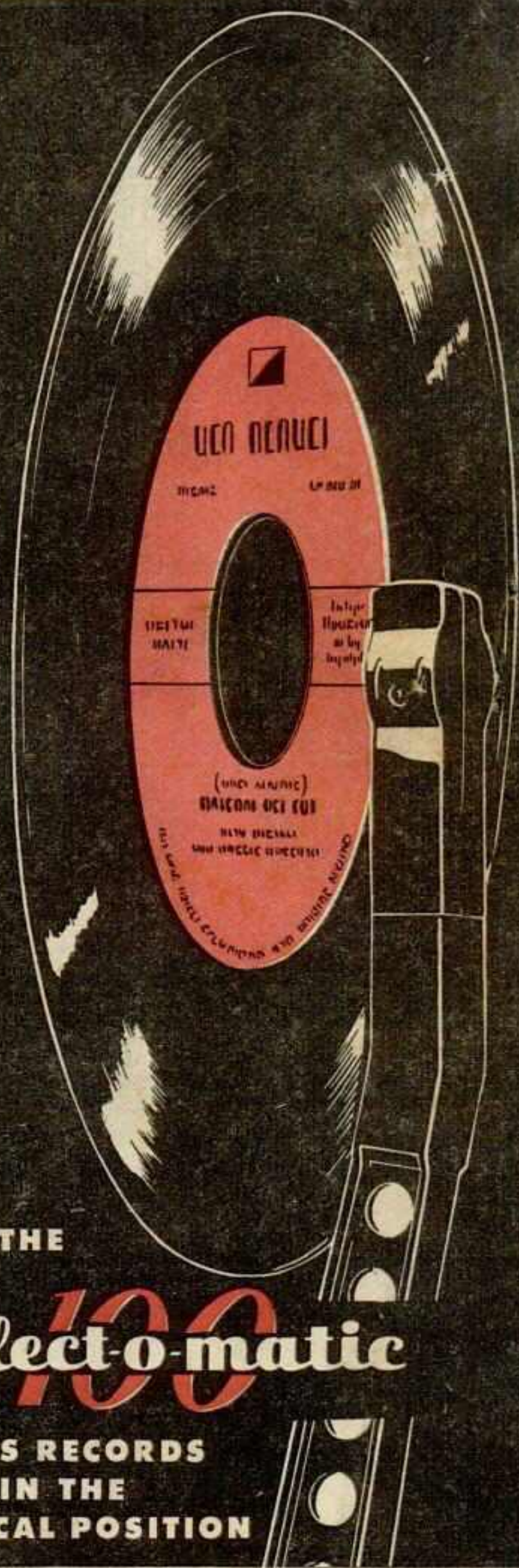


100 SELECTIONS AT THE PHONOGRAPH



100 SELECTIONS ANYWHERE IN THE LOCATION

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PLAYS RECORDS
IN THE
VERTICAL POSITION

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