APRIL 25, 1953

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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# TV Film Comes to Fore Biggest Conclave in History

## **NARTB** Meet To Keep Sights On AM Power

Video to Enjoy Its First Big Huddle Since Freeze Lift

WASHINGTON, April 18 .- The spotlight will be on television and sic, Inc., in the field of serious TV film more prominently than music, are seeking by positive acever before at the 31st annual tion to hold in its ranks composconvention of the National Asso- ers who have been tempted by ciation of Radio and Television BMI gold. The tussle between Broadcasters in Los Angeles April the two organizations has impli-28-May 1, which is likely to be cations far beyond the perform- awards here and abroad for his ciation's history. With a record from contemporary longhair film scores, and is known in number of TV film exhibitors works, Of paramount importance American concert halls for his scheduled for the convention in is the matter of prestige, both the heart of the movie industry here and abroad, that is vested in works. His "Romeo and Juliet" and with over two-score more TV an imposing roster of respected opus has been recorded by Costations on the air than when the composers. NARTB held its last convention, industry interest is at an un- that two top ASCAP firms have composing, has been an active paralleled peak. Pre-registration recently shelled out guarantee educator and writer of radio is at an all-time high for the con- deals to composers whose switch- scores. He won special attention clave, the association's first con- over from the society to BMI was with his score for the film carvention since the TV freeze was a matter of near imminence. The toon, "Gerald McBoing Boing." lifted by the Federal Communi-cations Commission April 14, ration has pacted David Diamond tion from ASCAP serious music

While the emphasis will turn heavily to TV and TV film, radio will continue to share the spot-light. Amidst TV's phenomenal expansion, industry leaders are keeping sight of radio's continued potency and the ever-growing public for both of the media. Sig-nificantly, this week NARTB Vice-President Frank Doherty predicted that the combined incomes of TV and radio "within a few years" would reach \$1,700,000,000 annually, 25 per cent of the na-(see separate story). Recognition of the vast expansion of both media will be acknowledged by Brig. Gen. David Sarnoff, chairman of the board of the Radio (Continued on page 3)

#### IKE GLOBALLY VIA TV FILM

WASHINGTON, April 18 .-The White House has enlisted TV film to spread President Dwight D. Eisenhower's peace offensive speech around the globe. Copies of TV film takes of the President's talk this week before the American Society of Newspaper Editors were rushed abroad to be made available to TV stations whereever possible.

ASCAP CLASSICAL BATTLE

## Guarantees Would Halt BMI Snitches

By IS HOROWITZ

to an exclusive contract and

Chappell has inked a similar deal NEW YORK, April 18.—Pub- with composer Gail Kubik. In lisher members of the American both cases the financial guaran-Society of Composers, Authors and Publishers, who have watched with increasing ire the increasing ire the increasing ire the increase could earn back for inroads made by Broadcast Mu- the publishers in music sales, rentals and performances. Also, in both cases, the writers were known to be mulling acceptance of lucrative BMI offers.

Diamond, who joined ASCAP in 1946, has won numerous the largest conclave in the asso- ance money that might accrue compositions, has written several "Tempest" overture and other lumbia. Kubik, who also holds a It became known this week number of important awards for

(Continued on page 45)

Congressmen Back Filmers

In Drive for Slashing of Tax

#### PUSH INCREASES FOR ADAMS AS ASCAP'S PREXY

NEW YORK, April 18.-At press time this week the name of Stanley Adams continued to be even more prominently mentioned as the likeliest candidate for the presidency of the American Society of Composers, Authors and Publishers. Some caucusing occurred during the week, and it was ascertained that in addition to writer backing, Adams continued to gain supporters among the publisher members of the Society's board of directors. Adams is the youngest member of the board-45 years of age. Despite his youth, he has been a member of the board for 10 years and a member of the Society for 20 years.

Traditionally, the board meets on the last Thursday of April to elect the president and other officers of the Society. As of this week, that was still the plan, altho there was some conjecture that the board might be called into session prior to the last Thursday in April.

## Vidfilm Firms Rush Exhibits To Convention

Seize Major Role As Opportunity to Sell Their Story

HOLLYWOOD, April 18. - TV film, for the first time, will play a major role in a convention of the National Association of Radio and Television Broadcasters. TV film outfits are flocking to this year's conclave, beginning here Tuesday (28), as never before, and the subject of film programing will receive more attention than in any previous NARTB convention.

The convention is being seized upon by vidfilmers as a great op-portunity to tell the TV film story and spread the philosophy of the use of film, and also to make or solidify contacts with the hundreds of station executives who will attend. The entire period of the convention will be used by the film fraternity as an arena for a gigantic sales pitch for their product.

Exhibits

More than a dozen TV film outfits will set up exhibits at the convention and others will be represented by observers. The filmeries will showcase their newest product, as well as warm up their station relationships generally. Some of them plan to hold their own special sales meetings simultaneously with the con-

Consolidated Television Sales will bring in its entire nationwide sales staff to the convention. United Television Programs will also bring in its sales force. Motion Pictures for Television

(Continued on page 7)

# Agency Signs

Indust'l Shows

NEW YORK, April 18. - The William Morris office is now going into the industrial show business with both feet. It concluded a deal with Cappel, MacDonald dry conclusion, Monday's (20) & Company, merchandising and hearing will be a highly vocal on for such major outfits like General Motors, Westinghouse,

WASHINGTON, April 18.-A urging the House Ways and Means, Col. H. A. Cole, of Dallas, and powerful array of more than 30 Committee to recommend exemp- Robert W. Coyne, New York, both congressmen will join movie in- tion of movie theaters from the registered on the Hill under the tion's total advertising budget dustry witnesses Monday (20) in federal 20 per cent admissions tax. Federal Lobbying Act. Other The committee's quickie hearing COMPO witnesses scheduled are on legislation to grant this relief Pat McGee, of Denver, and Alis regarded as certain to result in an early committee go-ahead on Rep. Noah Mason's (R., Ill.) bill for the tax exemption, Some Ritz Bros. to predicting that its report will be made quickly enough so that House floor action will be reached within a month on the Mason Bill.

Tho headed for this cut-andsales experts of Dayton O., and is and colorful one, launched by now in a position to have the edge screening of a 22-minute Metro-on the big industrial shows put Goldwyn-Mayer film, which will be entered as Exhibit A, graphically portraying arguments for the and Jimmy, booked thru Lou Ir-movie case. Four witnesses are win, will come in for four weeks Heretofore, the Morris office scheduled to speak for the Council at \$10,000. Their previous cafe acted as a club date agent on a of Motion Picture Organizations. date in the New York area was at (Continued on page 42) COMPO witnesses will include Bill Miller's Riviera.

(Continued on page 77) Debut at Copa

NEW YORK, April 18. - The Ritz Brothers will play the Copacabana May 14, in their first date in that spot since it's been in

business. The three brothers, Harry, Al and Jimmy, booked thru Lou Ir-

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Beginning

A SPECIAL RADIO-TV-TV FILM SECTION THAT PUTS THE

# SPOTLIGHT ON CALIFORNIA

## Billboard Backstage

season, this reporter's fancy turns | waiter in an all-night ham-andto thoughts of the Donaldson egg joint on Seventh Avenue who Awards. And it doesn't turn could have given Jed Harris a lightly, either. In fact, I am cer- hell of a run for his money in a tain that I have made something dramaturgy argument. If this of a spectacle of myself from Nivleps really got around, he'd time to time over the last decade know that. in my enthusiasm for their promotion. This must be true, because I am still smarting from the scars of an hilariously scurrilous harpooning by the mysteri-ous George Nivleps in Theater Arts magazine a couple of months

Touching briefly but pithily on the Donaldson Awards, the Nivleps essay stated without equivo- printing these in booklet form toc tion that Francis "rushes up gether with the ballots, seeing and down Broadway in an annual that both get into the hands of fever under the conviction that the voters, tabulating the returns, nobody will vote for them and making sure that the names of that the U. S. mails will likely the winners are properly insuspend just as the ballots are scribed on the gold keys and filed in the post boxes." The scrolls which are the prizes, to charge is readily admitted. The final arrangements that the latter fever starts along about the mid- be distributed to the maximum dle of April and reaches a boiling credit of all concerned, plenty of point a month later when the bal- headaches along the way can be lots are finally distributed. But imagined. But to us on The Billto aver that Francis stuffs ballots board, they're worth it. They are into the pockets of sundry local the paper's contribution to the bartenders, cab drivers, etc., in living theater-to make possible order to swell the vote is a rank annual recognition of the best in and foul canard, completely mer- practically all lines of theatrical itless of the dignity of a denial, achievement via a completely Anyway, there are a lot of tipple- democratic vote of the people mixers and taxi-jockeys in the who know theater best - those Broadway neighborhood who are who work in it. There are many profound students of the theater, awards, perhaps too many, for

But dismissing Mr. Nivlep's scurvy wit, the Donaldson Awards are serious business for everybody concerned with them from launching to wind-up. It looks like a simple business. But when you consider the amount of work that goes into the annual operation from compiling the season's record of eligibility credits,

For 10 years now at about this and there even used to be a theatrical achievement given by limited and self-perpetuating groups, but the Donaldson Awards remain unique. Anyone from a stagehand to a producer has a right to his say in the matter. All of us who take part in their promotion are proud to be in on it.

> So here they come again for a 10th time, and my temperature is rising already. It will be sizzling by the time those 7,000-odd ballots go out next month. Incidently, this Nivleps character may take note. Last week, I was caught dead-center of Seventh Avenue via a sudden light switch. A taxi practically took the buttons off my coat. I was just about to sound off a fitting complaint, when a grinning face poked out from back of the wheel "Hey, Bob," it yelled, "ain't it about time for them theater awards?" Another unemployed actor, no doubt!

Bob Francis was rescued from the drama department of The Brooklyn Eagle by The Billboard in July, 1943. Since early 1944 he has served as egit editor and critic and staffman - in - charge of The Billboard - sponsored Donaldson Awards, a task that takes up most of his time in the spring of the year.-Editor.

## Highlight Reviews

#### ABC Rings Bells First Time Out With New 'Album' Series

By BOB FRANCIS

ABC's new half-hour showcase series can be taken as a criterion, the net has, in the series itself, one of the hottest TV properties to unveil in a long time. It is evident that this reporter is not alone in his opinion, since come Sunday (26), "ABC Album" will be taken under the sponsorship wing of the Plymouth division of the Chrysler Motors Corporation, thru the N. W. Ayer & Son agency, and its title changed to "Plymouth Playhouse."

Everything about Sunday's (12) initial seg, an exceedingly wellwritten melo called "Justice," by Halstead Welles, smacked ot topdrawer projection. Donald Cook, who skeds to host and intro the entire series; contributed a bangup job of background narration under-privileged. The plot, dealsimple and compact for fitting Lee Grant, John Lehne. into a short time span, but packed

more than ample suspense and If the first sample aired via human interest. A reporter suspects that a hefty part of its impact was due to superb playing of the leads by Paul Douglas and Lee Grant, plus sensitively imaginative direction by Ralph Nelson. Be that as it may, there wasn't a loose end in "Album's" first half hour from start to

If the series can be kept at this level, when commercials are added, it ought to build for a host of Sunday night viewers of new Plymouth cars, and set up ABC with some fine series for the fall. It has, however, set itself a hell of a standard to shoot at.

#### ABC Album

TELEVISION - Reviewed Sunday (12), 7:30-8 p.m., EST. to a yarn tied into the function of free legal aid for the ignorant and Broadcasting Company TV. Executive producer, Herbert Broding with the problem of a rugged, kin. Director, Ralph Nelson. saloon-keeping bigamist and a Writer, Halstead Welles. Host, wife who found him out, was Donald Cook. Cast: Paul Douglas,

## Picture Business

Memo to: Delegates attending the for an insider's explanation why located near the Hollywood Pal-National Association of Radio and Television Broadcasters' convention here next week (April 27-

these points of interest:

System studios at Beverly and series. Fairfax boulevards, so constructed the equally impressive National Broadcasting Company studios in ican Broadcasting Company Tele- action. See how many hands are vision Center in Hollywood. This involved in the completion of a drop to the development of the movies were born and where it takes, the skilled and costly tal- Radio," is must reading. You will some of the all-time great movies ents that go into a film. Go to then realize how big and fast of the past were shot, including Acme Labs and see the millions things grow under the California Al Jolson's "The Jazz Singer." of feet of film that are processed. sun.

HOLLYWOOD, April 18.- man's article, "Scope Unlimited," the networks are going all-out for elbow room.

Ever see TV films produced? Go out to the Hal Roach lot and watch them in action there. Or Subject: Be sure not to miss hit the California Studios lot and vigor of an old-timer. see the Gross-Krasne Company Networks are girding themselves for bigger, better and more
Hollywood TV origination. See watch Desilu Productions roll to bugger Columbia Productions and the bugger Columb the huge Columbia Broadcasting cameras on the "I Love Lucy"

as to permit continuous additions film industry has become? Take practices which, according to ence what Durante does; it's how of new buildings on a multi-acre in the above-mentioned studios tract in the center of town. See and observe the high-keyed activity. Go to Motion Picture Center, drop in at Eagle-Lion and report on the rich Southern Burbank adjacent to the Warner watch Leon Fromkess' Arrow California market and then look the beret routine, breaks up the Bros.' Studios. This is only the Productions shoot "Ramar of the around at the far-flung Los An- props or charges around the floor, beginning for NBC with more Jungle," go out to RKO-Pathe geles area with renewed appre- he generates an electricity that is studios to be opened on its 29- and see "Four Star Playhouse" ciation of the rapid growth of contagious. This time in he acre site. See the 23-acre Amer- and "Terry and the Pirates" in this area. was converted from the old Vita-graph Studios where sound tremendous number of man hours Bunker's article, "I Remember But before you see these, be sure Let them give you a tour of the And that reminds me, be sure to read in this issue Harry Acker- place, and be sure to take in the you don't miss the sun.

newly opened General Film Lab, ladium. Visit some of the other labs and then start feeling the pulse of the four-year-old baby

And while I'm handing out Hollywood TV shows and see if increased business was Jimmy you agree with him. Read Klaus Durante. Want to see how big the TV Landsberg's warning on TV sales the keenly competitive LA market. Don't miss Norman Nelson's unlimited vitality-he's almost 62

For a delightful historical back-

## Copa Digs the Mad Durante With SRO for Tumult King

By BILL SMITH

This was one of those old-time Copa openings, with mobs struggling to get in, tables jammed together like a big New Year's Eve and the dance floor diminindustry that's booming with the ished in size thru the use of extra tables. Side balconies (Burma Road), both right and left, were

It no longer makes much differ-Landsberg, are sprouting up in he does it that makes him a phenomenon of showbiz. His almost -is amazing. Whether he does brought his usual assistants, Eddie Jackson, Jack Roth, Jules

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Misalliance 2-18, '53	46
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The Fourposter10-25, '51	614
The Lave of Four Colonels. 1-15, '53	108
The Moon Is Blue 3- 8, '51	875
The Seven-Year Itch11-30, '52	172
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WHOLEST	

MUSICAL	
An Evening With	
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The King and I 3-19, '51	859
Wish You Were Here 8-25, '52	341
Wanderful Town 2-25, '53	61

COMING UP (Week of April 20)

#### CLOSED

Pal Joey ..... 4-18, '53 542 (Opened 1-3, '52)

who "ad libbed" their way into the act. All these people meant that Durante didn't work quite as hard by himself, or do as much time. But if the quantity was reduced, the quality was still of the same old high standard. Smith Girls Durante was brought on by the

Buffano, plus Wanda Smith's

Cover Girls (five), not to men-

tion three or four extra people

Wanda Smith girls, all tall, all lookers and all stacked, via a special "Evening With James." The girls then segued into a Durante strutaway, with Durante's voice piped in for offstage effects. This was followed by another special, "Formula for Suckers" (very clever lyrics), for which the girls removed skirts, displaying cheer-pulling gams, and added spice.

Durante (he's finished changing his clothes) loped on to enthusiastic yells and applause and went right to work-some bits with

(Continued on page 41)

## Billböard

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will tee off the Playwrights' Company new season in late September. Elia Kazan will direct. . . James Withers Elliott, who revived "The Bat" last January for a run of a few weeks, intends to for a second try, probably opening May 4. . . . Bobby Clark, absent from the Stem since 1950,

time before achieving senior sta-

to reduce this span to 24 weeks.

The proposed amendment will be

put to a vote at the annual mem-

The Sadlers Wells Ballet will

open its Metopera stand Septem-

ber 13 with a revised full-length

"Swan Lake." Also new here on

its agenda will be a full-length

"Sylvia," "Homage," "Daphnis

and Chloe" and "Don Juan." . . .

Geraldine Page, currently co-

starring in "Mid-Summer," is a

practical certainty for a lead role

in "Tea and Sympathy," the

Robert Anderson drama which

bership meeting on June 5. .

Equity Council is recommend- about the silent movies. No mu- dent for annual fund drives, pointing an amendment to the org's sic or lyrics have yet been turned ing out that the org's original constitution which will give a out, but Clark likes the script.

Legit Line-Up

By BOB FRANCIS

considerable portion of its junior The New York Drama Critics membership a break. Currently, Circle voted William Inge's "Pica junior member is required to nic" the best American play of "Love of Four Colonels" the best annual award meeting Tuesday (14). Tennessee Wiliams' "Ca-Real" ran a bad second to "Picnic" in the aisle experts' voting, while "Dial 'M' for Murder" gave "Colonels" a stout run in the foreign division. "Town" was practically a unanimous song-andthe 21 ballots cast. "Hazel Flagg" received the lone tally. Presentation of the annual awards is skedded for a special ceremony at the Theater Guild's offices Monchairman of the board of the New week that the Center will instithe first time in its 10-year existre-opening next fall with a margin of safety, after mounting may sign up to appear in the several new productions in ballet, as-yet-untitled Arnold Auerbach- opera and drama fields. Morris Arnold Hewitt song-and-dancer stressed that this sets no prece- rics.

capital despite constantly rising costs, has lasted almost 10 years. ... Shirley Booth will not renew complete 30 weeks of playing the season, the Theater Guild's her run-of-the-play contract for "Time of the Cuckoo" which extus and a right to vote in union foreign play, and "Wonderful pires May 31. The Arthur Laurmeetings. The council proposes Town" the best musical, at its ents comedy will give its last performance at the Empire on Decoration Day. Producers Robert Whitehead and Walter Fried intend to tour the show next fall. The star definitely plans to come back to the Stem next season and. if the script is ready, her next play will be Horton Foote's dramdancer choice, pulling 20 out of atization of Edna Ferber's novel "So Big." . . . That eminent drumbeater, Bill Doll, has turned producer of a new play about Sherlock Holmes, scripted by Ouida Rathbone. Mrs R's husband, Basil, day (20). The Guild sponsored will play the title role, and both plays.... Newbold Morris, Reginald Denham will direct. Practice starts in late August, York City Center, announced this with a Stem opening skedded for mid-October. . . . Set designer tute a public drive for funds for David Ffolkes has teamed up with Roger Paul Myers to present bring the ancient thriller back ance. Goal is \$200,000, to meet a musical version of "Alice in current obligations and guarantee Wonderland." New title will be "Wonderful Alice." Ffolkes will contribute the book as well as sets and costumes, and Myers will be responsible for the tunes and lyCommunications to 1564 Broadway, New York 36, N. Y.

## Washington Once-Over

have been pouring into Radio Corporation of America from TV black - white reception during RCA's field-testing of its compatible color TV. Practically all reception. Most enthusiastic was the televiewer who, after watching a program on his black-white color TV, and it's wonderful."

#### DANCING BEAUTIES PLEASE SOLONS ...

Seen and heard at this week's color TV demonstrations before the House Interstate and Foreign Commerce Committee in Princeton, N. J., and New York:

At National Broadcasting Company's Colonial Theater where some blond lovelies in filmy dancing attire paraded before the congressmen after giving a re-peat performance of some of their color TV show stunts, one committee member remarked droolingly, "We never get witnesses like these in Washington." . . . A newsman who was visibly impressed by the pulchritude whis-pered to a congressman, "Color TV will never take the place of women." . . . One congressman who paid little heed to the dancing girls was Rep. James I. Dolliver (R., Ia.), whose interest centered on a small bull calf that was in the color TV show. Doliver, a country boy from Iowa, surveyed the calf and said, "Yup, it's a Guernsey." . . . When CBS President Stanton was explaining to committee members at the Columbia studio that the skin tones the people and enthuse them over of the lady performers were faithfully reproduced on the color TV sets which the congressmen had just viewed. Chairman Charles A. Wolverton (R., Ill.) looked at a ballerina and remarked, "I'd say that the skin tones were very good to start with." . . . After answering several questions from the congressman, Stanton asked during a pause. "Are there any more questions?" Red Buttons, who was one

#### HOBBLED

## DC Parents Thumb Down Oater Segs

WASHINGTON, April 18 .-Washington kiddies and their parents disagree on television shows. Small fry have expressed a preference for Hopalong Cassidy, Pick Temple, Roy Rogers, Gene Autrey. Gabby Hayes, the Lone Ranger and the Texas Rangers, but parents in a recent survey conducted by the Charles A. Stewart Parent-Teacher Association of nearby Arlington, Va., voted the TV cowpokes in the 28th to 64th place out of a list of 64 programs seen in the Washington area. Parents in 115 homes told why they relegated the Western programs to bottom of the

WASHINGTON, April 18 .- | of the performers on the CBS Thousands of gratuitous letters color show, piped up, "yeah, when do we get paid?" . . . Members of the Wolverton committee observed strict protocol when Stanset owners commenting on their ton invited them to pose singly in front of a color TV camera. Chairman Wolverton was first to comply. Other committee members followed him according to of the letters have praised the their seniority. . . . Committee members had a hard time squeezing into the small chamber reserved by Paramount Pictures Corporation for its demonstration set, wrote to RCA: "Just saw your of the Lawrence color tube. Seats were so scarce that a Paramount veepee leaped to his feet and gave up his chair in the rear of the room when venerable Adoph Zukor quietly made an unexpected appearance.

#### SEN. TOBEY, FCC HEAD SWAP BON MOTS ...

Sen. Charles W. Tobey (R., N. H.), chairman of the Senate Interstate and Foreign Commerce Committee, and Chairman Paul A. Walker, of the Federal Communications Commission, enjoyed some whimsical byplay at Thurs-day's (16) hearing before the Tobey committee on educational TV. When Tobey asked Walker if he thought educators have "moved with reasonable speed" to apply for channels reserved for them, Walker replied: "You and I have been teachers-you know how slow the educational movement is." . . . At another juncture, Tobey suggested "a grass roots drive" to stress the importance of educational TV. "I think what we need to do is to go to the great networks," said Tobey, "and ask for time on the radio and TV for Walker. Hennock (FCC Commissioner Frieda Hennock) and Tobey to go out to it and have them come a-running. Walker interjected sadly, "I have been criticized very seriously for doing that." Tobey shouted, "I bless you for doing it." . . . Sen. Edwin C. Johnson (D., Colo.) produced a chuckle when he interrupted a hot discussion by committee members and FCC witnesses on how much of an senator added with feigned melan-choly, "I will shut up." Chairman ing out of "Eye Witness."

## NARTB Focus on Television Won't Dim Radio's Spotlight

Confab to Keep Eye on AM Power, Tho TV Enjoys Post-Freeze Peak

Continued from page 1

Corporation of America, in a key- play space than ever before for have already accepted invitations note address at the convention's the annual exposition. Hotel ac- to the conclave. Several congressfirst general session at 11 a.m. commodations at the Biltmore and men have indicated interest in Wednesday, April 29. Sarnoff as Statler hotels in Los Angeles, attending. Showmanship will be keynoter will set a precedent where convention activities will the convention byword, according

mond Guy, of National Broadcast- models in heavy and light equip-NARTB Engineering Manager to comprise the biggest exposition Neal McNaughten, the committee of its kind in the industry's hiswas able to schedule only 40 tory.

able for the session.

per cent of the material avail- At least three Federal Comble for the session.

More manufacturers and disbers—Chairman Paul A. Walker tributors of broadcasting equip- and Commissioners Robert T. ment have been booked for dis- Bartley and George E. Sterling-

which the association expects to be centered, have become so to Clair R. McCollough, president follow by inviting a major figure scarce two weeks in advance of of the Steinman Stations, and in the industry to keynote each convention opening, that some chairman of the association's 1953 convention hereafter. the convention opening, that some chairman of the association's 1953 convention hereafter. Further indicative of the un- to make reservations at other ho- lough will open the convention paralleled interest in the expand- tels. C. E. Arney Jr., NARTB sec- at 10 a.m. Wednesday morning ing TV-radio industry is the pros- retary-treasurer, reported from and will introduce Sarnoff as keypect of a record attendance for Los Angeles that more than 1,200 noter. Sarnoff will be presented the seventh annual NARTB pre-registrations had already been with a plaque honoring him for Broadcast Engineering Conference received at headquarters, nearly his numerous contributions to the which will run concurrently with double the 650 at a comparable art of radio and TV broadcasting. the convention. The engineering date at last year's convention. NARTB President Harold E. Felconference is tailored to the Exhibits Manager Arthur Sir- lows will follow Sarnoff on the needs of TV, AM and FM en- inger reported from Los Angeles program with a major address. In gineers, and according to Ray- that a vast array of the latest the afternoon Fellows will preside and a floor discussion will be feaing Company, chairman of the ment for both TV and radio tured by a special panel of AM General Guidance Committee, and broadcast service will be on hand members. Thursday's (30) general session will be opened by Robert D. Swezey, general manager of WDSU, New Orleans, who will preside, with a major address by Thad M. Brown Jr., NARTB vicepresident in charge of TV affairs. A panel discussion on UHF-TV will be held Thursday morning, followed by a panel discussion on "Film's Place in Television." NARTB President Fellows will preside over a luncheon that day and the feature address will be delivered by the chairman of the FCC. A general session topic during the afternoon will be "Small Market Television," with panel discussion participants to include W. D. Rogers Jr., president-general manager, KDUB-TV, Lubbock, Tex., as chairman; Faines Kelley, general manager, WFMY-TV, Greensboro, N. C.; Robert Lemon, general manager, WTTV (TV), Bloomington, Ind.; Lawrence H. Rogers, general manager, WSAZ-TV, Huntington, W. Va., and James D. Russell, presidentgeneral manager, KKTV, Colorado Springs, Colo. Workshop sessions that afternoon will include a labor workshop on TV and radio. Other Thursday "workshops" will feature radio programs, radio merchandising and sports and public events. The annual banquet will be held that night. Friday (1) will feature a panel discussion by FCC Chairman Walker and Commissioners The Television Code Review

Board will take up a major discussion of the TV code that morning, with John E. Fetzer, president-general manager, WKZO-TV, Kalamazoo, Mich., presiding. Fetzer is chairman of the TV Code Review Board. Other participants will include Mrs. A. Scott Bullitt, president, KING-TV, Seattle; E. K. Jett. vice-president-TV director, WMAR-TV, Baltimore, and Leonard Reinsch, managing director, WSB-TV, Atlanta. The convention will adjourn after an annual business meeting presided over by Justin Miller, NARTB chairman of the board and general counsel.

## Compromise May Settle Web Tiff

NEW YORK, April 18.-A hot weeks ago, shortly after the extension beyond June should be son's bankrolling, for Ennds, of Robert Montgomery's outfit, Nepgranted for reservation of educa- "Eye 'Witness" on alternate tune Productions. As the debate tional TV channels. Suggestions weeks, and "Ethel and Albert," ranged from six months to etern- a new series slated to tee off could and could not be done ity. Senator Johnson interjected, next Saturday (25). It's deemed about "Eye Witness," Pearson "I am not only confused, but I likely that a settlement early next toppers decided to pull out, not am frustrated," then the burly week will have the sponsor stick- only on that show, but on "Ethel

Tobey implored, "Please don't." The scrap started about two

battle is in progress between le- premiere of "Eye Witness." Peargalites representing the National son was agitated about the roast-Broadcasting Company and Pear- ing the show got from most critson Pharmacal Company over the ics, and began holding sessions latter's decision to pull out on with NBC program and sales two TV sponsorship contracts execs. The show airs Mondays, with the web. Involved are Pear- 9-9:30 p.m., and is produced by grew more heated about what and Albert," which goes into the 7:30-8 p.m., Saturday, slot.

> At this juncture, NBC toppers Bartley and Sterling. turned the matter over to the web's legal department for possible action on a breach of contract suit. Attorneys for the sponsor and the web have been meeting continuously since, with a compromise expected. This is expected to allow Ennds to slide out of the "Eye Witness" deal, while it would honor its pact for "Ethel and Albert" at least thru the first 13-week cycle.

## Chrysler Conditions May Kill NBC Pact NEW YORK, April 18. - The TV is agreeable to this since he

National Broadcasting Company is on a play-or-pay contract with this week was leading its com- the web and worked infrequently petitors in the race to snag the last season. new Chrysler video show. Certain conditions demanded by the the Columbia Broadcasting System and the American Broadcasting Company a new lease on life.

BBD&O, the agency for Chryslist: "Too much shooting and fight- ler, intends to program a drama, ing," "disrespect for constituted either live or film, packaged by authority and human life," "too Wendell Catchings and called many bar-room scenes" and "bad "Medallion Theater." It would like Tony Minor to produce. NBC-

Chrysler, however, is said to want NBC-TV to collapse "Your advertiser, however, have given Show of Shows" to an hour so that it can use its 10-10:30 Saturday night slot. NBC-TV's program chief Bud Barry has refused this demand, consequently opening up a door which was practically shut to its rivals.

## Pontiac Mulls Garroway Seg

NEW YORK, April 18. - The Pontiac Division of General Motors this week was considering reviving the "Garroway at Large" evening TV show for next fall, Anticipating that greater sales The variety show, featuring Dave Garroway, has been off the air for

> Some question existed at Pontiac as to whether Garroway

## Franco Joins Crosley Sales

CINCINNATI, April 18.—Carlos A. Franco, veteran New York agency executive, has joined the Crosley Broadcasting Corporation radio and television stations as a consultant, it was announced Wednesday (15) by James D. Shouse, chairman of the board of the Crosley organization, and R. E. Dunville, president of the Cincinnati firm,

Franco will be consulted on sales and allied problems for the Crosley operations in Cincinnati; Dayton, O.; Columbus, O.; Atlanta and New York, the Crosley execs reported. He will divide his time among the Crosley offices in New York, Chicago and Cincinnati.

From 1935 to 1949, Franco was with Young & Rubicam when that firm made major purchases of broadcasting time. Later he served in an executive capacity with the Kudner Advertising Agency and the William H. Weintraub Company. In addition, the broadcasting and advertising industries elected him to various positions, could add this chore to his front- including the chairmanship of the tee, headed by Nelson Rockefeller. pany.

#### Kreisler Weighs 'Tomorrow' Nix

NEW YORK, April 18.-Kreisler watchbands this week was considering the cancellation of its alternate-week sponsorship of "Tales of Tomorrow." The property is on the American Broadcasting Company TV web, Fridays, 9:30-10 p.m.

Renewal is said to hinge upon whether the network will give the science-fiction package strong promotion support.

#### WABC-TV Names Mowrey Gen. Mgr.

NEW YORK, April 18. - Paul Mowrey moves up to the berth of general manager at Station WABC-TV here next week.

He has been working with the ing for "Today," the 7-9 a.m. radio-TV committee of the Ameri- title of station manager under can Association of Advertising Slocum Chapin, veepee for Agencies. During the war he served as a consultant for the owned and operated stations of Inter-American Affairs Commit- the American Broadcasting Com-

## Predicts \$1.7 Bil Take By AM-TV in Few Years

Richard P. Doherty, National TV networks. Association of Radio and Television Broadcasters vice-president, predicted this week that the combined incomes of radio and television in the next few years would reach \$1,700,000,000 annually and would constitute "at least 25 per cent of the total advertising budget of the nation." Doherty told the Worcester Advertising Club at Worcester, Mass., that he based his forecast on "the proven record which broadcasting has displayed in selling goods and services." He estimated that an annual TV revenue of one billion

Doherty warned ad men that the "advertising man who forgets radio and resists TV will soon be relegated to the case histories of "Garroway is a strong and healthat he based his forecast on "the

WASHINGTON, April 18.- 600 or more TV stations and four

volumes and lower per unit profit margins will be the key to success a couple of seasons, but in the next two years, Doherty Garroway is known to be ready declared: "Advertising is the and willing to bring it back, via prime force which will accomplish the National Broadcasting Comthis result. . . . Radio and tele- pany. vision are going to be the most effective means of overcoming today's and tomorrow's consumer resistance."

dollars would profitably support effective means of overcoming to- thy young man."

## Urges 'Long Count' For Educational TV

might run into a court "attack," is urging Congress to continue the reservation by joint resolution. (21).

Walker assured the committee that the commission "undoubtedly Members of the Senate Interstate between now and June 2 will take and Foreign Commerce Commit- some official action" on the whole hearing Thursday (16) on educa- to reserve the coveted channels, tional TV, were unanimously in and called for correspondence on favor of some period of extension, the subject so that the FCC would long that extension should be. act." Under current FCC rules, commercial stations will be able to petition

#### COMEBACK

## Heatherton Big Draw on TV and P.A.'s

NEW YORK, April 18.-Now specializing in kid shows on TV, Ray Heatherton has made one of the more amazing comebacks in show-business. Heatherton works five and a half hours each week on WOR-TV, on two different shows. His local stints, which are commercially s.r.o. bring him an estimated \$1,000 weekly.

But out of his "Merry Mail-

appearances this summer.

#### Bid' Moves to Du Mont Web

NEW YORK, April 18. - The Your Bid" is moving to the Du Mont Television Network on May 3. It goes into the 10 p.m., Sunday, slot currently occupied by "The Arthur Murray Show."

Murray will vacate April 26 to go to the Columbia Broadcasting UP 85 PER CENT . . . System, "Bid" was previously on the American Broadcasting Company. Antell's agency is TV Ad- in new business billings for the

WASHINGTON, April 18. — must make grants to these stations. Chairman Paul A. Walker, of the Commissioner Frieda B. Hennock Federal Communications Commis- will push the case for educational sion, fearful that commission res-ervation beyond June 2 of 242 TV a TV station can be operated, when channels exclusively for education the hearing is resumed Tuesday

contended that no "court would comic in a summer series in the for the reserved channels after upset you in giving a reasonable Jackie Gleason time. orating Tobey said, "one is a dol- man were Ray Bolger, Danny other is a great social affair, going negotiations are still being con- government communications, out to the youth of the country." ducted. Walker nevertheless expressed

## Joel Grey Is **Latest Addition** To ABC Roster

NEW YORK, April 18.—Latest this week after negotiations be-The deal came as a blow both to tention of the public on the manthe Columbia Broadcasting Sysbut were unable to determine how have "a firm basis on which to ing Company, each of which had obligations." hopes of snaring Grey. CBS, in Sen. John Bricker (R., Ohio) fact, had expected to star the

## 'Blue Book' TV Program Survey Urged By Walker

WASHINGTON, April 18.—The satisfaction that "We have not ay to get good TV-Radio pro- done our job so badly." way to get good TV-Radio programing, Chairman Paul A. Walker, of the Federal Communications Commission, opined today "is not by having seven commissioners sit registered. The speech of Earl addition to the growing talent around and make measurements James McGrath, U. S. Commisroster of the American Broad- of the feminine neckline or edit sioner of Education, was read by casting Company is youthful the jokes of famous comedians." comic Joel Grey, who was pacted Nevertheless, Walker advocated a periodic survey by the commistween Bob Weitman for the web sion, similar to the 1946 "Blue tee who expressed themselves at a question of whether to continue and the William Morris office. Book Report," to focus "the atner in which the broadcast tem and the National Broadcast- licensees are living up to their tion and various agencies to be

Addressing the Ohio University Institute for Education by Radio-Television at Columbus, Walker said the FCC has never "been June 2, altho there is nothing in time for the educational institutions to work out their program," and described the exclusive TV and described the exclusive TV Negro nitery star who has reconstructed thankels and the reserved channels as offering "the greatest Negro nitery star who has reconstructed thankels and the reserved channels are reconstructed thankels and the reserved channels are reconstructed thankels are reconstructed thankels and the reserved channels are reconstructed to the educational institutions to work out their program," with Sammy Davis Jr., young commission or any other government body is given a supply of the reserved channels are reconstructed to the reserved constructed to the reserved co possibility as to educational ad- ceived accolades on the basis of Blue pencils and turned loose on vantage and progress that we have TV guest shots. Thid deal should the broadcasting industry-that step. But radio and TV have the had in your lifetime and mine." be buttoned up early next week, is the road to the police state." Committee Chairman Charles W. also thru the Morris office. Weit- Recalling the "many times" he hensive and non-partisan cover-Tobey (R., N. H.) concurred, ad- man will meet with Grey and land his collegues had been "bemitting, "educational TV would Davis next week in preliminary labored with charges of censorhave the first call in my heart and talks about TV vehicles for the ship, socialism and government mind over commercial TV." Elab- fall. Previously inked by Weit- domination" by the industry and "particularly by the trade press" lars and cents proposition - the Thomas and George Jessel. Other during his 19 years service in

Keith Tyler, Institute director, found the attendance in line with that of last year with nearly 1,000 his assistant, W. A. Stewart, who stated that there were 25 channels, out of the 242 set aside for educational use, which have been applied for, and predicted 25 more applications by the June deadline. With the many phases of legislacleared, he called the showing of educators so far "substantial."

On the subject of legislative hearing coverage, Morris Novik, radio consultant, told the Institute that Congress must adopt rules to protect the rights of witnesses, but that broadcasters should not stop covering hearings while waiting for Congress to take this responsibility of giving compreage of these hearings, Novik said. He cited an instance in which an accusation of a witness was given full TV airing, but the rebuttal two weeks later was not covered.

Four of the five first place awards to national TV shows, made by the Institute, went to programs on the National Broadcasting Company. "Meet the Press" won the public affairs awards; "Watch Mr. Wizard" was named top kiddie show; and "It's a Problem" and "National Farm and Home Hour" both won in the "special interest" category. Culture award went to Standard Oil of California for its West Coast music show, "Standard Hour."

#### NEWS CAPSULES—COAST TO COAST

## Nielsen May Revise Radio Sampling To Perfect Multiple-Set Response

local theaters which nets him an more perfect representation to additional \$500 weekly. He has multiple-radio homes. This posbeen breaking local house records sibility came to the fore this week recently with his troupe, which when the Columbia Broadcasting gets about 40 per cent of the net | System signed an indorsement to its contract with Nielsen by For example, the Paramount which CBS agreed to pay its Theater, Staten Island, drew a share of the additional cost that record-breaking \$1,202 for one performance. The reason that Nielsen will not go ahead with Heatherton has been able to at- the sample change before the tract these audiences is the gen- other three radio networks sign erous plugging he gives his the- up for it. The sample change is ater dates on his video shows. He made possible by the perfection is now negotiating with a chain of a new audimeter that can reof drive-in theaters for Saturday cord tune-ins on as many as 3 radios and one TV receiver in a single home.

The Nielsen Coverage Service, carried out last spring, revealed that some 44 per cent of the nation's radio homes owned two or more radios. But only about 28 per cent of the present NRI sample are multiple-radio homes. The Charles Antell-sponsored "What's re-distribution of audimeters that this adjustment would entail would be too costly for one network to cover by itself. The switch-over may also mean reducing the frequency with which some NRI reports are published.

CBS NEW BIZ

NEW YORK - WCBS-TV has racked up an estimated \$1,500,000 vertising Associates of Baltimore, first three months of 1953. The

NEW YORK, April 18. - The station's new business revenue is radio stations are still prospering, But out of his "Merry Mailman" kid stanza, Heatherton has developed a personal appearance package for Saturday matinees at package f of the station, attributes the sub- dropped in circulation a quarter stantially higher revenues in 1953 billion copies a year in the face to longer contracts and heavier of an increase in the number of

> AB-PT REPORT \$5.7 MIL EARNINGS . . .

vertisers.

was \$4,252,000 in capital gains, rent show, in the slot. which came mainly from the sale of WBKB, Chicago.

SAYS RADIO WILL

years of maximum TV competi-tion, New York and Los Angeles (Continued on page 6)

weekly schedules bought by ad- families.

SCHICK TO TAKE HIATUS . . .

NEW YORK - Schick electric NEW YORK — Consolidated razors this week notified the Coearnings of American Broadcast- lumbia Broadcasting System that ing-Paramount Theaters, Inc., for it would take eight-week hiathe first quarter of 1953 totaled tus for its alternate week show, an estimated \$5,732,000. This was "Crime Syndicated." Carter Proda considerable increase over ucts, which shares the time per-Paramount's earnings for the first | iod with Schick, has evinced an quarter of 1952. But revenue from operation was down from \$1,805,-000 to \$1,480,000. The difference mer with "City Hospital," its cur-

> PLAN W. COAST HOWDY DOODY' . . .

NEW YORK-There is a pos-OUTLAST COMPETITION . . . sibility that the National Broad-OKLAHOMA CITY, Okla. - casting Company will originate a 'The relatively low operating separate "Howdy Doody" show cost and relatively small initial from the West Coast, with aninvestment of radio stations is the other emsee handling Bob Smith's best guarantee that radio will host chores with duplicate pupsurvive any dip in business better pets. Object would be to give the than will competitive media," kid show additional sponsor ap-Kevin Sweeney told a meeting of peal in that territory, via live advertising people here Monday "peanut gallery" studio audiences nel 9. (13). He reported that after five and off - the - air merchandising

Tele Outlets

FCC Issues

WASHINGTON, April 18.-Six grants for new TV stations, including two more to operate on a share-time basis, were issued this week by the Federal Communications Commission. The new batch, divided 50-50 between VHF and UHF stations, brings to 452 total TV authorizations, including 344 post-freeze grants.

The commission granted construction permits to Minnesota Television Public Service Corp., Minneapolis, and WMIN Broad-casting Co., St. Paul, for new TV stations at Minneapolis and St. Paul, both to operate on VHF Channel 11 on a share-time basis.

Other CP's this week went to Tri-State Television, Inc., Waterloo, Ind., UHF Channel 15; KGMO Radio-Television, Inc., Cape Girardeau, Mo., UHF Channel 18; Hudson Valley Broadcasting Co., Inc., Albany, N. Y., UHF Channel 41, and the Reporter Broadcasting Co., Abilene, Tex., VHF Chan-

#### CBS Eyes AM Of TV Shows

NEW YORK, April 18. - The Columbia Broadcasting System's radio network this week was trying to get two sponsors who have just bought time on CBS-TV to use the same network for the AM versions of their properties. Old Gold has just switched "Two for the Money" from the National Broadcasting Company's TV network to CBS-TV and should not be long in following with the taped version of the show.

General Electric, which has placed its Ray Milland film vehicle, "Meet Mr. McNutley," on CBS-TV, is the other client who is being wooed by CBS radio.



Selling Allentown, Bethlehem, Easton

WLEV-TV

Bethlehem, Pa. only single medium O. Northampton Croley C. CM Catanauque reaching the entire A Steinman Station

VBCTV offiliate

Kepresented by ROBERT MEEKER Associates New York Chicago Los Angeles San Francisco

## NBC PUBLIC RELATIONS

## Reorganization Looms; See Eiges in Top Slot

to the president.

Right now NBC's West Coast president Frank White. The situa- to Eiges.

NEW YORK, April 18 .- A radi- tion stands to become even more cal alteration in the chain-of-com- frantic shortly, when NBC's new mand procedures of the National Film Division starts operating its Broadcasting Company's public own public relations-publicity derelations setup is expected to take partment at full speed, and Ted place when the web fills Edward | Cott launches still another separ-Madden's post as veepee in charge ate ballyhoo section in his new of public relations and assistant owned & operation station post.

If Eiges takes over the top spot, NBC's press veepee Syd Eiges trade sources anticipate that one reportedly leads the race to in- of his first moves will be to try herit the job, which heretofore to simplify the present public has been considerably compli- relations maze of command via cated by the fact that several of a more efficient one-man-on-top the network's public relations di- setup similar to that of David visions operate on an autonomous Jacobs. Columbia Broadcasting System public relations chief.

Meanwhile, among staffers who p.r. department reports to John formerly reported to Madden, West, web's Western network vee- Stockton Helffrich, manager of pee: NBC's Chicago p.r. head- continuity acceptance, now requarters also operates on its own, ports to veepee and general attor-and only the New York press staff ney Thomas Ervin. Kathryn Cole, is directly responsible to Eiges. Information department manager, By-passing Madden, Eiges has and Cornelius Sullivan, public rebeen reporting directly to web lations representative, will report

#### COPY CATS

## WNEW Will Plug First **Originations**

NEW YORK, April 18.—Taking a satirical swipe at stations which have appropriated its news-and-music format recently, local indie WNEW is scheduling a series of special "copy cat" spots thruout its programing schedule next week. Campaign is designed to remind the consumer that WNEW originated the music-andnews concept of radio program-

Spot copy will push the theme "a carbon copy is never quite as good as the original," while a page ad in The N. Y. Journal American next week will proclaim WNEW as "the most copied station in America-if you live in New York or near-by States you don't have to accept carbon copy radio."

Highlight of the campaign will be a musical jingle taunt, re-corded by a group of kids—"Copy cat, Copy Cat, other stations copy us no matter what we do, etc." The carbon copy ad theme is the brainchild of WNEW sales promotion director, Ken Klein.

#### Buys R. Q. Lewis

NEW YORK, April 18.-Another advertiser new to network radio, Webster-Chicago, this week "Waxworks" on the Columbia ship of "Circle Theater," the Arm-Broadcasting System.

the Sunday night 10-10:30 time cision and is considering other soap this year. period.

## Nev. Acts Set For NBC Seg

NEW YORK, April 18.—Sidney Piermont will leave for the Coast to take over the booking and production chores for the National Broadcasting Company's summer replacement of "Show of Shows." The format, which calls for Hoagy Carmichael as the permanent attraction plus name bands, will feature guest stars. Piermont intends to draw on Las Vegas, Nev.; Reno, Nev., and Lake Tahoe, Nev., for his guests, in the belief that most of the attractions will be working in that area. To get them to do the show, a deal of two straight shots will be offered each attraction.

#### Am. Radiator Hot For TV Package

NEW YORK, April 18. - The American Radiator & Standard Sanitary Corporation, one of the largest manufacturers of bathroom fixtures, this week was plumbing the video package market thru Batten, Barton, Durstine & Osborn, its agency. The advertiser is interested in getting into network TV by next season, an advertising medium which it has never used.

strong show. American Radiator, properties.

## Top Ad Agencies Wage War For Huge Broadcast Billings

Recent Spending Surge Adds \$10 Mil. To BBD&O Acc'ts; Y&R Gets \$7.25 Mil.

By LEON MORSE

continuing up-beat in spending found new heat added to the competition between the three top agencies, in the country — Ĵ. Walter Thompson, Young & Rubicam, and Batten, Barton, Dur-stine & Osborn. The agency which undoubtedly has made the most progress in acquiring heavyspending new accounts during the first three months of 1953 is BBD&O.

This agency has racked up an estimated \$10,000,000 or more gain in new billings for this period. During the last week BBD&O has accepted accounts which will add \$6,000,000 to its billings. General Mills has turned over about \$3,000,000 billings for Betty Crocker mixes, an account that was handled by Dancer-Fitzgerald-Sample. Chrysler Motors has ordered BBD&O to buy a TV show which should run about \$2,500,000. Maine sardine, a smaller fish, also is new to the agency and should spend between \$500,000 and \$750,000 its first year. And Lever Brothers turned Y&R and BBD&O, according to BBD&O has submitted for its over a \$4,000,000 whopper in its trade observers, should have bought the Robert Q. Lewis consideration alternate sponsor- Surf product to BBD&O several weeks ago, in addition to which on Thompson's neck in terms of it is expected to spend substanti-Sponsorship begins June 7 in however, has not made any de- ally more on advertising its Swan son is estimated to have grossed 3:30-3:45 p.m., Friday, segment of

The Y&R story is highlighted \$120 millions and BBD&O's \$118 tional Broadcasting Company.

NEW YORK, April 18. - The by several of its accounts for the show for Cheer, a bonanza of tisers. \$2,500,000. "My Favorite Husband" should run about \$1,000,000 -Simmons mattress and International Silver. General Foods will Hope programs during the season. General Electric has given the agency half of a \$2,000,000 baby in "Meet Mr. McNutley." And Singer will spend about another \$750,000 to go weekly next season with "Four Star Play-house." This does not consider a new Y&R account, Robert Burns division of General Cigar, which is also on the verge of buying a video show.

> J. Walter Thompson has run a weak third to these two hot outfits, but this week picked up about \$1,500,000 in billings from Quaker Oats, which moved several of its Aunt Jemima line from Price, Robinson & Frank.

The increase in revenues by these agencies breathing closely gross domestic billings. Thomp-\$145 millions in 1952, to Y&R's the Kate Smith airer via the Na-

by \$7,250,000 of TV bankrolling | millions, but about 30 of Thompson's millions are said to be from first quarter of the year. The foreign accounts. Neither of the for broadcasting media this week agency will handle Procter & other agencies grosses a compar-Gamble's new Paul Winchell able figure from foreign adver-

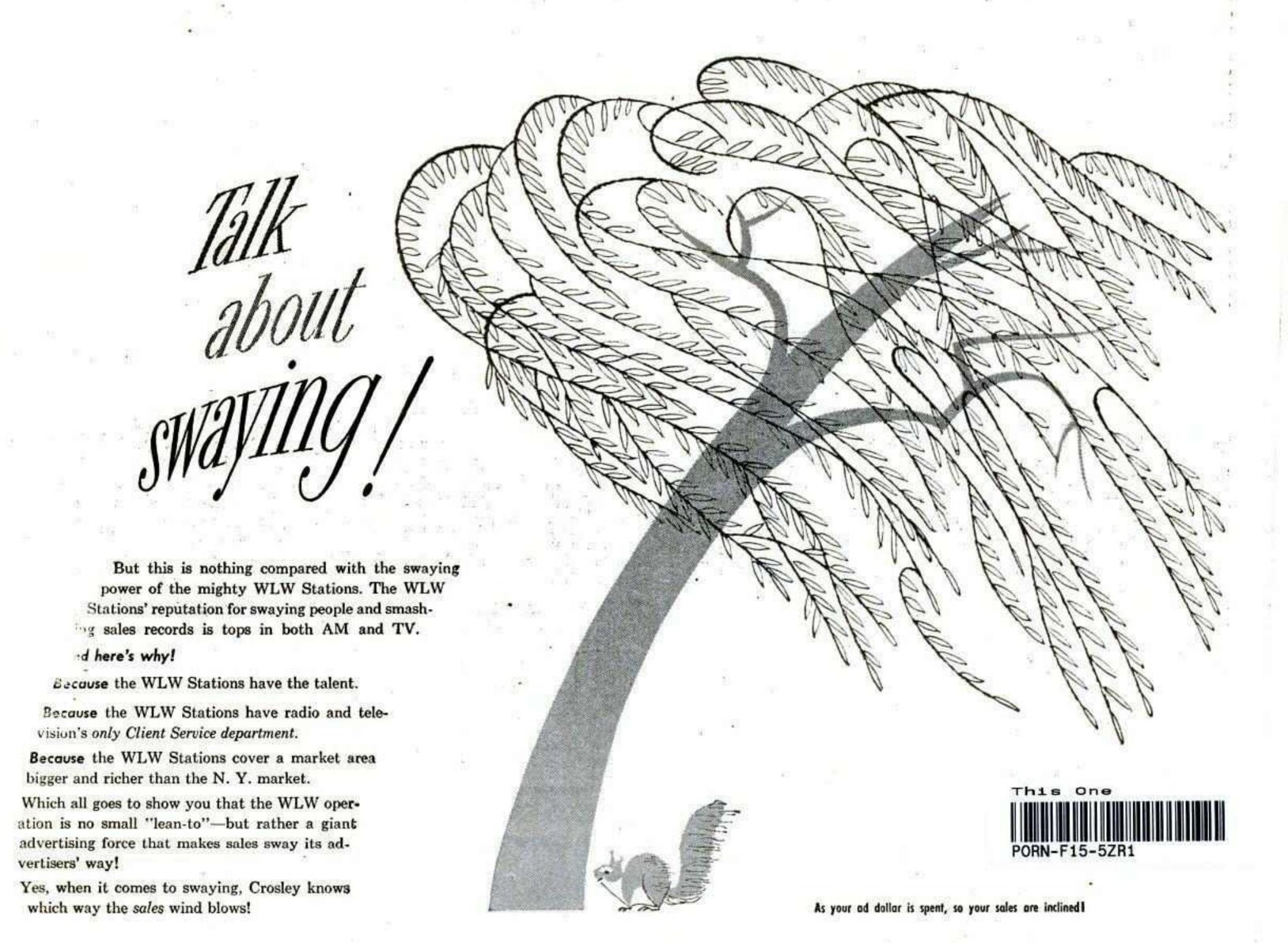
> In terms of advertiser's radio band" should run about \$1,000,000 and TV activity, Y&R and for each of two Y&R advertisers BBD&O are far outdistancing Thompson. Estimates are that in 1952 BBD&O grossed \$40 milspend about \$1,000,000 for 10 Bob lion, Y&R \$36 million, and Thompson \$27 million from broadcasting media. The buying activity so far this year in radio and TV should close the gap slightly between the first two agencies, but separate them more . from Thompson. BBD&O has several big TV buys pending.

#### Glidden Quits Kate Show

NEW YORK, April 18.-Glidden Paints this week decided to cancel its 15-minute participation in the Kate Smith TV show and hunt for a stanza of its own. The bankroller is seeking an evening program which would fly its banner come fall.

Glidden currently sponsors the

Copyrighted material



GRUSLEY broadcasting corporation

# House Group Hot on Color; Maps 4-Month Test Period

Highly enthusiastic over what they saw at this week's color TV demonstration in Princeton, N. J., and New York, members of the House Interstate and Foreign Commerce Committee headed by Chairman Charles A. Wolverton (R., N. J.) intend to give the industry a breathing spell for further field testing before filing a report urging Federal Communications Commission approval of compatible color TV standards. Chairman Wolverton said he is in favor of allowing four months to clapse for field testing.

On the basis of current developments, the timetable for color TV continues to point to 1955 as first opportunity for any start of commercial color TV set sales to the public on something more than an introductory scale. Chances are it will be early fall before the Wolverton committee files its report on color TV. Inasmuch as Chairman Wolverton has said that he hopes not only to allow several months for field tests but also for RCA color this week. The tri- that point. Please do not allow industry witnesses to testify. In all likelihood, a formal demonstration of color TV will be presented to the Federal Communications Commission later this year, making it possible for the FCC to hand down compatible color TV standards by the year's end. If tha timetable is followed, according to

The price of early color TV sets mittee color. is still a matter of conjecture, but black-white TV sets.

came away favorably impressed voicing high encouragement to fort to determine which shows RCA's color demonstration in with its color TV. "I am convinced fit into the new package plan. Princeton, N. J., and with Colum- that under your leadership and bia Broadcasting System's disk driving force," Senator Johnson ing of the stations, Cott and comsystem color TV in New York, wrote to General Sarnoff, "com- pany will package the prefabri-Consensus of all the committee patible color television will become cated tools of shows (set designs, members was that compatible a reality in spite of all obstacles." standards should be adopted as The senator urged the RCA board artwork, etc.) thus enabling the quickly as FCC can find it possible to do so. The RCA demon- by any opposition. "Your efforts with local talent and put the stration was a phenomenal im- at devising a compatible color tele- shows on the air in record time. provement over what was seen in vision system will long be remem-1950 preparatory to FCC's issu- bered as a magnificent achieveance of standards under the CBS ment of science," the senator system. There was a remarkable fidelity of color, and virtually little drift and color diffusion in the color tube in many respects showed them to slow you down. You are superiority to the Lawrence tube, on the right track. Please keep in that soft pastel shades on the up the steam." RCA system came out fairly true on the screen, whereas the Lawrence tube which is being develaped by Chromatic Laboratories, not slow down, and that no rocks ic., in CBS's demonstration re- thrown at us by anyone who may ealed a greenish cast to the pic- wish to delay color television can pose to make it available to the

wrote. "For reasons best known to themselves there may be those who desire to drag their feet at

General Sarnoff replied in part: "You may feel assured that we will not be dismayed, that we will expert industry opinion, the bulk | ure. The Lawrence tube was shatter our determination and pur- public as promptly as possible."

## PLOT 'IDEA' POOL FOR **NBC-OWNED STATIONS**

vide the National Broadcasting WASHINGTON, April 18. - of 1954 would be consumed for shown adequate in operating on Company's owned and operated ooling up and paving the way the compatible standards of the stations with package producpromotionally for color TV sets. National Television Systems Com- tions, promotion and merchandising plans is the first project on the An exchange of letters between agenda for Ted Cott in his new most industry experts who have Sen. Edwin C. Johnson (D., Colo,), post with NBC's o&o stations didiscussed this on or off the record ranking Democrat on the Senate vision. Under the supervision of continue to cite a figure of 50 per Interstate and Foreign Commerce Charles Denny, NBC's o&o veepee cent above the price of present Committee, and Gen. David Sar- Cott is making a survey of the noff, board chairman of RCA, was programing picture at all of Wolverton and his colleagues released this week, with Johnson NBC's five o&o stations in an ef-

> Drawing on the best programscript, merchandising operation, chairman to avoid being dismayed stations to augment the packages Advantage to the stations is twofold, since the package plan automatically lowers production costs on the local level and also provides NBC spot sales with an attractive five-market package buy to offer national advertisers.

Cott is also lining up a plan to cut down the unit cost of film programing for the stations via a joint-buying set-up. Once the package plan gets underway, it will also be offered to NBC affil-

NEW YORK, April 18. — An late stations. Working with Cott "idea network," which will pro- on the o&o project will be WNBC-WNBT programing head Dick Pack; advertising, merchandising and sales promotion director Max Buck, and Cott's assistant, Frank Fitzgerald, plus, of course, the other NBC o&o station heads.

Cott will continue as veepee in charge of WNBC and WNBT here. However, a station manager will also be appointed for the two Manhattan outlets. John Reber, NBC's national spot sales manwith what they observed both at RCA to proceed full speed ahead currently being aired would best ager for TV, is reportedly top contender for the post.

#### News Capsules

· Continued from page 4

see. "Howdy" is currently aired on the NBC network, but under the new set-up the Hollywood show would be substituted from Los Angeles to Denver and from Seattle to San Diego, Calif.

#### FCC GETS BREATHER ON RULING SQUAWKS . . .

WASHINGTON - On the recommendation of the Federal Communications Commission, Sen. Charles W. Tobey (R., N. H.), chairman of the Senate Interstate and Foreign Commerce Comittee, last week introduced a bill to extend from 15 to 30 days the period in which the FCC must act after protests to proposed rulings are filed. The commission urged this change in the law, claiming that 15 days was inadequate time to accurately evaluate proteste.

#### CANADA SETS BMI CLINICS . . .

TORONTO - The first BMI Clinic in Canada has been scheduled by Assistant General Manager Harold Moon for May 19 in Calgary at the Palliser Hotel, This will be followed by one in Regina on May 21: then May 23 in Winnipeg. A clinic has been marked in for June 29 at the Hotel Vancouver for the British Columbia Association of Broadcasters. The first Eastern meeting will be at Amherst, N. S., under the sponsorship of the Atlantic Association of Broadcasters on May 22.

#### KFAC, HOLLYWOOD, IN NEW QUARTERS . . .

HOLLYWOOD-Radio Station KFAC last week formally opened its new studios in Prudential Square following its move from juarters it occupied since first toing on the air 23 years ago. New location is in a two-square-block shopping area in the heart of Miracle Mile on Wilshire Boulevard. Move was made without a hitch or loss of broadcast time for the 24-hour station. The change necessitated transfer of 28 tons of classical recordings, represent-ing 36,000 disks. It took 11 van loads for the records alone, the library being the largest in classical field in the West.

#### INTROS BILL FOR SENATE TV STUDIO . . .

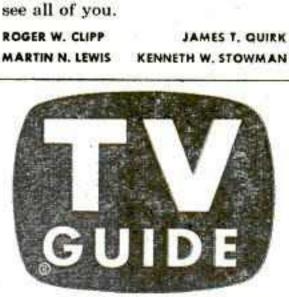
WASHINGTON-A bill to provide the Senate radio-television correspondents' gallery in the Capitol with a TV studio was in-troduced this week by Sen. Homer Ferguson (R., Mich.) for himself and Sen. Burnet R. Maybank (D., S. C.). Studio would be con-structed on the gallery (specta-tors') floor of the Senate wing of the Capitol. An appropriation for this project was authorized by the senators, but no sum was stipulated.

#### JULES GREEN QUITS SAPHIER . . .

NEW YORK - Jules Green, veepee in charge of the James L. Saphier packaging activities here, this week resigned after more than five years with the firm, Jim Shulke, of Young and Rubicam, will probably replace him. Green's plans are indefinite.

#### COAST COLORCASTS FOR TEST PURPOSES . . .

HOLLYWOOD - Several TV stations will transmit coloreasts this summer to permit various set manufacturers to test newly de-veloped tubes that will show both color and black and white TV.
This was revealed by Raiph
Batcher, chief engineer of the
Radio-Television Manufacturers Association, convening here this week. Batcher said that preliminary color transmission has been developed so that the black and white tubes now in use will be (Continued on page 38)





# The Big Star in YOUR TV PICTURE!

#### THE BIGGER, BETTER TV GUIDE-DEDICATED TO SERVING THE TV INDUSTRY

Every page of TV GUIDE will provide a reward for the reader. For every page is based on an editorial policy of giving service to the TV viewer.

The basic service is TV Guide's listing of all television programs. Here the reader will discover completely detailed program listings of his local television stations, as well as sparkling news, features and pictures of local and network personalities, and programs. Many of these will be richly illustrated in full color.

In TV Guide, the television industry will find the first truly national vehicle for the promotion, publicity and exploitation of programs and stars. Here is a new-a vital-mass medium, appealing to every member of every TV family; so edited that it will be sure to stay in the home for a full seven day period.

Edited to serve the TV viewer . . . Published to serve the TV industry. TV GUIDE.

#### **CONVENTION BOUND?** PLEASE DROP AROUND!

VISIT US in Room 2111, Biltmore Hotel. All of us will be very glad to

ROGER W. CLIPP

Published and edited on a platform of Service to Television!

NEW SERIES =

## 'Camera's Eye' Is Marketed By TeeVee Co.

NEW YORK, April 18. - The TeeVee Company is beginning sales on a new 15-minute show entitled "The Camera's Eye." Each installment consists of seven or eight sequences of varied interest. There are 39 segments in the series, which is narrated by Wendell Niles.

MYSTERY SERIES FILMED IN LONDON . . .

NEW YORK — Paramount TV Productions' new half-hour mystery series has been titled "May-fair Mystery House." Ed and Harry Lee Danziger are currently producing the series in London.

WHAT TO DO' NEW AMA PIX . . .

NEW YORK-Marshall Hester Productions is readying a series of six five-minute shows for the American Medical Association to

CHICAGOANS GET TV 'BUCK ROGERS' . . .

Company of Chicago by a group consisting of Max Gilford, Robert the same 8-9 p.m., Sunday, time Howard, Louis Meunier and Bert slot. D'Armand. They plan to shoot a series of 26 half-hour TV films. They also plan a radio series. The group has set up headquarters at the Hal Roach lot.

CHARTER OAK ON COOKING SERIES . . .

home economist Dione Lucas, cur- M-G-M. rently appearing on a live show for NBC. The 26 half-hour films will be shot at the rate of two a day here, according to Charter Oak, via the use of live TV techniques and a special intercom Erwin Films system between director and cameraman, devised by Ira Cavreil, director of photography for the series. Shooting on the first two films starts this week.

UTP BALLY

## Org Distribs Press Book To Clients

NEW YORK, April 18.—United Television Programs this week began distributing to stations and advertisers a new promotion kit that stresses movie exploitation values. The kit contains a comprehensive press book which outlines stunts, schemes and clever first quarter of 1953. attention getting ideas directed at

potential viewers.

Not neglected, however, in the press book, are the usual promotion devices such as window and truck streamers, posters, envelope stuffers, material to replace vacationing columnists and free movie mats for tie-ins. UTP has already arranged a clever gimmick in cooperation with Iroquois Beer, which sponsors "Heart of the City" in Buffalo. On May 8, the stars of the program, Pat McVey and Jane Nigh, will be flown to Buffalo to become king and queen of the Newspaper Guild Ball there. Similar tie-ups are being arranged with sponsors in Detroit and Chicago later in the

#### ABC Option On 'Passport'

#### LUCY'S BABY SUPPLIES ALIBI

HOLLYWOOD, April 18 .-High-rated "I Love Lucy" can now add a new feather to its multi-plumed cap. This week it saved a man from a robbery conviction. A Compton, Calif., jury deliberated for less than 10 minutes and returned with a not guilty verdict after Duane Curtis Pattillio pleaded innocence of a Long Beach drive-in theater robbery on the night of January 19. His alibi: He was home watching the birth of Lucy's baby on TV, miles from the scene of the crime.

NBC; CBS

## 2 Webs May Use M-G-M Film Clips

NEW YORK, April 18.—There be released June 15 on a public is a good possibility that Metroservice basis. Entitled "What to Goldwyn-Mayer next season will Do," the show stars Nancy Craig have clips from its new feature and is directed by Mitchell Gray- films airing on two competing TV shows. The National Broadcasting Company this week was negotiating with M-G-M for use of HOLLYWOOD—The TV rights to Buck Rogers' have been acquired from the John F. Dille "Toast of the Town" on the Columbia Broadcasting System in

If the deal goes thru, the film firm will have to stagger clips of its new releases between the rival stanzas, unless NBC program veepee Charles C. Barry manages to snag an exclusive out of the talks, cutting out CBS. Sullivan has NEW YORK - Charter Oak such an exclusive with 20th Cen-Tele-Pictures is readying a new tury-Fox, whose clips he has been TV film cooking series, featuring using in addition to those from

NEW YORK, April 18. - The Stu Erwin film show, which is now in re-run via the American Broadcasting Company, this week was renewed for another 52-week period by General Mills. The show airs 7:30-8 p.m. Fridays. Renewal is effective about July 1. The film was produced by Hal Roach Jr. Agency is Dancer-Fitzgerald-Sample, and the products plugged are Gold Medal Flour and Wheaties.

#### Web. Chi 1st Quar. Net Is \$84,773

NEW YORK, April 18.-In a report to stockholders this week, Webster-Chicago announced that the company had achieved a profit of \$84,773 after taxes for the

Sales for the period were \$6,945,058, highest first-quarter gross in the company's history. This amounted to an increase of 90 per cent over the same period last year.

## TV Filmers Move Up Front In Biggest NARTB Confab

Flood of Exhibits to Sell Stations' Execs the Vidfilm Program Story

Continued from page 1

heads as well as its local and Productions, 2300-2302;

will participate in a discussion and 2322. panel on "Film's Place in TV,"

THE OTHER 50%

Gaines, new headman at WOR

and WOR-TV, is in the process of

evaluating programing and sales

policies of both stations, as his in-

itial step in mapping out a new

strategy strong enough to buck Manhattan's highly competitive

radio and TV market. Gaines,

who recently resigned as veepee

in charge of owned and operated

stations of the National Broad-

casting Company to take over the

management of the Tom O'Neil

outlets, said the stations present a different operational problem

WOR-TV, for instance, carries

the afternoon and evening Dodger

games every year, which neccessi-

tates an annual re-shuffling of

programs and sponsors thruout

the entire baseball season. Then

too, as an indie, WOR-TV is faced

with a far more extensive pro-

graming problem, time-wise. Film

may supply part of the answer,

said Gaines, but he has no in-

to Tom O'Neil's long contem-

Gaines opined that a film web

he observed, ABC is aiming at

tions thruout the country.

than any of NBC's o&o's.

New York sales managers pres-ent. New York-based execs of 2118; NBC Film Division, 2305-08; Official Films used their trip Official Films, 2356; RCA Rewestward for sales purposes, and corded Program Services, 2200while on the West Coast they are 2202; Screen Gems, 2235; Standunderstood to be searching for additional syndication properties. Company, 2120; Telenews Pro-Several of the TV film execs ductions, 2130-2131; UTP, 2100-01

The Frederick W. Ziv Comalong with several station heads. pany, which is a radio transcrip-Paul Adanti, WHEN, Syracuse, tion as well as a TV film firm, will chair the discussion. plans to exhibit its transcription plans to exhibit its transcription The TV film outfits that will operation only. Ziv will set up at exhibit and the rooms at the Bilt- rooms 2216 and 2217. Another exmore Hotel they will occupy are hibitor with a film slant to show as follows: Columbia Broadcast- is Teleprograms, Inc., producer of ing System Television Film Sales, the Sloan Foundation supported 2134; Commodore Productions, "American Inventory" program Consolidated Television on the National Broadcasting

Gaines said he intends to go after

the 50 per cent of viewers not

reached by the networks. He also

expressed approval of WOR-TV's

"Broadway TV Theater," which

runs the same play every night of the week. The hour and a half

series chalks up a cumulative rat-

ing of 32.6 for sponsors who only

pay \$3,500 weekly for a quarter

Gaines said he doesn't contem-

plate any immediate expansion or

participation on the show.

WOR to Go After

Non-Web Viewers

NEW YORK, April 18. - Jim definite programing ideas yet,

will have several of its branch Sales, 2107; Harry S. Goodman Company. Teleprograms will lo-The cate in Room 2340.

> Telenews will use the occasion to test the syndication potential of its "For Women Only" show. It will also showcase its new "Build-a-Show Film Library." On the basis of stations' reactions to the latter package at NARTB, Telenews will decide whether or not to distribute the library itself.

## **Guild Films on** Velvet With New Liberace Series

NEW YORK, April 18.—In the record time of two months, Guild Films has sold its "Liberace" video film package to 34 markets. Its gross revenues under 26-week firm contracts will already total \$338,500, slightly more than the production cost of the film which is estimated at \$12,500 per epi-

Since the market potential of the property is still great, Reuben Kaufman, Guild prexy, estimates that the program may rack up a \$1,000,000 syndicated gross first run. The program is fully sponsored in every city and as of the moment is under option for 18

It has many clients for multiple cities among which are Bowman Biscuit for five in the Southwest, Ford Dealers for three, and Breast of Chicken tuna for five. And 80 per cent of its sponsors

## 24 Stations Buy Consol's 'Starter Plan'

NTW YORK, April 18. - Consolidated Television Sales here has sold its "station starter plan" tention of adopting an all-film to 24 stations, including 22 outpolicy as rumored. In reference lets in the 42 new markets which have opened up since the lifting plated film network project, of the freeze.

The TV film distribution firm's has more long-range possibilities plan makes Consolidated's entire than an immediate future, and nine-series library available to will necessarily be conditioned by new stations at a total weekly the growth of independent sta- price equal to the station's starting Class A hourly rate. The 18-Gaines has definite ideas about month pacts do not include an the effect of the American Broad- escalator clause, altho station's casting Company's current buy- rates usually increase considerbig-names policy for TV. Instead ably during the first year of opof going out after a new audience, eration.

Most recent sales include: the same 50 per cent of the viewers which currently watch big name variety artists on the other webs. He also noted that a threeway split of this audience will WFTL-TV, Ft. Lauderdale, Fla.; probably create a real sellers WTVH, Peoria, Ill.; WTVO-TV, market for big name performers, Rockford, Ill; WFAM-TV, La Fay-Altho he hasn't finalized any ette, Ind; WKJF-TV, Pittsburgh.

reduction of his present station Senate Group Studying Aid For Theaters WASHINGTON, April 18 .- A

Senate small business subcommittee after a week of hearings on economic threats to motion picture theaters, is studing the advisability of "remedial" legislation. Witnesses did not put their finger squarely on television as a major cause of lost revenues to theaters. but H. J. Holmes, chairman of the economic committee of the National Association of Real Estate Boards, testified Friday (17) that over 500 theaters had closed thruout the nation, depressing neighborhood values as well as bringing economic distress" to motion picture exhibitors. Abram F. Myers, general counsel for the Allied States Association of Motion Picture Exhibitors, told the Senate group earlier that small-town movie houses were threatened by thirddimension pictures.

The role of the theater in 'he local economy is typified by Detroit where, Holmes said, "Theater c osings are affecting adjacent business such as drugstores, confectioners, restaurants and little ready-to-wear places." The "single-purpose nature" of a theater building, he pointed out, makes conversion

## Combined Tag Vice Snader

HOLLYWOOD, April 18-Al Bisno and Sam Markovich, 'wo partners in the old Snader Telescriptions triumverate, have dropped the old Snader name and will now be doing business under Harris said that several pack- a new banner, Combined Televiable to put multichrome film quencies by stepping it up in ages are likely to come up for sion Pictures, Inc. Firm under the plugs into its shows. Also, the others. After tests have been changes. In some cases, the colors new name retains control of the 14

Lou Snader and Rube Kaufman, formerly associated with the old . Snader Telescriptions sales firm are in no way associated with the

## Colgate to Launch Experiments in Shooting TV Commercials in Color

process, about to be launched by Colgate - Palmolive - Peet, will firm is seeking to prepare itself for the arrival of color-TV so that no matter how soon tint video arrives Colgate will be The option makes it mandatory that sponsors wishing to buy the property use ABC-TV network facilities.

Tage on the commercials and drop the use of any which prove poor for color TV no matter how well established they may be.

The experimental characteristics. Roach, which produces the pack- tage on the commercials and drop tests pan out well, Colgate will Whatever comes out of the tests Films package of 12 features.

NEW YORK, Apri' 18.—Exper- | Leslie Harris, Colgate AM-TV products against various colored iments in shooting TV commer-cials with a new color film which has developed a method movement. There will be long which presumably provides true shots and close-ups, with em-reproduction of all color frequen- phasis on the names of the proserve a twofold purpose. The cies. Some color frequencies do aucts. Virtually the entire Colnot respond well on conventional gate line will go thru the tests to

The new film seeks to compensate for the loss in certain frebegin shooting its final version of color commercials.

Backgrounds

NEW YORK, April 18. - The tests are being used to determine made on the new film, Harris are not apt to register well. In Alexander Korda feature films American Broadcasting Company whether the present Colgate will utilize all other processes to others, the combination of colors and the "Dick Tracy" series. has taken an option on "Passport to Adventure," a half-hour film series starring Cesar Romero, from the William Morris office.

Morris is the sales agency for Hal Morris is the sales agency f

The tests will show Colgate bankroller in the medium.

isters on color film.

along these lines, Colgate believes it will be ready for color TV sooner and with greater know-how than almost any other

check how well each item reg-

Combined company.

## New TV Outlets Pose Tough Problem for Film Syndicators

#### Overlapping Coverage, Coupled With **Exclusivity Demands, May Cut Gross**

film syndicators are now trying Mass., and New Bedford, Mass., to cope with a rapidly snowballing problem which is likely to cut into their grosses drastically, unless an acceptable solution is erage-wise, are treated as sepafound. The end of the freeze and the subsequent addition of many new TV stations has created a problem of overlapping coverage by outlets in separate but near-by cities.

Because many stations and potential sponsors demand a certain measure of exclusivity, not only for their market but for the neighboring area, distributors are finding possible sales hampered where their properties are already sold to competitive but close-by markets.

The problem becomes one of sacrificing one market or the demand for exclusivity. And since every market, even a small one, is vital to successful video film distribution, distributors are seeking some way out of the dilemma.

#### One Market

One formula has been devel-oped by Guild films, which has arbitrarily declared that where complete blanketing occurs, the entire area is one market and sales are to be made to only one station. Where only partial blanketing prevails, however, Guild has decided that both stations are potential customers. The Kagran Corporation (Martin Stone is negotiating this week Guild decision was made by Stone), heretofore an anti-film with representatives of Japanese prexy Reub Kaufman, following outfit, is relaxing its policy these video, who are interested in buyreports from his salesmen in the days in several directions. These ing the series for telecasting in

local stations and advertisers (creator of the prize-winning flickers, and they turned down slightly more than the original price to guarantee exclusivity. These syndicators point out that Doody" cartoon titled "The Cowblanketing increases circulation boy Hat" for theatrical release and that therefore the price of the this year, and its new TV film properties should justifiably be production branch in Mexico City, increased.

ever, is to handle every situation separately because the overlap

#### Cuts Potential

plete, it also can mean the loss of some circulation to the sponsor. For example, a Roanoke, Va., station can partially blanket Lynchburg. Va., but may not reach the far environs of the latter town.

Ziv TV Programs, Inc., also follows a policy of sizing up each without freckles, and a new pupoverlap market separetely, rather

## FCC Budget Pruned 900G

WASHINGTON, April 18 .- The Federal Communications Commission will get \$900,000 less than what it sought for its budget for the next fiscal year if Congress goes along with a slash recommended yesterday (17) by the House Appropriations Subcommittee on Independent Offices. The subcommittee recommended a total outlay of \$7,100,000 for salaries and expenses of the FCC. altho the commission had 5 Feature Films asked for \$8.000,000. The subcommittee said this cut won't affect the FCC's handling of TV ap- TV this week bought a package plications, inasmuch as the sub- of five feature films from the Incommittee has earmarked \$935,000 terstate TV Corporation. The that the bankroller is considering specifically for work in connection films are old Monogram pictures both the Ray Bolger series via with TV applications. The sub- and star such names as Jean Par- the American Broadcasting Com- the NBC show, which is being committee's independent offices ker, Ginger Rogers, James Dunn pany, and a new series titled turned out in Hollywood by appropriations bill was hoppered and Virginia Bruce. Bill Lacy, "Oops, It's Daisy," being prepped Frank Tashlin and features Helen simultaneously with issuance of film buyer for WCBS-TV, made by the National Broadcasting Halpin, a young comic signed last the report.

NEW YORK, April 18.-Video outlets. For instance, Fall River, "Terry and the Pirates," "Coware considered as one market by Ziv because of overlap problems; while Boston and Worcester, Mass., which also overlap, covrate areas.

> cities of some size, Ziv usually high rating being achieved by makes some kind of special sales many re-runs, whereby second, deal when the territory is sold as third and fourth showings in one market. Ziv's one general many cases top the initial rating. policy for overlap territories is that in any case of overlap, no matter how slight, the TV film outfit never allows a competitive sponsor to buy a Ziv series in the same area.

#### Firm Position Asked

Many syndicators call for the trade to take a firm position, and to sell to both stations when overthe problem of overlapping is common in radio, the sound medium does not offer as strong program values. In New York, for "Charles Laughton Presents," not shape up as promisingly.

boy G-Men" and "Range Rider" can be caught twice a week. sometimes on different local TV stations. And "Big Town" is now playing in many cities at the same time its re-run version "Heart of the City" is telecast. In overlap situations involving Most significant, of course, is the

But the buyer resistance to overlapping stems, trade observers claim, from the highly competitive nature of video film syndication and from the many TV film properties being offered to stations. Sponsors are loathe to buy properties which have already been viewed by part of the potential market when new and lap occurs. They claim that the unseen packages are available. the problem of overlapping is Nevertheless, film programs which have track records will be they have been viewed, in conexample, the same films of trast to new properties which do

## Kagran Co. Plunges Into Vidpix Arena

include a special TV film feature the Orient. The Japanese TV Another method, now used by film project; a deal whereby execs raised no objections to the other distributors, is to charge United Productions of America strictly Spanish motif of the "Gerald McBoing-Boing" cartoon) is producing an animated "Howdy where Kagran is currently film-The MCA-TV position, how- ing a daily half-hour version of Doody" film series, Kagran's Mex-"Howdy Doody" in Spanish.

The feature film project reand relative potential from each volves around a flicker that Kagmarket is unique. Their spokes- ran filmed two years ago, but man maintains that the most im- held for release until this summer. portant consideration is selling The picture, which utilized a prethe large markets. In the event dominantly TV production staff small markets endanger such rather than Hollywood personnel eigh cigarettes. sales, he claims, they are to be (Fred Coe. David Swift and some sacrificed. He bolstered his point top-notch TV actors) was brought by citing the additional time and in on low budget (about \$25,000). trouble needed to sell several This figure, remarkably low when small markets in place of one big compared to the average Hollywood cost-per-film, was made possible, according to Stone, be-But such a policy obviously cause the picture (a dramatizacuts into the potential revenue tion of a Marine Corps yarn) was from film packages for distrib- shot entirely on location with the utors and lenghtens the time co-operation of the U.S. Marine needed by producers to recoup Corps. If the film is well-received investments. And since blanket- by stations, Stone may film a seing is most often partial, and can ries of Marine features, based on in only a few instances be com- characters in the present picture.

The Spanish version of "Howdy," titled "La Hora de Jaudi Dudi" (currently aired over XEW-TV. Mexico City, under the sponsorship of Larin Candy and Kellogg) features a South-of-the-Border Bob Smith, a Howdy puppet pet character tagged Don Burro. than setting up one rule for all The film series will be launched over CMQ-TV, Havana, next Monday (27) and Kagran plans to syndicate it to South American video stations in a few months, dubbing in a Portugese sound track for

At first Kagran was afraid the wide range of Spanish dialects covered by Latin American countries would prohibit the use of one Spanish sound track, but test showings of the first film to the-road language policy was ac-

## WCBS-TV Buys

NEW YORK, April 18.-WGBSthe purchase.

NEW YORK, April 18. - The ceptable to kids of both countries. Stone's suggestion that they dub in a Japanese sound track. They prefer an English sound track, because Japan's current TV audience includes so many American and English families.

In addition to the "Howdy ican unit, Producciones Mundiales, S. A., is producing a live TV show for the Emilio Azccarraga station-a weekly half hour panel program tagged "La Duela de Dibujantes" (Duel of the Cartoonists) which is sponsored by Ral-

#### Kine Audition of Male 'Mama' Sea

NEW YORK, April 18.-A new John Acton." is under considera- NBC men. tion by the National Broadcasting Company, which has cut an audition kine of the show. The stanza, packaged by Ed Byron and John Moses, deals with an Irish male "Mama" with the locale set in Ludlow, Ky.

#### **New Drama Shoots** Live & Film Shows

NEW YORK, April 18. - The Claude Neon division of Standard Electronics will unveil a camera at the National Association of convention next week in Hollywood which, it is claimed, can be used to shoot both live and film shows. The mystery camera has been under development for a considerable period of time.

#### **NEWS SPLITS** FEATURE FILM

LOUISVILLE, April 18. -A new 15-minute intermission gimmick for feature film programing was introduced here this week by WHAS-TV on its feature picture show, "Jewel Theater." After the first half hour of the flicker is run off, the station sandwiches in a 15-minute local news and weather program, then continues with the movie.

The movie portion is sponsored by Lord's Jewelers, while the news seg is backed by the Greater Louisville First Federal Savings and Loan Association, which (as WHAS - TV's first sponsor) has picked up the tab for the nightly news show in the same time period for more than three years.

## UTP Adds 3 Properties to Its Catalog

NEW YORK, April 18.-United bought by advertisers even when Television Programs this week came up with three new properties for syndication, two video film series and one package of 13 Australian features.

> "Rocky Jones, Space Ranger," starring Dick Crane, has been assigned to UTP by Roland Reed Productions. The science fiction property runs a half hour each episode.

> In co-operation with Look magazine, UTP is also putting on the market the "Look Photoquiz." This 15-minute show, featuring film clips and a phone quiz, has been developed to replace "Movie Quick Quiz" which Walt Schwimmer is now peddling himself.

> The 13 Australian features were all produced since 1950.

#### Radio Free Asia to Quit

SAN FRANCISCO, April 18. -Radio Free Asia, after 19 months' operation, will halt its beaming at the end of this month. The organization, directed locally by John W. Elwood, former KNBC manager, has been shortwaving news commentary and music to the Orient as part of the overseas campaign conducted by the Committee for Free Asia.

The committee will continue its work of stimulating anti-Communist activities within Asian countries thru other media—bookstores, films, books, magazines, etc. The sudden folding of Radio Free Asia will mean job-hunting TV package, titled "Wonderful chores for some dozen former

#### Norton Appointed 'Voice' Consultant

WASHINGTON, April 18 .- As preparations continued on Capitol Hill and in a special presidential commission for a major shake-up and transfer of the "Voice of America," Dr. Robert L. Johnson, administrator of the International Information Administration, which includes the Voice, announced that Dr. Alfred H. Morton will start Monday (20) as his consultant on Radio and Television Broadcasters the Voice here. Dr. Morton has been head of the Voice in New York. Dr. Johnson said "The program which the news administration envisages requires careful thought, study and long-range planning."

## ABC's Bolger, NBC's school children in Mexico and Havana revealed that a middle-of-the-road language policy was ac-

NEW YORK, April 18.—Procter series which is dropped.

Company.

Both webs are pitching the & Gamble this week seemed cer- same 10 p.m., Sunday time, in tain to go along with a TV film which Skelton is airing, with series as its late Sunday night NBC execs confidently maintainprograming next fall. This would ing they will retain the business, replace the filmed Red Skelton The Bolger series is said to be pegged at about \$42,000 weekly, A P&G exec this week said with some allowance for re-runs during the summer.

> This is well above the cost of year to an exclusive NBC pact.

#### Sterling Sets 2 Film Series For Release

NEW YORK, April 18.-Sterling Television Company, Inc., here is readying two new TV film series for release next month. "The Paul Killiam Show" is a 15minute series of old-time movies from the original Thomas Alva Edison collection, with Killiam spotted as commentator in specially filmed old-time movie studio scenes. "The Ray Forrest Show" is a half-hour children's film program.

In the distribution field, Sterling this week signed to handle TV distribution for "Did You Ever," a series produced by Princess Pictures, Inc., President Burt Balaban. Meanwhile, Saul Turell, Sterling chief, is contemplating putting together a special film package patterned after the network show, "Omnibus." The series, tagged "Almanac," will feature the prize-winning shorts in Sterling's catalog (some of which were actually screened on "Omnibus" this season). Turell predicts that his program will have all the educational value and upper-brow appeal of "Omnibus" at "about one-twentieth of its cost."

#### TV FILM **PURCHASES**

The Du Mont Film Sales department has sold "Famous Fights," series of 26 15-minute shows produced by Winik Films, in San Diego. Calif; San Francisco, and Portland.

The Vitapix Corporation this week sold its package of. Johnny Mack Brown Westerns to WNBK, Cleveland, and WXYZ-TV, Detroit.

Screen Gems sold its Disk Jockey Films to WHYN-TV. Holyoke, Mass.

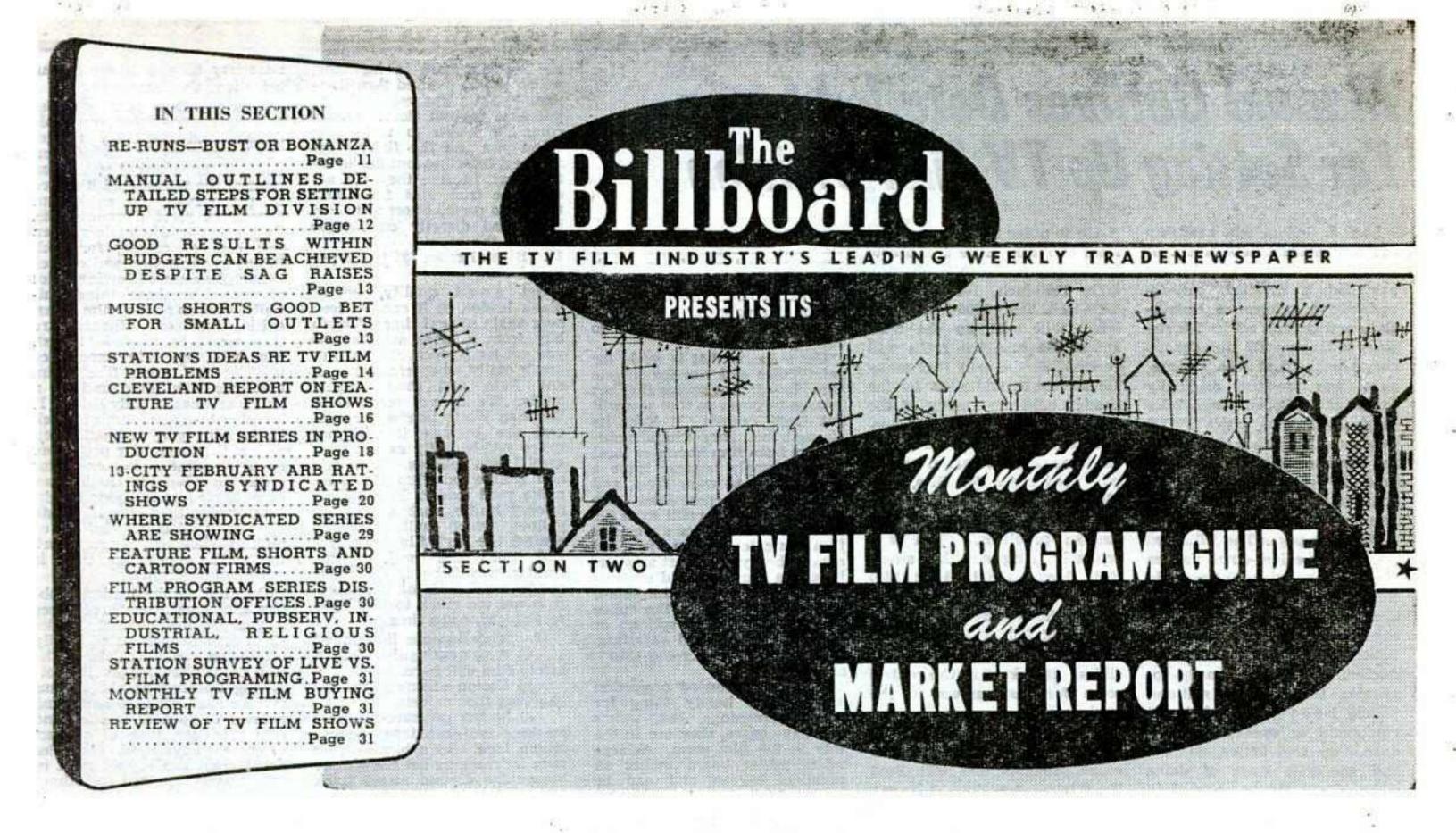
Harry Goodman Productions has sold "King Calico" to Springfield, Mo., and "Dilemma," series of 13 15-minute dramatic shows, to WDTV. Pittsburgh. Goodman has also recently sold its package of eight fur storage spots in Chicago, Cincinnati and Salt Lake City, a total of 27 sales so far.

Film Vision, Inc., this week sold a package of 40 features to KHJ Los Angeles, for one

Ziv TV Programs, Inc., this week reported sales of Ziv film series to 25 local sponsors by seven new TV stations: KGNC - TV, Amarillo. Tex., sold "Your TV Theater" and "Boston Blackie" to Furr Food Stores. WOSH-TV, Oshkosh, Wis., sold "Favorite Story" to Mueller Equipment, "Your TV Theater" to Wisconsin Distributors (groceries), and "Sports Album" to Zimmerman's (clothing). WFBG - TV, Altoona, Pa., sold "Favorite Story" to Penn Furniture, "The Unexpected," Drewrys, Ltd.; "The Cisco Kid," Sagi-naw Dairy Company; "Story Theater," Fisher-Watson Company, and "Yesterday's News-Weather-Seal of Saginaw. KOB-TV Albuguerque. N. M., sold "The Cisco Kid" to Slades Dairy and John Me-Cormack, Inc., KROD-TV. El Paso Tex., sold "Boston Blackie" to International Creamers, "The Cisco Kid" to Price Creameries, "The Unexpected" to Sun City Warehouse and Central Motors, and "Your TV Theater" to the White House Department Store.

NBC Film Division sales this week included the following: "Douglas Fairbanks Presents" was sold to KIMA-TV, Yakima, Wash., for sponsorship by Rainier Beer; WBAL-TV. Baltimore for National Brewery Company, and to WMTV. Madison, Wis. "Dangerous Assignment" was sold to WTVO. Rockford, Ill., for sponsorship by Manor House Coffee, and to WMTV, Madison, Wis. The new "Hopalong Cassidy" films were picked up by WOC-TV, Davenport, Ia., for Schierbrock Motors, while the old Hoppy films were sold to WKNZ-TV. Saginaw, Mich., for Watson Ice Cream, and to WMTV, Madi-

son, Wis.



## RE-RUNS—BUST OR BONANZA

#### First of a Series of Billboard Studies On Re-Runs and Other Residual Values

In one of The Billboard's first TV Film efforts, Lucille Ball wrote an article which she tagged "Residuals and Motherhood . . . Or Why I Made My TV Bow on Film." In part, she pointed out that "... we had had a new word added to our vocabulary, re-

#### A NETWORK SHOW THE NATIONAL PICTURE

STU-ERWIN SHOW Half Hour Situation Comedy PRODUCER: Roland Reed SPONSOR: General Mills NETWORK: ABC

	1st Run	2d Run		
Month	1951-1952	1952-195		
	7:30-8:00	7:30-8:00		
	Sat.*	Fri.***		
May	17.6	13.4		
June	12.9	11.7		
July	10.6	Convention		
August	16.8	13.8		
September		13.2		
	8:30-9:00	7:30-8:00		
	Fri.**	Fri.***		
October	16.4	14.4		
November	14.3	21.7		
December	18.2	22.0		
January	13.5	19.6		
February	19.5	21.5		
March		23.4		
April	18.8			
Average Ratio	uz16.3	17.5		
Av. No. Stat	ions54	55		
Av. No. Hon	ies			
Reached	2,206,000	. 3,251,000		
Network Com	petition:			
One Man	's Family; Beat	the Clock;		

Flash Gordon

Asked for It

\*\*\* Those Two and Camel News; Doug Edwards and Perry Como

siduals. This could be a wonderful annuity." Thus, "Lucy" echoed the convictions and hopes of every producer, distributor and sponsor who seriously invested in TV Film during its infancy. The size of that investment was (and is) tremendous. Production costs alone run \$20,000 for each episode of a well produced halfhour show; a million dollars or more for a full 52-week series. Few, if any, producers are able to get back that initial cost from first-run contracts. Their big gamble is the value of reruns. Add TV time costs and commercial costs to production costs and the sponsor's gamble is evident. He, too, enters into long-range contracts dependent on lower-cost reruns delivering substantial consumer audience.

Therefore, if it is at all possible to discover a pattern for rerun performance, The Billboard will attempt it in this and subsequent articles in the TV Film Monthly Market Report and Progr. m Guides. This first is more or less a "trial balloon." From it we hope our own further study and the response from producers, distributors, stations, agencies and sponsors will result in a clearer method of approaching the analysis and a clearer manner of publishing the results.

#### By Way of Explanation

1. All figures used are furnished by the American Research Bureau (ARB). The rating figure represents the percentage of all the sets in the market which were tuned to a show. Thus a rating of 10.0 in a 1,000,000 set market means that 100,000 homes were watching that show.

2. In the case of "Boston Blackie" and "Big Town" (rerun as "Heart of the City,") remember that both shows are televised in many more cities than those reported here. ARB reports are limited to certain cities and figures were not available in all cases.

Roland Reed made 78 episodes of the Stu Erwin Show. General \_ Mills began sponsoring weekly over ABC Network before January, 1951. The first run went thrư part of April, 1952, with one time and day change in October, 1951. The fewest number of homes reached was 1,320,000 dur-\*\* We, the People; Man Vs. Crime; You ing the July, 1951, rating. The most homes reached was 3,150,000

during the March, 1952, rating. Changing to 7:30-8 on Friday, the second run shows comparable or stronger ratings right down the line month against month.

Note that the greatest increase strength of ratings has occurred during the last six months. Equally interesting is the reflection of the shows strength in homes reached due to (1) holding or increasing the show ratings and (2) an increase in television homes. The fewest homes reached during the second run has been 1,910,000 during the June, 1952, rating and the most homes 4,930,000 during the March, 1953, rating. An average increase of 50% in homes delivered by the rerun.

The periods of comparison used in the accompanying chart on "Boston Blackie" are November, 1951, thru March, 1952, for the first run, against November. 1952, thru March, 1953, for the second run. What is true of the national picture of the Stu Erwin Show is again apparent in studying the local market figures for

"Boston Blackie.' With one glar-ing exception (San Francisco), Blackie's re-run ratings have maintained the strength of the first run, and in Chicago and Philadelphia substantially improved the rating position. This fact, along with the sensational growth of TV Homes in most markets, results in a substantial increase in the audience delivered to the sponsor.

The period of comparison in the accompanying chart on "Big Town" and "Heart of the City" is also November, 1951, thru March, 1952, for "Big Town" against November, 1952, thru March, 1953, for "Heart of the City." No conclusions should be reached based upon the limited two-city study. Despite lack of more complete figures, we show it because of the unique situation with respect to these shows. "Big Town" continues to run

over network facilities with new episodes. "Heart of the City" is simply "Big Town" with a new name. It is sold as a syndicated show at the regional and local level. In many markets both shows are established, with "Heart of the City" telecast over a station competitive to "Big Town." When the industry coins a phrase for this situation it will probably be "overlap." Limited as the information is, the pattern appears to be the same; ratings maintain initial strength and therefore deliver an increased audience for the sponsor because of the growth of TV homes.

Conclusion We believe that further studies next month and the month after will add evidence indicating that the re-run of a show will develop ratings comparable to those established on the first run. True, (Continued on page 12)

#### A SYNDICATED SHOW: LOCAL MARKET PICTURE

Nov. Dec. Jan. Peb Mar. Rating Sets in NR. Reached in Mct.  NEW YORK CITY  First Run: WNBT, 10:30 Monday 17.1 8.7 13.6 14.3 12.4 11.2 2,776,000 310,912 7  Sec. Run: WABD, 9:30 Friday 11.6 10.3 9.4 11.7 12.3 11.6 3.292,000 362,120 7  CHICAGO  First Run: WGN, 9:30 Tuesday 21.1 19.4  WBKB, 9:30 Thursday 12.0 16.6 15.8 17.6 1.074,600 139,130 4  Sec. Run: WBKB, 9:30 Thursday 24.1 27.8 23.9 28.0 27.8 26.3 1,369,000 360,047 4  LOS ANGELES  First Run: KNBH, 9:00 Sunday 6.5 8.0 14.4 18.2 13.2 12.1 1,085,000 131,285 7  Sec. Run: KNBH, 7:00 Wednesday 21.5 not avail. 12.7 11.8 5.9 13.0 1,350,000 175,500 7  SAN FRANCISCO  First Run: KRON, 7:30 Sunday not avail. not avail. 41.1 40.4 48.0 43.2 312,400 134,957 3  Sec. Run: KRON, 9:30 Sunday 17.1 24.0 18.8 20.6 10.2 18.1 539,400 97,631 3  PHILADELPHIA  First Run: WCAU, 10:30 Tuesday 9.2 not avail. 13.0 13.7 not avail. 12.0 987,800 118,536 3  Sec. Run: WCAU, 7:00 Wednesday 23.3 18.7 19.6 25.0 27.8 22.7 1,176,000 266,952 3  BOSTON  First Run: WNAC, 7:00 Saturday not avail. 24.4 38.7 40.3 41.6 36.3 845,200 306,808 2  Sec. Run: WNAC, 7:00 Saturday not avail. 24.4 38.7 40.3 41.6 36.3 845,200 306,808 2  Sec. Run: WNAC, 7:00 Saturday not avail. 24.4 38.7 40.3 41.6 36.3 845,200 306,808 2  Sec. Run: WNAC, 7:00 Saturday not avail. 24.4 38.7 40.3 41.6 36.3 845,200 306,808 2  Sec. Run: WNAC, 7:00 Saturday not avail. 24.4 38.7 40.3 41.6 36.3 845,200 306,808 2  Sec. Run: WNAC, 7:00 Saturday not avail. 24.4 38.7 40.3 41.6 36.3 845,200 306,808 2	÷								A 43	1 4	Average		Average Homes	No. Stations
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First Run: WGN, 9:30 Tuesday	Sec.	Run:	WABD,	9:30	Friday	11,6	10.3	9.4	11.7	12.1	11.0	3.292,000	362,120	7
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First Run: KNBH, 9.00 Sunday6.5 8.0 14.4 18.2 13.2 12.1 1.085,000 131,285 7 See, Run: KNBH, 7:00 Wednesday21.5 not avail. 12.7 11.8 5.9 13.0 1,350,000 175,500 7  SAN FRANCISCO  First Run: KRON, 7:30 Sundaynot avail. not avail. 41.1 40.4 48.0 43.2 312,400 134,957 3 See, Run: KRON, 9:30 Sunday17.1 24.0 18.8 20.6 10.2 18.1 539,400 97,631 3  PHILADELPHIA  First Run: WCAU, 10:30 Tuesday 9.2 not avail. 13.0 13.7 not avail. 12.0 987,800 118,536 3 See, Run: WCAU, 7:00 Wednesday22.3 18.7 19.6 25.0 27.8 22.7 1,176,000 266,952 3  BOSTON  First Run: WNAC, 7:00 Saturdaynot avail. 24,4 38.7 40.3 41.6 36.3 845,200 306,808 2	Sec.	Run:	WBKB,	9:30	Thursday	24.1	27.8	23.9	28,0	27.8	26.3	1,369,000	360,047	<b>*</b>
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	Sec.	Run:	WNAC,	7:00	Saturday	34.1	33.6	38.7	35.9	41.3	36.7	1,004,000	368,468	2

# Manual Outlines Detailed Steps For Setting Up TV Film Division

Lacy S. Sellars, who heads up the film editing department of WBTV, Charlotte, N. C., has compiled a detailed, easy-tounderstand primer of instructions and general advice for stations setting up TV film departments for the first time. The material was prepared originally for use at the Southeastern Television Conference, which WBTV conducted December of last year for the benefit of several hundred TV operators and applicants in North and South Carolina and Virginia.

On these pages The Billboard presents an edited-down version of the suggestions offered in Sellers' manual. The information, of course, is based on the experiences of WBTV and (as Sellars points out in his introduction) are not necessarily applicable to all other stations, which, because of different equipment or operating procedure, may find better, quicker, and economic ways of doing some of the things covered in the article.

#### TELEVISION FILM ROOM OPERATION

Personnel

A film department should be set up with personnel aside from the engineers and production crew. At least try to have one person (doing film work alone) supervise the department so as to gain coherence in the over-all work. Films and slides constitute the "bread and butter" of your commercial work and will have to be handled correctly.

Here at WBTV, we have a girl for shipping, receiving, and routine screening of program film. She keeps all records (shipping and receiving tickets and film stock cards) and screens all film before air time to catch any defects in picture or sound. We also have a staff photographer to make the slides and one person who is in charge of all spot film and slides; prepares package and participating film shows for telecast; edits feature movies; maintains the equipment, and handles any other matters pertaining to films or slides.

The Film Room

The film room should be fairly close to the control room for obvious reasons, but not where other personnel are apt to wander thru or too near other offices where the noise of the projectors might disturb others. Otherwise, put up sound board on the walls to keep the noise in

Our film room is nine floors above the control room and slow elevators are at times a problem. We do have a substantial wire grocery carton with which to transport the heavy film. Cleanliness is important, so seal the windows up and keep the room as free from cracks and crevices as possible. The projector lamps generate a lot of heat, and air conditioning is almost essential. Equipment (prices noted are

only approximate)

1. Storage.

You will need a good steel cabinet (\$375), such as Neumade's M°1-180-16, for storing the 100 foot reels of spot films. We use two steel cabinets, each holding some 600 reels. They close up tightly to prevent dust seepage and have humidors to keep film from becoming brittle. Storage racks for the larger films can be bought ready made, but you may wish to have them

made to order to fit the various sizes of reels. Have sections to hold reel sized: 400-inch, 800-inch, 1200-inch, 1600-inch and 2000-inch. The 1200-inch (half hour) will take up the most space. Be sure the racks will accomodate the cans that many films come in, and allow for the beaded edge that many of the cans have. Allow plenty of storage for the cases and boxes that the films come in and, of course, you need space for files, supplies, etc.

Don't minimize your slide storage problems. You will probably outgrow the single slide boxes (hold about 150) quickly. For our main slide file we use the Neumade slide cabinet (about \$50) with five drawers (each holding 250 glass slides). It is kept in the control room for easy access to the engineers.

Projectors (\$330 to \$600) Get a heavy duty 16-mm. sound projector that will stand the wear - a nationally known make that gives full guarantee protection. These machines will be in constant use and will need occasional repair. We use 12inch speakers in separate housings so that our projectors can be used before large crowds when needed. We currently use four projectors: two in the film room proper, one in our sales department, and one for standby use and the production crew when needed.

3. Rewinds (\$42 per pair). Don't waste money on cheap, "home movie" rewinds. They will wear out in no time. Have at least one good pair of heavy duty rewinds, such as the Neumade Dynamic 16 rewind, with gears and brakes at each end. You might use a light rewind as an auxiliary to the heavy duty ones for rewinding spots that are taken out of shows. While not essential, electric motor rewinds are nice to have for speeding up work.

4. Splicers (\$18 to \$30).

We strongly recommend a straight-across splice to the diagonal splice. Granted that the diagonal may be a bit stronger, but this makes a split frame on the screen which is objectional to viewers. We use Neumade's Griswold Jr. splice'r model, which has the advantage of being able to splice from either direction and uses either regular or reversal film which has the emulsion on the opposite side. Be sure to specify the splicer for the larger or 1/10-inch splice. The 1/16-inch splice, is for negative work and is not as strong.

5. Viewers (\$25 to \$60)

A 16-mm. film viewer is essential for quick checking of film content and for editing work. The ultimate is the Moviola, but it runs into hundreds of dollars. Any sturdily built model will suffice. We have both a Craig and a Bell and Howell Filmo Viewer

Sound Track Reader (\$180).

This is the sound counterpart to the film viewer, and (tho not essential equipment by any means) is useful in quickly locating certain parts of the sound track of films.

7. Timers (\$75 to \$170)

A footage counter is needed so that films may be accurately timed for scheduling purposes. If you plan to go into sound film production you may wish to purchase a timer with two or more measuring hubs. You cannot time film accurately on the film room projectors! They don't have synchronous motors and will run slow or fast depending on the line voltage.

Film Cement (\$1.25 to \$1.50 per pint).

Get a brand that is made for safety film and not for nitrate film. Buy from a source that has a large turnover so that you will get fresh cement. It loses its strength fast. Buy it in pint containers from film houses or local theater supply houses. Have a small bottle to work from, and insist that the personnel pour out old stock and refill from the pint can at least once a week. If film has a tendency to just fall apart when you tear at a splice, it can be caused by old cement; not roughing up the film before splicing; not holding the splice long enough in the splicer; or the splicer may need adjusting.

9. Projection Screens (\$20

A portable beaded projection screen is a handy thing for client - screenings, but, unless you have space, they are in the way in the film room. A large white poster board makes an excellent screen and can be

mounted out of the way.

10. Reels (10-15 cents for 100inch size, up to \$3 to \$6 for

larger sizes).

You'll need quite a few of all, sizes. Some program film will arrive without any reels, and you will need flanges (reels with solid sides that come apart to allow film to be put on or taken off for handling without reels). Suggested sizes: 6-inch to handle spot film; 10-inch or 14-inch for longer films.

You will need a couple of hundred or so of 100-foot reels to wind on spot films that often come in without reels. Metal ones bend easily and cause the film to bind and sometimes break. We prefer the new plastic ones for ease in handling, which can be secured thru Eastman Kodak. You may wish to purchase several dozen plastic cores on which to wind film when you use the flanges for non-reel handling, but don't buy too many, because they will accumulate from spot films sent to you on cores. Short films can be wound directly on flanges without the cores.

 Blank Leader (\$6 to \$20 per 1000 feet).

Get good quality, heavy, blank leader, so it can be used over again several times. Try to buy from a large supplier, so you get fresh stock. It shouldn't break easily when creased back and forth and should splice easily. We do not recommend Eastman White Leader for general use because it will not splice satisfactorily except with special heat splicing. Neumade and Hollywood Film Company make good leader. Buy a light colored leader, such as gray or yellow, which will show up against the dark film on a reel and warn the projectionists. Leader is available in other colors for special coding if desired.

Miscellaneous Equipment
 a) A fire extinguisher; even safety film will burn.

It is not too much to buy 1,000

feet of leader at a time.

 b) Cotton editing gloves for checking film defects.

c) Scotch pressure-sensitive masking half-inch tape; regular scotch tape, and a black scotch tape for masking out the picture where the desired sound track extends into it.

d) An opaque retouching ink is useful for blanking short lengths of sound track and blooping splices.

e) Small "non - lick" labels, such as Pres-a-ply labels No. T-508, are good for putting file numbers on spot films and slides. Larger labels can be used to label the leaders of film.

f) Usually spot films are replaced when dirty, but film cleaner or carbon tetrachloride can be used to clean short lengths of film occasionally. But watch the dangerous fumes.

g) A few hand tools are useful for repairs and maintenance.
 h) A good supply of projection and exciter lamps and the

necessary oil and grease for lubrication. Care saves wear.

Caution: Buy your supplies and equipment from reputable dealers and don't try to get "back door" deals. Remember, you will have to get service on most of the things, and it's hard to get service on equipment bought at great discounts, etc. Rely on your wholesalers when you can, of course, for such things as projection and exciter lamps. Beware of buying a lot of special-purchase things initially, such as special film racks, editing bins, etc. Chances are they won't be needed at first. You will probably experience trouble with "green film" (film that has been processed in a hurry and hasn't fully dried). It is rather tacky and tends to stick in the film gate, and cause you to lose the loops. Air projectors have a greater tolerence for green film, but the trouble can be mitigated by applying a light coat of paraffin to the film gate of the projector. Little or nothing short of a new print, tho, will cure film that is stretched or shrunk.

One big administration problem that comes up three times a year is the Federal Trades Commission report on all locally originated commercials. The film room must supply the following information about films run for each sponsor: name and address of sponsor, agency and film producer; type of product or service advertised. The sales department can supply most of this information, but sometimes the producer is hard to identify. Some put their name on the film leader, can, or box. Others can be identified by peculiar markings on the film which you learn by experience. If all else fails, send out a form letter to the agency involved and have him supply the name.

Film and equipment suppliers that will be glad to send catalogs and offer help to new stations include: Neumade Products Corporation, 330 West 42d St., New York City; Hollywood Film Company, 5446 Carlton Way, Hollywood to Carlton Way, Hollywood Carlton Company, 1318 S. Wabash Ave., Chicago; and Strickland Film Company, 220

Pharr Rd., N. E., Atlanta, Ga.

## Re-Runs--Bust or Bonanza

• Continued from page 11

it is apparent that care must be used in selection of day and time slot from the standpoint of sets in use. This is borne out by the almost 100 per cent increase in rating for "Boston Blackie's". second run in Philadelphia. The first run was Tuesday at 10:30. The second run is 7 o'clock, Wednesday. The number of sets in use at 7 o'clock is normally double the number in use at 10:30. Seven o'clock delivers a bigger audience to shoot at. Care must also be exercised in the study of competitive shows for obvious reasons.

Secondly, it is evident that accompanying maintenance of ratings is the automatic delivery of a larger audience. After the first year of serious TV set production (1947) people owned 200,000 TV sets. As of March 1, 1953, people owned 22,600,000 sets. This growth is costing the sponsor more money. Frank Stanton, CBS prexy, points out the general formula for station rates in his recent Broadcasting-Telecasting article. "This base is \$120 per evening half hour for a circulation of 20,000 homes and provides for a 50 per cent increase in rate

for every additional 100 per cent increase in circulation." TV time will cost more money, but delivers a lower cost per thousand.

So it looks like Lucy's "annuities" are plenty safe; maybe
even more valuable than anyone
hoped. A producer friend of ours
tells us that a year or so ago his
rule of thumb for re-runs was to
look for 60 per cent of the revenue from the first run. Are any
producer-sponsor negotiations being approached on the basis of
ratings and/or audience the rerun will deliver? Looks sound
for both sides,

#### SYNDICATED RE-RUN OF A NETWORK SHOW

BIG TOWN and HEART OF THE CITY (Half Hour Adventure)....PRODUCER: Gross-Krasne;....DISTRIBUTOR: UTP

83	Nov.	Dec.	Jan.	Feb.	Mar.	Average Rating	Average No. Sets in Mkt.	Average Homes Reached	No. Stations in Mkt.
L	OS ANGELES							34	
	Big Town (1st Run)								
	KNXT, 8:00 Thursday 7.2	6.3	8.5				-		
	KNXT, 6:00 Monday			4.4	5.6	6.4	1,085,000	69,520	
	Heart of the City (2d Run)						- C		
	KTTV, 8:00 Tuesday11.3								
	KTTV, 7:30 Tuesday	10.8	9.4						
	KTTV, 9:00 Friday			5.1					
	KTTV, 7:30 Wednesday				4.9	8.3	1,350,000	112,0 0	
D	ETROIT								
	Big Town (1st Run)								
	WJBK, 9:30 Thursday32.4	18.2	31.6	21.8	16.3	24.1	598,600	144,263	3
	Heart of the City (2d Run)								
	WXYZ, 7:00 Wednesday19.8	15.8	23.2	21.8	20.5	20.2	781,000	157,762	3

## Good Results Within Budgets Can Be Achieved Despite SAG Raises

By SONNY CHALIF Screen Gems, Inc.

Official releases divulge that 25 atom bombs have been exploded. There must be another one-the Screen Actors' Guild contract for filmed commercials. At least it appears to have wrought the same devastation and confusion among the agencies, sponsors and producers as any blast at Yucca Flats in full mushroom.

First let's admit that talent costs in filmed commercials in re-use are going to cost a lot more than before the new contract. The big shock impact, tho, is caused by the huge percentage increases of payments that are indicated on cost charts which have been compiled by everyone in the trade, as compared to the "good old days." Had there been no good old days, the present scales of cost to the sponsor very easily could have been lived with—and probably still will be after the first hurt is analyzed.

Let's take a plunge into the deepest part-let's take a commercial with a fairly rich use of talent-four players on camera, an announcer, one soloist and a group of four singers off-camera. On a guaranteed 13-week Class A program use, this talent would cost a total of \$3,300. Granted this amount is an enormous percentage jump over the old days, but if you are quick at figuring, you know what this sum looks like broken up into 13 equal parts—each 13th comes to just about \$254, the amount your commercial would cost for each program. Now let's divide by the 10 people in this commercial. Quick or considered figuring gives you an average weekly cost of \$25.40 per person for the commercial. Too tough to live with? Now, if you want to go unlimited with this commercial on Class A, 13-week use, add \$1,110 to the lump cost. Then for \$339 a week you could broadcast this one all over the air for that fixed average rate.

Well, you say, the big sponsors may be able to afford it, but how about the little man who is threatened with being priced out of the market? Well, say, the little man could use only local TV, or, if he's a big little man, he would use only regional TV. Let's use our same talent group as in our first example and see how badly hurt he is. As a little man, he will only have use for five cities or less, placing him in the Class C category. On a program use for 13 weeks, our 10 actors' fees amount to \$700. Remember, that's not for 13 uses but for unlimited use. If Mr. Little used this commercial only 13 times his cost would come to just about \$54 per program - any further uses within the 13-week cycle would be extra dividends. And on a spot basis in C classification, it would break even finer for him. Mr. Little would only have to pay a total \$570 for 13 weeks, or \$44 each week. And during each of these 13 weeks of spot use the \$44 would entitle Mr. Little to broadcast this commercial to his heart's content.

Do I realize that New York, Chicago and Los Angeles count as seven cities each which would automatically put Mr. Little into the B classification if he wants to use TV in either of these cities? Yes, I do. That puts him into the big little man's class, where you can be sure Mr. Little certainly feels he belongs if he does business in any one of the Big Three, right along side of the regional advertiser or the middle-man who can profitably use six to 20 cities in his sales pitch. Again using the same 10cast commercial, his 13-week program use would come to \$900. Used once a week, his bill for talent would average \$69 for the week. If he had a program across the board, his weekly bill would still remain \$69, because Class B like C entitles the sponsor to an unlimited use, would cost \$645, or a weekly expenditure of a touch

This is a quick look, but reedit it longer or shorter, you can take the fright out of the picture by figuring your cost by the week and not by the lump sum. Perhaps then you might even come to the realization you get an awful lot of manpower and message impact for an awfully small expenditure. Just compare it with any other segment of your TV budget.

But you can slice it even

thinner and make the lump sum smaller. We've been talking about a cast of 10 for a commercial. It could be just as effective to use five, or one, or to use two players and eight extras or any other combination of players and extras. Remember the Guild would like to make all actors players, just as the agency would like all actors to be extras. In scripting and shooting, make sharp definitions in each actor's action and reaction. Foreground actors whose faces te seen are the delicate casesmost of them will fall into the player category. If you have a foreground character, who for on-scene purposes you consider an extra, make him inconspicuous, shoot him three-quarter rear and don't let him react facially. Otherwise, you have a difference of opinion on your the original. hands — the difference between Another important saving can \$18.50 for an extra and \$650 for a player, figuring in the major 13-week classification. If your actor is background, don't give him any abnormal, attentiongetting actions. The great danger is the so-called "fringe" performer, such as a foreground

examples. Be careful in using "omnies" or "huba-huba" that no articulated words are apparent. To be allowable "omnies," the crowd or group dialog must be in-distinguishable. Otherwise, the "omnies" can become "off cam-

waiter in a restaurant set, a

policeman in an exterior scene,

or dancers on camera who thru

costume are identified with the

product or whose routines bring

them from the background close

to the camera and closer to be-

ing a player, to cite just a few

era" voices. Then there's animation — this could eliminate a multitude of re-use fees, but this method per se can be expensive too. Script your animation as simply as possible - opticals, special effects and complicated patterns are not cheap. And the more dialog you write in for your animated characters to be "synced" to an off-camera voice, the more work for the animator and the more you have to pay for the job. In live commercials you usually keep your players silent, simply reacting

to the off-camera message. Try

this in your animation scripts. How can you save lots more? Double your players. Where you have several scenes, use the same players in different clothes. You'll be surprised how few viewers will notice any similarity. Also, have the reacting player on-camera the same actor as the off-camera voice, saving you an off-camera fee. The same goes for soloists. Use them reacting on-camera as well as off. If you use a group of four singing voices and must have a soloist, make him one of the four. (Be careful in your use of soloists. Where you use a group and a single line is punched up by a single voice, this is not considered a solo, but if the voice takes it for an extended passage it's a solo.) Also, where you use four or five off-camera short dialog lines, spoken by four or five actors to give the impression of the "everybody loves our product" impact, use only two actors alternating their voices. It is just as effective and costs a lot less.

"Table - top" demonstrations are happy savers, but how are you going to show the use of a lipstick, or hair permanent, or the effective use and enjoyment of a cigarette or a beer? However, generally, where "tabletop-photography can be reasonably used with the help of an extra's hands, you're that much

Stock shots of groups and crowds are natural savers. Work in a close shot of a reacting player, and you'll get a low-cost, big-production effect.

Your old sound tracks, the pre-SAG contract singing signatures and jingles, are fully usable without being subjected to re-use payments. So many of them are so effectively identified with your advertisers product, that they'll probably not be changed in our lifetime. They're all free.

commercials for the price of one longer or shorter version of an original, which gives you three commercials instead of one. But be sure your shorter version is a pure-cut version, both in picture and voice. Any new material, on or off-camera not specifically made for the original, would make your edited job a new commercial. The same goes for longer versions. An introduction or ending of a commercial can be changed to give your message a "new look" and again you have two commercials treated as one. Just make sure the body of the visual and audio section remains untouched. Also, if you're tired of an off-camera message, supply a new one over the original picture. This will give you a change of pace, and the new-message commercial can be used in place of the old one. The on-camera scenes of a commercial can be reshuffled and substituted for an original if you don't replace scenes or make substantial changes in your picture. This again will give you a different commercial, but you will have to withdraw

Editing can give you multiple

be effected by the use of officers or employees of a sponsor's plant. Watch this one very closely. The gimmick for a true waiver of fees is that the employee used in your filmed demonstration must be actually paid by the factory for regularly performing the work demonstrated. Simply selecting any employee at random would be considered an evasion.

There's lots more to go into and point up, but it's too big a subject to cover at a one-article sitting-examples like the effective use of several actors on camera, all of whom are extras and the use of "special players" who are only entitled to the basic day's pay and no further re-use pay. There are examples, too, of how a line of dancers can fall into the dancer's fee status instead of players, of how oncamera group singers can be considered extras, of how a still photograph may be shot and yet not be considered a "stationary camera shot" and hence not subject to use and re-use fees, etc.

All of these notes are not the result of wishful thinking; they are the result of spreading out the contract and taking a good, long and hard look. We at Screen Gems don't know all the answers; nobody does, but we are in a more fortunate position than most to analyze the subject, because, first, Ralph Cohn, Screen Gems' headman, was one of the very few producers who sat in on every meeting during SAG negotiations both in New York and in Hollywood. Secondly, an important part of our business is making commercials, and lastly, to prove our points on which this article is based, we culled thru every foot of our past commercials to dig up examples to demonstrate to ourselves and to the agencies exactly where the pitfalls and the benefits are in working under the new rules.

All of us at Screen Gems know that the re-use of commercials will cost more, but we know, too, that the trade keeps thinking of these big increases in relation to commercials made before the SAG contract became effective. All new commercials will be slanted, patterned and executed to minimize future over-all costs. Perhaps this is the impetus for the creation of a new conception of TV filmed commercials.

The dam hasn't burst, men, and we can all come down from the hills and get to work. Filmed commercials can still be made, used and re-used at a price we can all live with.

## Music Shorts Good **Bet for Small Outlets**

By LEON MORSE and GENE PLOTNIK

One of the most solid programing vehicles for the smaller local advertisers in TV is the musical film short. In radio, of course, disk jockey shows have been used profitably by thousands of local advertisers with limited budgets. Musical shorts make it possible for the disk jock to have added visual values in his show when he makes the transfer to TV. But the usefulness — or need — for these films goes further than that.

Some stations will not even have live cameras. So the deejay, if he gets on at all, will remain off camera, doing essentially the same routine he had on radio. Something has to go on video between the spots, and that something at the present most naturally is the musical

film short. A new station today can lease a library of about 500 of these shorts for a year for as little as \$4,000. The station is privileged to make unlimited use of the films during the year. If they are used only in a daily halfhour show, at the rate of six per show, the station will get a total of 1,500 plays in the year, which means that the cost per play is only \$2.60. That also means that the cost per half hour is \$16, a sum the station can usually make back with the sale of only two spot announcements.

In a recent court action it was revealed that KHJ, Los Angeles, sold \$88,000 worth of time this year for programs based on the

#### 'DISTRIBUTORS'

Distributors mentioned in the foregoing article: Official Films, 25 West 45th Street, New York; United Television Programs, 444 Madison Avenue, New York; Screen Gems, 233 West 49th Street, New York; RCA Recorded Program Services, 630 Fifth Avenue. New York; McConkey Artists Corporation, Roosevelt Hotel, Hollywood; Videopix, Inc., 717 Liberty Avenue, Pittsburgh; Walter Schwimmer Productions, 75 East Wacker Drive, Chicago; Demby Productions, 34 East 51st Street. New York.

Studio Telescriptions. One advertiser alone, the Owl Drug Company, paid \$60,000 for a half-hour strip programed with these films. These firures were released when KHJ sued United Television Programs to prevent the distributor from selling the package to another Los Angeles station, a dispute which since has been settled out of court.

There are two major musical libraries on the market today, and three smaller of a more specialized kind.

The two big ones are "Music Hall Varieties," distributed by Official Films, and "Studio Telescriptions," distributed by United Television Programs. The "Telescriptions" library consists of 1,132 short films. Of them 754 were made by Louis D. Snader between September, 1950, and April, 1952, and were known as the "Snader Telescriptions" until they were bought by Studio Films a few months ago for \$600,000. The remaining 378 were produced by Ben Fry, of Studio Films, during 1952.

Among the artists in the Snader group are Peggy Lee, Nat (King) Cole, Mel Torme, Lanny Ross, Teresa Brewer, Les Brown, Ralph Flanagan, Fran Warren, Ginny Sims, Sarah Vaughan, Toni Arden, Duke Ellington and the Harmonicats.

Among the artists in the Studio-produced group are June Valli, Mary Mayo, Betty Clooney, Connee Boswell, the Ink Spots, Carlos Ramirez and Sunny Gale.

A minimum deal for the "Telescriptions" is for 500 selections for a minimum of two years, which sells for a minimum of \$9,600.

Official's "Music Hall Varieties" consists of about 1,400 selections made by various pro-ducers prior to 1950. Some of the talent in Official's library are Louis Armstrong, Count Basie, Cab Calloway, Nat (King) Cole, Alan Dale, Dorothy Dandridge, Erskine Hawkins, Spike Jones, Korn Kobblers, Louis Jordan, Vincent Lopez, Mills Brothers, Modernaires, Noro Morales, Gertrude Niesen, Jane Pickens, Charlie Spivak, Lawrence Welk and Henny Youngman.

A minimum package sold by Official is 1,000 shorts; to a new (Continued on page 19)

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#### THE NEW SAG SCALES

On March 2, the Screen Actors Guild's three-month strike against the producers of TV film commercials came to an end. In effect, the producers, the advertisers and their agencies then found themselves with a new way of doing business: re-use payments to actors. Many greeted the SAG contract with alarm and confusion. On this page is an article by Sonny Chalif of Screen Gems, one of the major producers of film commercials, on the effect the new SAG scales will have on

Actually production is proceeding under an interim contract. Further negotiations between the union and the producers are going forth on the West Coast thru the end of April. But it is unlikely that any basic change will be made in the scales set up in the interim agreement.

Here, again, is a list of the minimum "use payments" according to the SAG contract:

To an actor ON CAMERA in a filmed PROGRAM commercial:

Class A (over 20 cities) \$650 for unlimited use in 13-week period; \$70 for single use; \$50 for each re-use; \$150 for three uses if guaranteed before first use; \$350 for eight uses if guaranteed; \$500 for 13 uses if guaranteed. Class B (six to 20 cities) \$140 for 13 weeks.

Class C (one to five cities) \$105 for 13 weeks; \$185 for 26 weeks if guaranteed before first use. To an actor ON CAMERA in a filmed SPOT ANNOUNCE-

Class A (over 20 cities) \$140 for 13 weeks. Class B (six to 20 cities) \$105 for 13 weeks.

Class C (one to five cities) \$70 for first 13 weeks, plus \$55 for each additional 13 weeks. Off Camera

To an actor OFF CAMERA (voice only) in a filmed pro-Class A (over 20 cities) \$485 for unlimited use in 13-week

period; \$45 for single use; \$35 for each re-use; \$105 for three uses if guaranteed before first use; \$225 for eight uses if guaranteed; \$350 for 13 uses if guaranteed. Class B (six to 20 cities) \$90 for 13 weeks.

Class C (one to five cities) \$80 for 13 weeks; \$140 for 26 weeks if guaranteed before first use. To an actor OFF CAMERA (voice only) in a filmed SPOT

announcement: Class A (over 20 cities) \$70 for 13 weeks. Class B (six to 20 cities) \$52.50 for 13 weeks. Class C (one to five cities) \$35 for 13 weeks.

New York, Chicago and Los Angeles each counts as seven cities. Use of a commercial in any two of these cities automatically puts it in Class A.

The agreement stipulates that first use of the commercial is to take place within six months of production, and the last use within 18 months of first use. But some allowance is made for commercials not aired within six months of shooting.

P. A. SUGG Vice-President-Manager WKY-TV, Oklahoma City

Generally, we have had pretty smooth sailing with our film problems at WKY-TV, but there are a couple of areas where a little more practical reasoning on the part of film distributors could lead to even better relations with the stations. For one thing, we have found that a majority of the distributors do not have what we think is a reasonable attitude toward the actually vital budget problems of the local businessman, particularly the local retailer, many of whom still are to get their feet wet in television advertising. Ordinarily, we find that the local retailer can seldom afford more for program content than 50 per cent of time and production costs.

We take a very dim view of those distributors who set an arbitrary price on their product that would, if they can make the sale, guarantee the entire production nut on the first showings. There is nothing realistic, from our standpoint, about these

## STATION'S IDEAS RE TV FILM PROBLEMS

A Billboard Symposium

ivory tower ideas. They just don't jibe with the facts that are basic with local business operators. Why would it not be possible for the distributors to determine what prices local merchants have been payinghow much they are spendingon TV productions? Then they would have a more realistic idea as to what these local people will pay, and fix the average price accordingly.

It stands to reason that the local retailer will be more eager to buy film if it is priced at a figure that he is accustomed to paying and, more important, that he can afford to pay over the long run. Such an attitude on the part of distributors, in our opinion, would speed up initial sales and create an ever growing demand for more sensibly priced films. We have dealt with distributors whose only interest is to get our signature on a 26 or 52-week film contract. Once that magic act has been performed, their interest ceases. Perhaps it would be well for some distributors to consider the very real problems faced by the stations.

The station is required to sign some film contracts for 13, 26 or 52 weeks. However, a sponsor can cancel his time on the station by giving 28 days' advance notice. We'll assume, of course, that it is an unusual case and an unforeseen circumstance that would cause such a cancellation. Nevertheless, the distributor wants a guarantee of full pay for the term of the firm contract regardless of the local situation, and the station is left no alternative-just pay in full for a (Continued on page 16)

#### MARGARET S. BOWLES Film Editor KONA-TV, Honolulu

Feature film distributors could do much to better serve client stations if they could make their products of uniform length, preferably 54 minutes. which would allow a station the usually-accepted six minutes of commercial time in a one-hour time purchase. Longer pictures should be edited to fit 75 or 90 minutes of programing time, allowing for approximately 10 per cent of this time for commercial message. As it is, practically all films come to

us as they were originally made for theatrical use.

If we cut or edit films to fit our programing schedule, we must replace the spliced-out film back into the film before returning it to the distributora tedious, time-consuming process, which greatly raises the operating costs of a TV station film department.

Films with lengthy footage of dark scenes should not be distributed to TV stations, because even the best projection and transmitter equipment can't reproduce such sequences with any sort of clarity. These dark, nighttime sequences should either be eliminated entirely or reduced to as little footage as possible.

#### DAVE BAYLOR General Executive Scripps-Howard Radio, Inc.

WEWS-TV, Cleveland Nobody yet seems to have written the rule book on how to buy films for television. It is the one phase of telecasting which seems to have no counterpart in radio. Most all other phases of the business (to the radio trained people who staff television stations) have some familiar facets, no matter how modified. But film is a nevernever land into which few recent television operators have

ever even mistakenly wandered. Thus, there seems to be no rule of thumb for either the purchase, classification or evaluation of film. It is as tho a man who had never seen a hammer were to set out building a house. It seems not at all uncommon for the same film to be offered to the same station by as many as three different film agents, at three different prices. It also seems an ordinary occurence that no two films of obviously equal quality are ever priced, unless by accident, within reasonable range of each other. There is a definite atmosphere of "caveat-emptor" surrounding the entire purchase of film and its use on television.

Obviously, if TV broadcasters are to be able to buy film at rates reasonable enough to resell them, some standards of the worth of films must be established. A news service is a known factor, the price being determined by the size of the market, the station and the quality of the service offered. The price is the same to every one in any given station class. The same is true of music li-braries, transmitters, script services, talent and everything else. Surely it must some day be so for

No matter where television broadcasters gather, there is bound to be some mention of film. Just as certainly someone in any such group is likely to bemoan the fact that he bought a large film package, containing 50 features, and so far has been able to sell only 10. And even those were at a price less than

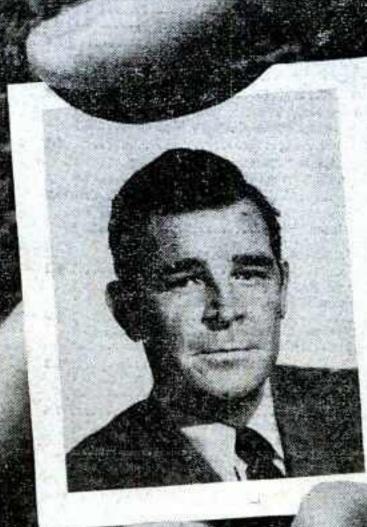
he had to pay for them.

No blame for this condition can be placed at the doorstep of the distributor. Most of them have been in the film business for years, and have learned to live with one of the most hotly competitive businesses known to the entertainment world. He expects to do business with broad-casters in the same manner he has done with exhibitors. If the broadcaster is willing to pay top prices for films, you can't expect the distributor not to accept his check in advance. Nobody is more surprised than the film distributor when, as is fre-quently the case, the broad-caster or his film buyer pays the first asking price for films. Certainly one can't expect the distributor to make the first move to change this, (for him) a very happy situation.

Since the use of film is increasing, rather than diminish-ing, in a business that has hardly started to grow, and since the cost of film 'epresents such a large portion of a TV broad-caster's budget, it seems that some standard of evaluation of film must and can be determined. Whether that responsibility rests with the TV broadcasters or the film industry itself, nobody can say at this early stage. Meanwhile, it seems prudent that before a successful new TV applicant spends his first dollar for film, he'd better find someone who has been at it for some time, sit down somewhere in a quiet saloon and have a long, long talk.



# THIS MAN IS GOING TO ARREST YOU



CITY POLICE DEPARTMENT

ROD CAMERON

"CITY DETECTIVE"

## because "CITY DETECTIVE", starring Rod Cameron

... is a brand-new series of 26 half-hour films—created expressly for television—with the kind of powerful appeal that arrests the attention (and sponsor loyalty) of TV families who are your best prospects in your market.

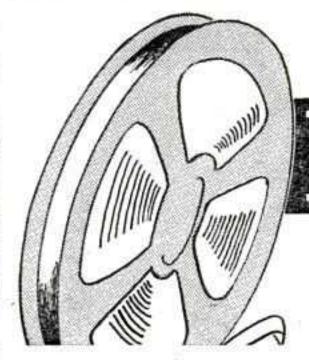
Available now to local and regional advertisers—
another outstanding Advertising Showcase from MCA-TV—
"City Detective" offers a truly arresting sales
medium. Week after week, its masterful combination
of suspense and high entertainment wins new viewers,
builds ratings, makes more customers.

Put Rod Cameron in "City Detective" to work for you! Find out how by contacting any of these MCA-TV offices.

#### another advertising SHOWCASE from

NEW YORK: 598 Madison Avenue — PLaza 9-7500 CHICAGO: 430 North Michigan Ave. — DElaware 7-1100 BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6-2001 SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922 CLEVELAND: Union Commerce Bldg. — CHerry 1-6010 DALLAS: 2102 North Akard Street — PROspect 7536 DETROIT: 1612 Book Tower — WOodward 2-2604 BOSTON: 45 Newbury Street — COpley 7-5830 MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863





CLEVELAND REPORT ON

## FEATURE FILM SHOWS

#### HOW THEY RATE VS. ALL TYPES OF OPPOSITION

The following chart contains feature-film programs in Cleveland along with their American Research Bureau Ratings for January. Under each show's entry are the names and ratings of programs competing with the movie show. The ARB January survey was done January 8 thru 14. The ratings below are averages of the quarter-hour ratings in the periods indicated.

WEEKLY SHOWS-NIGHTTIME
Premier Theater        WXEL9-10:30        Saturday
Ten-Thirty TheaterWEWS10:30-12:15Tuesday22.8  Opp: WNBK—Club Embassy, Bob Considine, News,  Sports, Weather, Hollywood Theater
Opp: WEXL—Name's the Same, Sohio Reporter, Top Story, Sports Theater. Nite Owl Theater 5.5
Mainline Theater WNBK 11-12:45 Sunday 22.3  Opp: WEWS—Sunday News Special, Sign-Off 10.4  Opp: WXEL—Home Theater, Sign-off 9.0
Thorsday Night Theater
Gasinator Theater WEWS11-12:45 Saturday17.7  Opp: WNBK—Celluloid Playhouse, Sign-off13.6  Opp: WXEL—Wrestling, Sports, Showcase, Wrestling  From Chicago, Sign-off
Peature FilmWEWS11:15-12:30Friday15.9 Opp: WNBK—News-Sports-Weather, Teleplay, Holly- wood Theater
Opp: WXEL-Sohio Reporter, Top Story, Sports, Nite Owl Theater
Celluloid PlayhouseWNBK11-12:30Saturday13.6
Opp: WEWS—Gasinator Theater
Theater NineWXEL 7:30-9Sunday11.3
Opp: WNBK-Mr. Peepers, Abbott and Costello, Comedy Hour
Opp: WEWS—This Is Show Business, Toast of the Town
Opp: WEWS—Sunday News Special, Sign-off10.4 Opp: WNBK—Mainline Theater25.1
WEEKLY SHOWS-DAYTIME
Encore Theater WXEL 2-4
One o'Clock
PlayhouseWNBK1-2:30Saturday10.2  Opp: WXEL—Double-Barrelled Theater
Saturday ShowtimeWEWS1-5:15Saturday 7.2 Opp: WNBK—One o'Clock Playhouse, Feature Film, Bowler's Jackpot, Pro Bowl Game
Double-Barrelled '
Theater

Feature FilmWNBK2:30-4Saturday Opp: WEWS—Saturday Showtime	
Saturday Matinee WXEL 3-6 Saturday Opp: WNBK—Feature Film, Bowler's Jackpot, Pro Bowl Game 15.8 Opp: WEWS—Saturday Showtime, Film Short, Steps to Stardom 5.3	
Western Film WXEL 10-11 Sunday Opp: WNBK—Living Bible, Norman V. Pearle, Mr. Wizard	3.2
Western TheaterWEWS10:15-10:45Saturday Opp: WNBK—Buckskin Billy	2.0
MULTI-WEEKLY SHOWS—NIGHTTIME	
Nite Owl Theater WXEL11:15-12:45	NS12
Monday Opp: WNBK—Hollywood Theater	6.8
Tuesday	2.0
Opp: WNBK—Hollywood Theater, Sign-off 5.2 Opp: WEWS—Ten-Thirty Theater, Sign-off24.4	
Wednesday ./	8.0
Opp: WNBK—Hollywood Theater, Sign-off 6.2 Opp: WEWS—Wrestling From Chicago, Sign-off 6.7	
Thursday	
Opp: WNBK—Hollywood Theater, Final Edition 7.3 Opp: WEWS—Thursday Night Theater, Sign-off17.8	. "
Friday	
Opp: WNBK-Weather, Teleplay, Hollywood Theater 6.6 Opp: WEWS-Feature Film	
Hollywood Theater WNBK11:15-12:15	
Monday	6.1
Opp: WEWS—Poka Revue, News, Sign-off 7.3 Opp: WXEL—Sports, Nite Owl Theater, Sign-off 6.8	725
Opp: WEWS—Ten-Thirty Theater	5.3
Opp: WXEL-Sports, Nite-Owl Theater 2.2	200
Wednesday Opp: WEWS-Wrestling, From Chicago, Sign-off 6.7 Opp: WXEL-Sports, Nite Owl Theater 9.5	6.2
Thursday	7.6
Opp: WEWS-Thursday Night Theater, Sign-off17.8 Opp: WXEL-Sports, Nite Owl Theater4.9	
Friday	5.6
Opp: WEWS—Feature Film, Sign-off	•
Early Bird TheaterWNBK9-10 Monday	4.2
Opp: WEWS-Western Reserve University, Beauty for You	
Tuesday Opp: WEWS-Western Reserve University, Beauty for You	4.4
Wednesday	
Opp: WEWS-Western Reserve University, Beauty for You	
and the transfer of the first o	

	Opp: WEWS-Western Reserve University, Beauty for You	
	Friday	3.7
	Opp: WEWS-Western Reserve University, Beauty for You	
	1 o'Clock PlayhouseWNBK1-2:30	
	Monday	7.0
	Opp: WEWS-Women's Window, Garry Moore,	
	Opp: WXEL-Midday Movie	
	Tuesday	7.9
	Opp: WEWS-Women's Window, Garry Moore, Wheel of Fortune	
	Opp: WXEL-Midday Movie 6.7	
	Wednesday	7.5
	Opp: WEWS-Women's Window, Garry Moore, Double or Nothing	
	Opp: Midday Movie 8.3	
	Opp: WEWS-Women's Window, Garry Moore,	9.1
	Vanity Fair 3.1	
	Opp: WXEL-Midday Movie 6.2	
	Opp: WEWS-Women's Window, Garry Moore,	•.3
	Double or Nothing4.8	
	Opp: WXEL-Midday Movie 7.5	
Ŋ	Midday MovieWXEL1-3	
	Monday Opp: WNBK-One o'Clock Playhouse, Nancy Dixon,	6.2
	Chef Lorenzo 5.4	
	Opp: WEWS-Women's Window, Garry Moore, Double or Nothing	
	Tuesday	6.2
	Opp: WNBK-One o'Clock Playhouse, Chef Lorenzo 6.5 Opp: WEWS-Women's Window, Garry Moore,	
	Wheel of Fortune, Art Linkletter 5.6	
	Wednesday	7.7
	Opp: WNBK-One o'Clock Playhouse, Nancy Dixon, Chef Lorenzo	
	Opp: WEWS-Women's Window, Garry Moore,	
	Double or Nothing, Art Linkletter 5.0 Thursday	6.0
	Opp: WNBK-One o'Clock Playhouse, Chef Lorenzo 7.5	
	Opp: WEWS-Women's Window, Garry Moore, Vanity Fair, Art Linkletter4.0	
	Friday	7.2
	Opp: WNBK-One o'Clock Playhouse, Nancy Dixon,	
	Chef Lorenzo 4.9 Opp: WEWS-Women's Window, Garry Moore,	
	Double or Nothing, Art Linkletter 5.7	
	Western Theater WEWS 3:45-4:45	
	Monday	8.2
	Opp: Welcome Travelers, Kate Smith	
	Tuesday	6.2
•	Opp: WNBK-Welcome Travelers, Kate Smith12.3 Opp: WXEL-Paul Dixon, Write You Are, King	
	Jack	
	Wednesday	6.1
	Opp: WNBK-Welcome Travelers, Kate Smith11.3 Opp: WXEL-Paul Dixon, Write You Are, King	
	Jack 2.0	r 20020
	Opp: WNBK-Welcome Travelers, Kate Smith11.5	3.8
	Opp: WXEL—Paul Dixon, Write You Are, King Jack 2.5	
	Friday (3:45-4:30)	
	Opp: WNBK-Welcome Travelers, Kate Smith 9.5 Opp: WXEL-Paul Dixon, Write You Are 1.3	
	- The control of the	
709	Western TheaterWEWS5:30-6 Monday	41
	Opp: WNBK—Howdy Doody 20.6	410
	Opp: WXEL—Desert Deputy 10.4 Tuesday	22
	Opp: WNBK-Howdy Doody	2.1
	Opp: WXEL-Desert Deputy 9.0	
-	Wednesday Opp: WNBK—Howdy Doody	2.8
	Opp: WXELDesert Deputy11,2	
	Thursday	4.7
	Opp: WNBK—Howdy Doody	
	Friday	2.9
	Opp: WNBK-Howdy Doody21.0	
	Opp: WXEL-Desert Deputy 8.7	

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#### P. A. Sugg

• Continued from page 14

cancelled program. It's a knotty problem, we know. But it is an important one that more distributors should be thinking about very seriously.

Distributors, too, could help improve their relations with the stations-their customers-by a few improvements in servicing. For example, why don't they provide stations with a simple one-page fact sheet on each film? True, stations now are flooded with huge and complicated brochures and reams of blurps for each film. The station film buyer would be much happier with a simple sheet, such as the Film Directory Sheet compiled by the Katz Agency that states the title and category of the film, briefly outlines the cast and format, etc. This would give the whole story in a few words, and such fact sheets could be easily filed and be handy for reference.

A time saver for stations, and a safeguard against errors, would be for distributors to devise an adequate reel label, listing the title of the film on that reel. When the identification leader had been pulled for splice-one, the film still could be readily identified by the reel label.

Sometimes it is a little annoying to receive a bill from a distributor for film just ordered but not yet telecast. It would seem that the most businesslike method would be for distributors to issue statements on the basis of "proof of performance" reports supplied by

#### HIGHLIGHTS OF CLEVE. FEATURE FILM RATINGS

"Premier Theater" on WXEL Saturday night outpulled "Your Show of Shows," which it opposed, 27.9 to 25.1.

"Premier Theater" was fourth highest rated show Saturday, having been topped only by Jackie Gleason, "Your Hit Parade" and "The Lone Ranger." In number of broadcast hours, WXEL carried the most feature film programing in Cleveland, about 30 hours in the week. WNBK was next with about 24 hours of feature film programing. WEWS carried about 19 hours of feature film during ARB's January rating week.

ARB's January rating week.

The Monday-to-Friday feature film show with the highest average rating was the "One o'Clock Playhouse" on WNBK, 1-2:30 p.m., whose average 15-minute ARB rating was 7.6.

"Nite Owl Theater" on WXEL

"Nite Owl Theater" on WXEL nightly had an 8.0 on Wednesday, but only 2.0 on Tuesday. WXEL's dip on Tuesday was more than taken up by another feature film program, "Ten-Thirty Theater," on WEWS. "Nite Owl Theater" dipped again on Thursday night, and again the difference was made up by feature film on WEWS. "Thursday Night Theater." On Wednesday, when "Nite Owl Theater" received its top audience, WEWS had wrestling.

stations after films had been telecast. This procedure would provide accurate and complete records for billing purposes.



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- QUALITY.

This we have done and will continue doing to the very best of our ability.

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## New TV Film Series In Production

or to begin shooting soon

The following list, based on the latest survey of producers, con- JACK LONDON STORIES tains the titles of TV-film series now in production or on which production is planned in the near future. These shows are expected to become available within the coming months. Once a series begins showing, it is no longer carried on this list.

come to you in many forms:

"Concert Music" projects.

broadcasters almost daily.

song hits.

ANNIE OAKLEY

Produced by Flying A in Hollywood with Gail Davis in the title role and Lou Gray Producer.

CBS Television Film Sales 485 Madison Avenue New York

TV BASEBALL HALL OF

15-minute series of 77 based on shots of great moments in baseball.

Motion Pictures for Television 655 Madison Avenue New York

PECK'S BAD BOY

Starring: Jimmy Boyd, Hal Weller, Director, and Ed Hellwig, Writer and Producer. Abner J. Greshler Productions 324 S. Beverly Drive

DALE CARNEGIE SHOW Dramatization of human relations problems. Jack Chertok Productions

Beverly Hills, Calif.

Los Angeles DEFENSE ATTORNEY Starring Mercedes McCam-

bridge and based on the same

1040 N. Las Palmas Ave.

radio series of the same name. Don Sharpe Warwick Hotel

New York DREAM AWHILE WITH PEGGY LEE

15-minute color series. Starring: Peggy Lée. Murphy Thomas Produc-

tions, Inc. General Service Studios Hollywood

26 half-hour series. Starring: Colleen Gray. Robert Hutton, Lon Chaney and others. Director, Herbert Kline.

Mutual Television Productions 211 S. Beverly Dr. Beverly Hills, Calif.

HAWAIIAN PARADISE 26 half-hour series, 13 com-

pleted. Films shot on location in color. William F. Broidy Produc-

tions 5545 Sunset Blvd. Hollywood

**GREAT LOVES** 

26 half-hour series. Starring: Hedy Lamarr. To be shot in Europe. Victor Pahlin, Pro-

Prockter Television Enterprises 221 W. 57th St. New York

MARK HELLINGER STORIES

26 half-hour series. Les Hafner & Co. 48 W. 48th St. New York

MEET THE MATE

An interview show starring Arlene Francis.

Moss & Lewis 1514 Broadway New York

ORIENT EXPRESS

26 dramatic half-hour series. Shooting in Europe. John Nasht, Producer. Prockter Television Enterprises 221 W. 57th St.

New York CALL THE PLAY

. 104 quarter-hour sports series. Telephone quiz series combining film and live. Produced by Leonard Key.

Guild Films, Inc. 510 Madison Ave. New York

THE WORLD IS MY BEAT

39 half-hour series lensed thruout the world. Producer, Matty Kemp. Standard Television 1203 W. 7th St. Hollywood

BRINGING UP PARENTS

10-minute series offering tips for toddlers. Starring: Jean Alexander, Producer, Henry J. Kaufman Agency United Television Programs 444 Madison Ave.

THRILL OF A LIFETIME

15-minute "We, the People" type of show. Narrated by Quentin Reynolds. Produced by Lifetime Productions United Television Programs

444 Madison Ave. New York

AMERICA'S FINEST

New York

Half - hour dramatic series. Starring: Ray Milland, Joan Crawford and others. Produced by Revue Productions. MCA-TV 598 Madison Ave. New York

HOLLYWOOD AT WORK

Half-hour series. True stories about Ronald Colman, Harpo Marx, Humphrey Bogart and others. Produced and directed by Robert Gurney. Official Films, Inc.

25 W. 45th St. New York

A SPORTING CHANCE

13 half-hour series on adven-8762 Holloway Drive Hollywood

TALES OF HANS CHRISTIAN ANDERSEN

13 half-hour series. Produced in Denmark by Karl Mosby. Interstate Television Corp. Monogram Studios Hollywood

THE NICKELODEON

52 quarter-hour musical films starring the Sportsmen quartet, and featuring Frances Farwell. Original music by Eddie Kay. Producer, Louis Snader, Director, Wally Kline.

FRONT ROW, U.S.A.

A half-hour series of 26 about the values in the American way of life. Producer, Louis Forbes and Paul F. Heard, Inc., Hollywood.

BOXING SHOW

Second series of half-hour films of boxing matches at the Rainbo Arena, Chicago, now shooting. Announcer is Jack

Kling Studios, Inc. 601 N. Fairbanks Street Chicago

DRAMATIC SHOW (Untitled) First series of 13 now shooting in Rome, Italy, DePaolis Studios. John Mantley is the di-

> Andre Luotto Productions 30 Rockefeller Plaza New York

FABIAN OF SCOTLAND

YARD Half-hour series of 13 based on actual experiences of Robert Fabian of Scotland Yard. Bruce Seton has the title role. Directed by John Harlow. Antony Beauchamp

Carlton Hill Studios London

SAMMY KAYE POETRY READINGS

A 15-minute series with the maestro reading poetry, backed by an organ and three

Stanford Zucker Associates 420 Madison Ave. New York

MEN TOWARD THE LIGHT

13 15-minute dramas produced by the American Foundation for the Blind and the Industrial Home for the Blind. John Daly is off-screen narrator. Most of the cast is blind.

Charter Oaks Tele-Pictures 45 University Place New York

PROBLEM SPOTS

13 - week series with Clete Roberts doing man - in - thestreet interviews. British Information Services 30 Rockefeller Plaza New York

THE CHASE

Based on the NBC radio show. Doug Fowley plays the lead. NBC TV Film Division 30 Rockefeller Plaza New York



We hope this evidence is apparent in the day to day activities of BMI which .

The BMI repertoire of pop music and the outstanding succession of BMI

The progress and development of BMI's "Teen Age Book Parade" and

The friendly relations that BMI has established with performing rights

The series of BMI Program Clinics, now in the third year, with a 1953

The wide variety of BMI programming aids and helpful data supplied to

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#### MARK TWAIN TELEVISION THEATER

Being scripted by Robert Nathan.

Filmeraft Productions 8451 Melrose Ave. Los Angeles

#### BEN BLUE SHOW

A half-hour series for syndication. No title selected yet. NBC TV Film Division 30 Rockefeller Plaza New York

#### OOPS, IT'S DAISY

Written and directed by Frank Tashlin, a series of 39 half hour comedies.

NBC TV Film Division 30 Rockefeller Plaza New York

#### THE DAMON RUNYON PLAY-HOUSE

39 half-hours based on stories of the famed newsman, produced by Harold Welsch. William Morris Agency 1740 Broadway

#### OPERATIC FILMS

New York

15 - minute sequences from famous operas, produced in Rome by Jacques Rachmilovitch.

Television Exploitations, Inc. 101 W. 55th St. New York

#### GULLIVER AND THE LITTLE PEOPLE

Television Exploitations, 101 W. 55th St. New York

#### REX MORGAN, M. D.

Based on the comic strip, and starring Sterling Hayden. Les Hafner & Company 48 W. 48th St. New York

#### WALTER BRENNAN SHOW

Half-hour situation comedy Prockter Television Enterprises 221 W. 57th St. New York

#### TELEGRAM

15-minute series based on actual incidents in which receipt of a telegram changed a person's life. Produced by Steve

United Artists Television 729 Seventh Ave. New York

#### THE SIGN OF ZORRO

Half-hour series based on stories of Johnson McCulley, William Cottrell is Producer. Zorro Productions Walt Disney Studios Burbank, Calif.

#### ALICIA MARKOVA SHOW

A series featuring and narrated by the famous ballerina. Produced by Charles Kebbe.

Oasis Telecasts, Inc. 1239 Madison Ave. New York

#### TEET THE FAMILY

Half-hour situation comedy. Pilot stars Lon McCallister and Gene Lockhart.

Screen Gems 233 W. 49th Street New York

#### FALES OF THE TEXAS RANGERS

Based on actual crime files of Texas State police. Co-producer, Kacy Steach.

Screen Gems 233 W. 49th Street New York

#### AIR TRIAL

Great trials of history, with audience asked at wind up if it was a fair deal.

Screen Gems 233 W. 49th Street New York

#### THE LAW STRIKES BACK

Michael Kraike producing and Ted Post directing. Miscellaneous mystery series, half hour.

Screen Gems 233 W. 49th Street -New York

#### THE ADVENTURES OF

Blinkey 15-minute kiddie fantasy. Blinkey Productions 159 W. 49th Street New York

## Music Shorts Good Bet for Small Outlet

Continued from page 13

station the minimum deal is usually for 750 selections. Official will sell a new station a package of 500 for as low as \$4,000 for one year's unlimited

Both the Official and Studio libraries are currently used extensively, and competition between the two is keen. UTP emphasizes the newness of its library, while Official has been offering discounts and cancellation privileges on two-year contracts as well as market exclusivity.

The three smaller libraries are "TV Disk Jockey Films," distriubted by Screen Gems; Foy Willing and the Riders of the Purple Sage show, distributed by RCA Recorded Program Services, and "Tele-Artists Treasure," distributed by the McConkey Artists Corporation.

The Screen Gems library is silent. The films are designed to be synchronized with selected records, which Screen Gems provides the station along with the films. Five of the major labels co-operate with Screen Gems on this. The action of the films, for the most part, consists of dance. Several have animation. Ballerina Melissa Hayden appears in four of the films.

Screen Gems recommends a particular disk for each film. including such standards as "Smoke Gets in Your Eyes," "Night and Day," "Star Dust" and "Begin the Beguine." But actually the station can chose its own record, as long as the tempo and length is right.

There are 60 films in all in the Screen Gems library, and the minimum price is \$1,200 for a year's unlimited use.

The RCA-Foy Willing package consists of 260 Western selections. The visuals, aside from Willing and the Riders of the Purple Sage performing are scenic shots. Willing delivers a verbal intro before each tune, but RCA provides the buyer with scripts for alternate introes to be delivered by a live emsee. RCA also provides the station with a long list of recommended sequences for 15 - minute programing.

McConkey's "Tele-Artists Treasure" consists of about 350 selections made in the past year and a half. All the talent in this library are McConkeybooked artists, including the Sons of the Pioneers, Bob Manners and the Music Makers, Mary Morgan and the Tune Timers, Sherry Martin and We Three, and the Chordsmen. This library includes standards and Westerns, done straight vocal or instrumental or with comedy action. MConkey is regularly producing more of these shorts to add to the library.

All of the distributors give the buyers sufficient catalogs, indices and filing material with the films. The mechanics of the business are such that it is not possible for the filmeries to offer current hit tunes, unless an oldie, like "Glow Worm," experiences a revival, or unless the station finds a way to run the pop record with one of Screen Gems' unscored films. But all four of the libraries are solidly built on standards.

The musical film business is actually still in its infancy. Obviously, however, there are sufficient subjects available today for the station to program them interestingly. Official Films, for instance, has packaged 50 of its selections under the title "Collectors' Items," and it includes such artists as Louis Armstrong, Fats Waller, Buddy Clark and Cliff Edwards. Official also recommends "Star of the Day" and "Musical Travelog" shows. UTP also recommends a "Hollywood Spotlight Revue" show built on the "Telescriptions."

If a live emsee is integrated into the show, still further programing possibilities open up. It is, for example, possible to base interesting quiz - audience participation shows on the musical shorts. There are still other short quiz films available, such as "Spin - a - Tune" and "Viz Quiz," distributed by Videopix of Pittsburgh and "Movie Quick Quiz," available from Walter

Schwimmer, Chicago. Another film package that calls for a live emsee is "What's Playing?" distributed by Demby Productions, which includes clips from current motion pictures. WNBT, New York, has built a most successful show around Sandy Becker. Titled "Ask the Camera," it utilizes NBC's vast library of stock footage to answer viewers' queries, and has been averaging 20,000 letters a week.

As in the radio disk jockey show, it will ultimately be the local emsee, his personality and his ideas, that will build this type of show into a real audience charmer. Since the TV deejay is still a new profession. there is still a dearth of gimmicks. But one solid idea that several jocks are known to use is to invite local teen-agers into the studio to dance before the camera while the music plays.

Aside from that, however, a library of musicals is virtually a necessity for a station operation. Having them on hand solves innumerable problems that traditionally crop up in this business. In a network facility failure or a break or short run on a feature film, musical shorts make the best possible filler. One station, WNAC-TV, Boston, employs a continuous run of musicals while its technicians break for lunch.

## TV Aces... back to back

DOUBLE PLAY

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Now...39 QUARTER HOURS AVAILABLE!

Greatest TV sports pastime . . . "Double Play" with Durocher and Day! This delightfully witty couple entertain outstanding figures in the world of sports ... Casey Stengel, Bob Waterfield, Bob Feller, Florence Chadwick . . . and many more. They sit and chat right in the Durocher living room, discuss everything from batting averages to the life of a baseball wife. Fans who enjoy this kind of warm, friendly show prove their loyalty at the sales counter.

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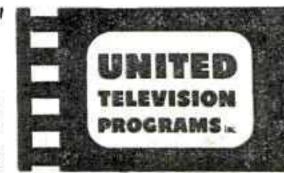
the stability and desirability of the advertiser's product.

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## 13-CITY FEB. ARB RATINGS OF SYNDICATED SHOWS

This chart gives the ARB ratings for syndicated film series showing the second week in February in each of the 13 cities surveyed individually by the American Research Buare arranged alphabetically by program of the reader may thus compare the audience each of these key markets. The ARB charthe past three weeks have shown how each with its own time-slot competition and with For further information on audience size as should consult the American Research Bureling Washington 4 D. C.: 516 Fifth Ave. No. ing, Washington 4, D. C.; 516 Fifth Ave., N Los Angeles 22.

		550450000000000000000000000000000000000
	BALTIMORE	CHILDREN'S Time for Beany (Avg.) Paramount TV Productions, In WGN, 5-5:15, Mon-Fri.
	(WMAR-TV, WBAL-TV, WAAM) ADVENTURE	DOCUMENTARY March of Time
	Dick Tracy	March of Time, Inc. WENR, 10-10:30, Thurs. Clete Roberts World Report (Av.
	The Unexpected	United Artists Television WGN, 5:45-6, MonFri.
	WBAL, 10:30-11, Tues.  Dangerous Assingment	DRAMA Favorite Story
	NBC Film Division WBAL, 10:30-11, Thurs.	Ziv Television Programs WBKB, 9:30-10, Fri.
	Abbott and Costello Show14.0	MYSTERY Boston Blackie Ziv Television Programs
	WMAR, 10:30-11, Thurs.	WBKB, 9:30-10, Thurs,
	March of Time	Consolidated Television Sales
	March of Time, Inc. WBAL, 7-7:30, Wed.	WGN, 8-8:30, Wed.  Heart of the City  United Television Programs
	NEWS Telenews Daily (Avg.) 9.8	WENR, 12-12:30, Sun.
	Telenews Productions WBAL, 6:45-7, MonFri.	WENR, 10-11, Tues
	"Your News Reporter" WESTERN	WENR, 9:30-10, Fri
	Cisco Kid	Cisco Kid
	WBAL, 7-7:30, Tues. Hopalong Cassidy23.5	Ziv Television Programs WENR, 2-2:30, Sun.
	NBC Film Division WBAL, 5:30-6, Sat.	CBS Television Film Sales
	The Gene Autry Show	WBKB, 6-6:30, Sun. Hopalong Cassidy
	WMAR, 7-7:30, Sun.	NBC Film Division WENR, 3-3:30, Sun.
	BOSTON	CINCINNATI
	(WBZ-TV, WNAC-TV)	(WLW-T, WCPO-TV, WKRC
i	Dick Tracy	Foreign Intrigue
	WBZ, 6-6:30, Sat. Foreign Intrigue	WKRC, 9:30-10, Mon.
	J. Walter Thompson Company WNAC, 10:30-11, Sat.	Abbott and Costello Show MCA-TV
	The Unexpected 8.4 Ziv Television Programs	WLW-TV, 9:30-10, Fri.
	WNAC, 6:30-7, Fri. CHILDREN'S	March of Time
	Time for Beany (Avg.)	March of Time, Inc. WCPO, 9:30-10, Wed.
	WNAC, 5:15-5:30, Mon., Tues., Thurs., Fri.	NEWS Washington Spotlight
	WNAC, 4:45-5, Wed.  DOCUMENTARY	United Television Programs WCPO, 7:30-7:45, Sun.
	Favorite Story	UP Movietone News United Press Movietone
	WNAC, 10:30-11, Tues. MISCELLANEOUS	WCPO, 6:30-6:45, MonFri. WESTERN
	Kieran's Kaleidescope 8.6 United Artists Television	Cisco Kid
	WNAC, 6:30-6:45, Sun. Stranger Than Fiction 3.8	WCPO, 6-6:30, Sun. Hopalong Cassidy
	United World Films WNAC, 6:15-6:30, Fri.	NBC Film Division WLW-T, 5:30-6, Sat.
	MYSTERY	Cowboy G-Men
	Boston Blackle	WCPO, 1:30-2, Sun.
	WNAC, 7-7:30, Sat. Files of Jeffrey Jones	CLEVELAND
	CBS Television Film Sales WBZ, 10:30-11, Tues.	(WNBK, WEWS, WXEI
	NEV/S Telenews Daily (Avg.)	ADVENTURE Foreign Intrigue
	Telenews Productions WBZ, 7:15-7:30, MonFri. "Newsteller"	J. Walter Thompson Company WEWS, 10-10:30, Sun.
	SPORTS This Week in Sports	Dangerous Assignment  NBC Film Division
	Telenews Productions WNAC, 6:15-6:30, Thurs.	WNBK, 10:30-11, Thurs, CHILDREN'S
	QUIZ Headlines on Parade 8.9	Paramount TV Productions, In
	United World Films WNAC, 7:15-7:30, Wed.	WEWS, 4:45-5, MonThurs. WEWS, 5:30-5:45, Fri.
	Movie Quick Quiz (Avg.) 2.4 Walter Schwimmer Productions	Junior Crossroads Sterling Television Company
	WNAC, 12:45-1, Tues,-Fri. WESTERN	WEWS, 11:45-12 Noon, Sun. COMEDY
	CBS Television Film Sales	Abbott and Costello Show MCA-TV
	WBZ-TV, 7-7:30, Sun. Hopalong Cassidy20.1	WXEL, 10-10:30, Tues, DOCUMENTARY
	NBC Film Division WBZ, 1-1:30, Sat.	Crusade in Europe 20th Century-Fox
	CBS Television Film Sales	WEWS, 9-9:30, Wed. Crusade in the Pacific
	WNAC, 7-7:30, Sun. Cisco Kid	March of Time, Inc. WEWS, 4-4:30, Sun.
	Ziv Television Programs WNAC, 5:30-6, Thurs,10.2	March of Time
	— also — WNAC, 5:30-6, Sat13.7	WEWS, 7:30-8, Sat, NEWS
		United Television Programs
	CHICAGO	WEWS, 7:15-7:30, Mon. QUIZ
	(WBKB, WNBQ, WENR-TV, WGN-TV)	Walter Schwimmer Production
	ADVENTURE The Unexpected19.7	WNBK, 6:45-7, Mon., Tues Fri. SPORTS
	Ziv Television Programs	SPUK15

ADVENTURE	(WLW-T, WCPO-TV, WKRC-TV) ADVENTURE
Dick Tracy23.9	Foreign Intrigue
United Television Programs WBZ, 6-6:30, Sat.	J. Walter Thompson Company WKRC, 9:30-10, Mon.
Foreign Intrigue	COMEDY
J. Walter Thompson Company WNAC, 10:30-11, Sat.	Abbott and Costello Show17.5
The Unexpected 8.4	MCA-TV WLW-TV, 9:30-10, Fri.
Ziv Television Programs	DOCUMENTARY
WNAC, 6:30-7, Fri.	March of Time 8.6
CHILDREN'S Time for Beany (Avg.)	March of Time, Inc.
Paramount TV Productions, Inc.	WCPO, 9:30-10, Wed. NEWS
WNAC, 5:15-5:30, Mon., Tues., Thurs., Fri.	Washington Spotlight 3.3
WNAC, 4:45-5, Wed.	United Television Programs
DOCUMENTARY	WCPO, 7:30-7:45, Sun. UP Movietone News 2.9
Favorite Story	United Press Movietone
WNAC, 10:30-11, Tues.	WCPO, 6:30-6:45, MonFri.
MISCELLANEOUS	WESTERN Cisco Kid29.7
Kleran's Kaleidescope 8.6 United Artists Television	Ziv Television Programs
WNAC, 6:30-6:45, Sun.	WCPO, 6-6:30, Sun. Hopalong Cassidy12.1
Stranger Than Fiction 3.8	NBC Film Division
United World Films WNAC, 6:15-6:30, Fri.	WLW-T, 5:30-6, Sat.
MVSTERV	Cowboy G-Men
Boston Blackie	WCPO, 1:30-2, Sun.
Ziv Televisic : Programs WNAC, 7-7:30, Sat.	
Files of Jeffrey Jones	CLEVELAND
CBS Television Film Sales	
WBZ, 10:30-11, Tues. NEV/S	(WNBK, WEWS, WXEL)
Telenews Daily (Avg.)	ADVENTURE
Telenews Productions	J. Walter Thompson Company
WBZ, 7:15-7:30, MonFri. "Newsteller"	WEWS, 10-10:30, Sun.
SPORTS	Dangerous Assignment
This Week in Sports 3.2  Telenews Productions	WNBK, 10:30-11, Thurs,
WNAC, 6:15-6:30, Thurs.	CHILDREN'S
QUIZ Headlines on Parade 8.9	Time for Beany (Avg.) 6.6 Paramount TV Productions, Inc.
United World Films	WEWS, 4:45-5, MonThurs.
WNAC, 7:15-7:30, Wed.	WEWS, 5:30-5:45, Fri. Junior Crossroads
Movie Quick Quiz (Avg.) 2.4 Walter Schwimmer Productions	Sterling Television Company
WNAC, 12:45-1, Tues,-Fri.	WEWS, 11:45-12 Noon, Sun.
WESTERN The Range Rider35.8	COMEDY Abbott and Costello Show 3,7
CBS Television Film Sales	MCA-TV
WBZ-TV, 7-7:30, Sun. Hopalong Cassidy	WXEL, 10-10:30, Tues, DOCUMENTARY
NBC Film Division	Crusade in Europe22.4
WBZ, 1-1:30, Sat.	20th Century-Fox WEWS, 9-9:30, Wed.
CBS Television Film Sales	Crusade in the Pacific
WNAC, 7-7:30, Sun.	March of Time, Inc.
Cisco Kid Ziv Television Programs	WEWS, 4-4:30, Sun. March of Time
WNAC, 5:30-6, Thurs10.2	March of Time, Inc.
— also — WNAC, 5:30-6, Sat13.7	WEWS, 7:30-8, Sat, NEWS
Transfer States and Transfer Transfer	Washington Spotlight 4.6
The state of the same of the s	United Television Programs WEWS, 7:15-7:30, Mon.
CHICAGO	QUIZ
THE PARTY OF THE P	Movie Quick Quiz (Avg.) 3.0
(WBKB, WNBQ, WENR-TV, WGN-TV) ADVENTURE	Walter Schwimmer Productions WNBK, 6:45-7, Mon., Tues., Thurs.,
The Unexpected19.7	Fri.
Ziv Television Programs WBKB, 9:30-10, Tues,	SPORTS Sportsman's Club 6.3
China Smith14.0	Syndicated TV Films
PSI-TV, Inc.	WEWS, 1:30-1:45, Sun. WESTERN
WNBQ, 9:30-10, Wed. Foreign Intrigue12.9	The Ranger Rider33.8
J. Walter Thompson Company	CBS Television Film Sales
WENR, 10-10:30, Wed. Dangerous Assignment12.9	WEWS, 6-6:30, Sun. Cisco Kid
NBC Film Division	Ziv Television Programs
WENR, 10-10:30, Tues.	WNBK, 6-6:30, Sat. Gene Autry
Arrow Productions	CBS Television Film Sales
WENR, 7-7:30, Wed.	WEWS, 7-7:30, Sun.
12	
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American Research Bureau. The program titles etically by program category under each city, compare the audiences of these film shows in arkets. The ARB charts in The Billboard over have shown how each of these shows compared of competition and with the show preceding it. ion on audience size and breakdown, the reader merican Research Bureau, National Press Build-C.; 516 Fifth Ave., New York; P. O. Box 6934,					
CHILDREN'S e for Beany (Avg.)	Hopalong Cassidy				
ch of Time	COLUMBUS				
WENR, 10-10:30, Thurs. e Roberts World Report (Avg.) 1.0	(WLW-C, WTVN, WBNS-TV) - ADVENTURE				
wgn, 5:45-6, MonFri.	The Unexpected22.2 Ziv Television Programs				
DRAMA orite Story	WBNS, 9:30-10, Tues.  Ramar of the Jungle				
WBKB, 9:30-10, Fri. MYSTERY on Blackie	WBNS, 4-4:30, Sun.  Dangerous Assignment				
iv Television Programs	WBNS, 9:30-10, Sun. DOCUMENTARY				
onsolidated Television Sales WGN, 8-8:30, Wed.	March of Time				
rt of the City	Boston Blackie				
and WENR, 10-11, Tues 4.8	WBNS, 9-9:30, Sat. NEWS Washington Spotlight				
WENR, 9:30-10, Fri 3.9 WESTERN	United Television Programs WBNS, 6-6:15, Sun.				
o Kid	SPORTS Telesports Digest				
BS Television Film Sales WBKB, 6-6:30, Sun.	WBNS, 7-7:30, Wed. WESTERN Gene Autry Show				
along Cassidy	CBS Television Film Sales WBNS, 7-7:30, Sun.				
WENR, 3-3:30, Sun.	Cisco Kid				
CINCINNATI	Hopalong Cassidy				
VLW-T, WCPO-TV, WKRC-TV) ADVENTURE eign Intrigue	Cowboy G-Men				
Walter Thompson Company WKRC, 9:30-10, Mon.	Service of the servic				
oott and Costello Show17.5	DAYTON (WLW-D, WHIO-TV)				
WLW-TV, 9:30-10, Fri.  DOCUMENTARY ch of Time	The Unexpected				
farch of Time, Inc. WCPO, 9:30-10, Wed.	Ziv Television Programs WHIO, 10-10:30, Sat. Dangerous Assignment				
NEWS shington Spotlight	NBC Film Division WLW-D, 10:30-11, Sun. COMEDY				
WCPO, 7:30-7:45, Sun. Movietone News	Abbott and Costello Show				
WCPO, 6:30-6:45, MonFri. WESTERN	March of Time				
iv Television Programs WCPO, 6-6:30, Sun.	March of Time, Inc. WHIO, 6:30-7, Tues, MYSTERY				
BC Film Division WLW-T, 5:30-6, Sat.	Ziv Television Programs WHIO, 9-9:30, Tues.				
nited Artists Television WCPO, 1:30-2, Sun.	Movie Quick Quiz (Avg.)				
CLEVELAND	WHIO, 9:45-10, MonFri. WESTERN Hopalong Cassidy				
(WNBK, WEWS, WXEL)	NBC Film Division WLW-D, 6-6:30, Mon.				
ADVENTURE eign Intrigue	DETROIT				
WEWS, 10-10:30, Sun. ngerous Assignment	(WJBK, WWJ-TV, WXYZ-TV)				
WNBK, 10:30-11, Thurs, CHILDREN'S	Ramar of the Jingle				
aramount TV Productions, Inc. WEWS, 4:45-5, MonThurs.	WXYZ, 6:30-7, Fri. Foreign Intrigue				
WEWS, 5:30-5:45, Fri. ior Crossroads	WJBK, 10:30-11, Fri. China Smith				
WEWS, 11:45-12 Noon, Sun. COMEDY bott and Costello Show	WXYZ, 8-8:30, Thurs. * Dick Tracy				
MCA-TV WXEL, 10-10:30, Tues. DOCUMENTARY	WXYZ, 9-9:30, Tues. CHILDREN'S Time for Beany (Avg.) 9.6				
oth Century-Fox WEWS, 9-9:30, Wed.	Paramount TV Productions, Inc. WJBK, 5:15-5:30, MonFri. COMEDY				
sade in the Pacific	Abbott and Costello Show				
WEWS, 4-4:30, Sun. rch of Time	DOCUMENTARY March of Time				
WEWS, 7:30-8, Sat, NEWS shington Spotlight	March of Time, Inc WJBK, 7-7:30, Fri 9.6 WJBK, 11-11:30, Sun				
Jnited Television Programs WEWS, 7:15-7:30, Mon. QUIZ	DRAMA Douglas Fairbanks Presents15.2 NBC Film Division				
vie Quick Quiz (Avg.) 3.0 Valter Schwimmer Productions WNBK, 6:45-7, Mon., Tues., Thurs.,	WWJ, 10:30-11, Tues.  Favorite Story				
Fri. SPORTS	WJBK, 10:30-11, Tues. Strange Adventure 4.1				
ortsman's Club	CBS Television Film Sales WJBK, 11:15-11:30, Wed. MISCELLANEOUS				
WESTERN e Ranger Rider33.8 BS Television Film Sales	Stranger Than Fiction 9.6 United World Films WXYZ, 1:30-1:45, Sun.				
- 100 (100 mm) (100	· · · · · · · · · · · · · · · · · · ·				

Adventures in Living ..... 5.4

MYSTERY

Heart of the City ......21.8

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Sterling Television Company

United Television Programs

WWJ, 10:30-11, Wed.

WXYZ, 7-7:30, Wed.

CBS Television Film Sales WJBK, 6-6:30, Sun.	"News at 7" WESTERN
NEWS Telenews Daily (Avg.) 3.2	Hopalong Cassidy
Telenews Productions WJBK, 6:30-6:45, Mon-Fri. "Telenews Ace"	WNBT, 6:30-7, Sat.  Gene Autry Show
SPORTS Wrestling From Hollywood 6.5 Paramount TV Productions, Inc.	WCBS, 7-7:30, Sun.  Cisco Kid
WWJ, 11:30-12:30, Sat. WESTERN Clsco Kid	WNBT, 7-7:30, Mon. Range Rider
Ziv Television Programs WXYZ, 4-4:30, Sun	WJZ, 4:30-5, Sun.  Cowboy G-Men
CBS Television Film Sales WJBK, 7-7:30, Sun.	WPIX, 5:30-6, Sun.
Hopalong Cassidy	PHILADELPHIA
WWJ, 5:30-6, Sun.  Comboy G-Men	(WPTZ, WFIL-TV, WCAU-TV) ADVENTURE Foreign Intrigue
LOS ANGELES	J. Walter Thompson Company WCAU, 10-10:30, Sat. Ramar of the Jungle
(KNXT, KNHB, KTLA, KECA-TV ( KHJ-TV, KTTV, KLAC-TV)	Arrow Productions WFIL, 4:45-5:15, MonFri. (Avg.)20.4
ADVENTURE Foreign Intrigue	WFIL, 2:45-3:15, Sat 7.7 WFIL, 1-1:30, Sat
J. Walter Thompson Company KNBH, 10:30-11, Thurs. Ramar of the Jungle	NBC Film Division WPTZ, 10:30-11, Tues.
Arrow Productions KTTV, 7-7:30, Tues.  Dangerous Assignment	The Unexpected
NBC Film Division KNBH, 10:30-11, Fri.	CHILDREN'S Crusader Rabbit (Avg.)
China Smith	WCAU, 4:45-5, Tues., Thurs., Fri.
The Unexpected	Abbott and Costello Show21.5 MCA-TV WCAU, 9-9:30, Sat.
United Television Programs KNBH, 10:30-11, Wed.	March of Time
CHILDREN'S Time for Beany (Avg.)	WCAU, 7-7:30, Mon. MISCELLANEOUS
KTLA, 7:15-7:30, MonFri. Junior Crossroads (Avg.)	Stranger Than Fiction
The Ruggles	Kieran's Kaleidescope 8.5 United Artists Television
KECA, 7-7:30, Thurs.  Abbott and Costello Show15.4  MCA-TV	WPTZ, 6:45-7, Sun. MYSTERY Boston Blackie
KTTV, 8-8:30, Tues.  DOCUMENTARY	Ziv Television Programs WCAU, 7-7:30, Wed.
Clete Roberts World Report 4.3 United Artists Television KLAC, 6:45-7, MonFri.	NEWS Telenews Daily (Avg.)
March of Time	WFIL, 6:30-6:45, MonFri. "Esso Reporter"
KTTV, 7:30-8, Mon.  DRAMA  Favorite Story	Movie Quick Quiz (Avg.) 1.2
Ziv Television Programs KTTV, 8:30-9, Wed. Invitation Playhouse	Walter Schwimmer Productions WFIL, 6:45-7, MonFri. SPORTS
Guild Films, Inc. KLAC, 7-7:30, Wed.	Sportsman's Club
MYSTERY Boston Blackie	WESTERN Cisco Kid
KNBH, 7-7:30, Wed. Front Page Detective	Ziv Television Programs WCAU, 7-7:30, Fri. Hopalong Cassidy
KTTV, 9-9:30, Sun. Heart of the City	NBC Film Division WPTZ, 6-6:30, Tues.
United Television Programs  KTTV, 9-9:30, Fri.  Hollywood Offbeat	CBS Television Film Sales - WCAU, 7-7:30, Sun,
United Television Programs  KNBH, 8-8:30, Sat.  NEWS  United Press Movietone News (Avg.) 2.3	The Range Rider
United Press Movietone KHJ, 7-7:15, MonFri. "Newspapers of the Air"	SAN FRANCISCO
Movie Quick Quiz (Avg.)	(KRON-TV, KPIX, KGO-TV) The Unexpected
F KTLA, 7:15-7:30, Mon,-Fri. WESTERN Cisco Kid	KRON, 8:30-9, Thurs, China Smith
Ziv Television Programs KECA, 7-7:30, Mon.	PSI-TV, Inc. KGO, 9-9:30, Fri. Foreign Intrigue
Hopalong Cassidy	J. Walter Thompson Company KGO, 8-8:30, Wed. CHILDREN'S
Range Rider 7.6 CBS Television Film Sales KNXT, 7-7:30, Tues.	Time for Beany (Avg.)
Gene Autry Show	KPIX, 5-5:15, MonFri. COMEDY Abbott and Costello Show
KNXT, 7-7:30, Fri.	MCA-TV KPIX, 9:30-10, Fri. DOCUMENTARY
NEW YORK	March of Time March of Time, Inc.
(WCBS-TV, WNBT, WABD, WJZ-TV, WOR-TV, WPIX, WATV)  ADVENTURE	KGO, 8:30-9, Mon
Foreign Intrigue	Sterling Television Company KRON, 7-7:30, Mon 9.6 KRON, 11-11:30, Sun 6.4
WNBT, 10:30-11, Thurs.  Dangerous Assignment	DRAMA Invitation Playhouse
WNBT, 10:30-11, Mon.  Dick Tracy	Guild Films, Inc. KRON, 7:30-7:45, Mon. MISCELLANEOUS
WNBT, 6-6:30, Sat. CHILDREN'S	United Artists Television KRON, 7:30-7:45, Wed.
Paramount TV Productions, Inc. WCBS, 8:15-8:30 a.m., MonFri.	Stranger Than Fiction
March of Time	MYSTERY Boston Blackle
DRAMA Favorite Story 6.0	KRON, 9:30-10, Sun. Files of Jeffrey Jones
Ziv Television Programs WNBT, 10:30-11, Sun. Invitation Playbouse	KPIX, 8-8:30, Sun.  Heart of the City
Guild Films, Inc. WCBS, 2:30-2:45, Sun. MISCELLANEOUS	KGO, 10-10:30, Thurs. NEWS
Kieran's Kaleidescope	Telenews Daily (Avg.) 9,2 Telenews Productions KRON, 6:45-7, Mon., Wed., Thurs.,
MYSTERY Boston Blackie11.7	Fri. "Shell News" OUIZ
Ziv Television Programs WABD, 9:30-10, Fri. NEWS	Movie Quick Quiz (Avg.)14.9  - Walter Schwimmer Productions
Telenews Daily (Avg.)	KRON, 6:30-6:45, Mon., Wed., Thurs., Fri. View the Clue
"Six O'Clock Report"	United Artists Television

les	WPIX, 7-7:15, MonFri. "News at 7"
2272	WESTERN Hopalong Cassidy19.5
3.2	NBC Film Division WNBT, 6:30-7, Sat.
n-Fri.	Gene Autry Show
d 6.5	WCBS, 7-7:30, Sun. Cisco Kid10.2
ons, Inc. t.	Ziv Television Programs WNBT, 7-7:30, Mon.
Well a	Range Rider 2.3 CBS Television Film Sales
20.7	WJZ, 4:30-5, Sun. Cowboy G-Men
	United Artists Television WPIX, 5:30-6, Sun.
ies 15.9	
	PHILADELPHIA
4.4	(WPTZ, WFIL-TV, WCAU-TV) ADVENTURE
п	Foreign Intrigue
ELES	WCAU, 10-10:30, Sat. Ramar of the Jungle
	Arrow Productions WFIL, 4:45-5:15,
A, KECA-TV KLAC-TV)	MonFri. (Avg.)20.4 WFIL, 2:45-3:15, Sat 7.7
RE 16.5	WFIL, 1-1:30, Sat
mpany rs.	NBC Film Division WPTZ, 10:30-11, Tues.
16.1	The Unexpected
	WCAU, 10:30-11, Thurs. CHILDREN'S
	Crusader Rabbit (Avg.)
	WCAU, 4:45-5, Tues., Thurs., Fri.
4.1	COMEDY Abbott and Costello Show21.5
	MCA-TV WCAU, 9-9:30, Sat.
rams	March of Time
d. 'S	March of Time, Inc. WCAU, 7-7:30, Mon.
ions, Inc. 7.8	MISCELLANEOUS Stranger Than Fiction
onFri.	United World Films WPTZ, 6:30-6:45, Sun.
	Kieran's Kaleidescope 8.5 United Artists Television
-	WPTZ, 6:45-7, Sun.
15.4	MYSTERY Boston Blackie25.0
ARY	Ziv Television Programs WCAU, 7-7:30, Wed.
ort 4.3	NEWS Telenews Daily (Avg.) 2.7
Fri. 7.7	Telenews Productions WFIL, 6:30-6:45, MonFri.
4-	"Esso Reporter" OUIZ
8.8	Movie Quick Quiz (Avg.) 1.2 Walter Schwimmer Productions
	WFIL, 6:45-7, MonFri.
6,5	Sportsman's Club
Y 11.8	WFIL, 11:15-11:30, Fri. WESTERN
8	Cisco Kid
Sales 9.4	WCAU, 7-7:30, Fri.
5.1	NBC Film Division WPTZ, 6-6:30, Tues.
ams .	Gene Autry Show
ams 4.9	- WCAU, 7-7:30, Sun, The Range Rider
	CBS Television Film Sales WPTZ, 6-6:30, Sat.
News (Avg.) 2.3	
ri. Air"	SAN FRANCISCO
12.0	(KRON-TV, KPIX, KGO-TV) The Unexpected
ductions nFri.	Ziv Television Programs KRON, 8:30-9, Thurs.
N	China Smith
•	KGO, 9-9:30, Fri. Foreign Intrigue
7.6	J. Walter Thompson Company KGO, 8-8:30, Wed.
7.6	CHILDREN'S Time for Beany (Avg.)
iles 🔨	Paramount Productions, Inc. KPIX, 5-5:15, MonFri.
7.0 iles	COMEDY Abbott and Costello Show
The same of the same of the same of	MCA-TV KPIX, 9:30-10, Fri.
RK	DOCUMENTARY March of Time
ABD, WJZ-TV,	March of Time, Inc. KGO, 8:30-9, Mon
(WATV)	KGO, 6:30-7, Sun 8.1 Kings Crossroads
	KRON, 7-7:30, Mon 9.6
ors14.3	KRON, 11-11:30, Sun 6.4 DRAMA
n.	Invitation Playhouse
9.5	KRON, 7:30-7:45, Mon. MISCELLANEOUS
N'S	Kleran's Kaleidescope 8.1 United Artists Television
ions, Inc.	KRON, 7:30-7:45, Wed. Stranger Than Fiction
., MonFri,	KRON, 8:15-8:30, Fri.
5.5	MYSTERY Boston Blackie
E. Chesto	Ziv Television Programs KRON, 9:30-10, Sun.
6.0 is	Files of Jeffrey Jones
1. 2.0	KPIX, 8-8:30, Sun. Heart of the City
ın.	United Television Programs KGO, 10-10:30, Thurs.
EOUS 3.7	Telenews Daily (Avg.) 9.2 Telenews Productions
n s.	KRON, 6:45-7, Mon., Wed., Thurs., Fri.
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(Continued on page 76)

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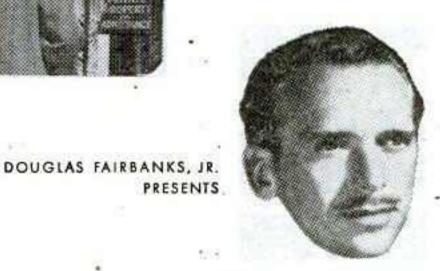
KGO, 8:15-8:30, Sun.

United Press Movietone News ...... 2.6

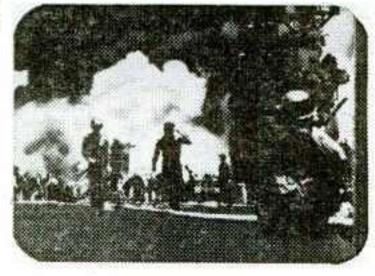
United Press Movietone



THE VISITOR



HOPALONG CASSIDY



VICTORY AT. SEA



DAILY & WEEKLY NEWS



BRIAN DONLEVY IN DANGEROUS ASSIGNMENT







THE LIFE OF RILEY

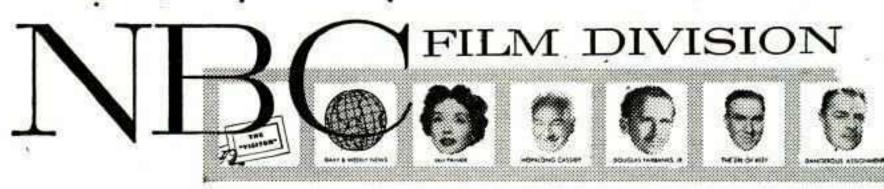
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For top NBC-prepared local advertising, promotion, publicity, exploitation and merchandising to back up these high-rating programs at wholesale, retail and consumer levels . . .

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Sunset & Vine Sts. Hallywood, Calif.

RCA-Victor, Ltd. Montreal, Canada

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Sunset & Vine Sts. Hollywood, Calif. RCA-Victor, Ltd. Montreal, Canada

## Where Syndicated Series Are Showing

The following chart gives the cities in which each of the syndicated TV-film programs were showing as of the last week in February. The program titles are grouped according to program category, beginning with Adventure. For the American Research Bureau's January ratings on many of these shows, see the chart elsewhere in this section.

Paul.

Dist.: Sterling Television Company

CURRENTLY SHOWING IN: Atlanta,

Baton Rouge, Birmingham, Buffalo,

Cleveland. Fort Worth, Louisville,

Miami, Oklahoma City, Providence, Seat-

CURRENTLY SHOWING IN: Boston,

Jackson, Johnstown, Minneapolis-St.

CURRENTLY SHOWING IN: Ama-

rillo, Atlanta, Baltimore, Birmingham,

Bloomington, Chicago, Columbus, Dal-

las-Fort Worth, Davenport, Denver, De-

troit, El Paso, Houston, Indianapolis,

Lincoln, Los Angeles, Lubbock, New

Orleans, Oklahoma City, Pittsburgh, San

Antonio, San Francisco, St. Louis,

Dangerous Assignment ... ... 30...... 29

CURRENTLY SHOWING IN: Albu-

querque, Amarillo, Baltimore, Bingham-

ton, Buffalo, Charleston, Charlotte,

Chicago, Cincinnati, Cleveland, Colorado

Springs, Columbia, Dallas-Fort Worth,

Davenport, Denver, Detroit, El Paso,

Erie, Grand Rapids, Greensboro, Hono-

lulu, Huntington, Jackson, Jacksonville,

Johnstown, Lawton, Lincoln, Los An-

geles, Louisville, Lubbock, Miami, Min-

neapolis-St. Paul, Nashville, New Haven,

New Orleans, New York, Omaha, Osh-

kosh. Peoria, Philadelphia, Portland,

Pueblo, Raleigh, Reading, Richmond,

Rochester, Salt Lake City, San Antonio,

CURRENTLY SHOWING IN: Albu-

querque, Atlantic City, Bangor, Birming-

ham, Boston, Chicago, Cincinnati, Cleve-

land, Dallas-Fort Worth, Denver, De-

troit, El Paso, Grand Rapids, Houston,

Kansas City, Lancaster, Los Angeles,

Miami, Minneapolis-St. Paul, Mobile,

New Haven, New Orleans, New York,

Norfolk, Philadelphia, Pittsburgh, Provi-

dence, St. Louis, Salt Lake City, San

Francisco, Schenectady, Utica, Washing-

Dist.: Consolidated Television Sales

CURRENTLY SHOWING IN: Ama-

ritto, Colorado Springs, Lincoln, Little

Rock, Louisville, Mobile, Oshkosh,

Scranton, Spokane, Springfield, Tucson.

Dist.: Du Mont Television Network

CURRENTLY SHOWING IN: Ama-

rillo, Chicago, Columbus, Dallas, De-

troit, El Paso, Indianapolis, Los An-

geles, Lubbock, New Haven, Philadel-

phia, San Diego, Springfield, Tucson,

Talk About Adventure ......15......13

Dist.: Ziv Television Productions

CURRENTLY SHOWING IN: Atlanta,

Baltimore, Binghamton, Birmingham,

Bloomington, Buffalo, Charlotte, Cin-

cinnati, Cleveland, Columbus, Dallas-

Fort Worth, Dayton, Detroit, Grand

Rapids, Houston, Indianapolis, Jack-

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Memphis, Miami, New Haven, New Or-

leans, New York, Norfolk, Philadelphia,

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Seattle, Syracuse, St. Louis, Toledo.

Worlds of Adventure .......15......13

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veston, Houston, Lincoln, Lubbock, Mo-

bile, Oshkosh, Philadelphia, San Diego

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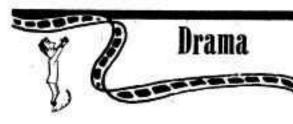
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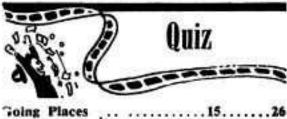
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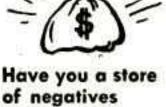
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## Station Survey of Live Vs. Film Programing

The Billboard's survey of stations indicates that more than half of those that were on the air six months ago are carrying more film programing today than they were six months ago. Of the 50 television stations in this category in The Billboard's sample, only five, or 10 per cent, reported that they were showing less film today. The remaining 40 per cent claim about the same amount today as six months ago.

The stations participating in the survey gave either the per-centage of total air time taken up by locally projected film or the over-all percentage of celluloid programing. On the average, film accounted for 48 per cent of station air time. A study of the chart reveals that the postthaw stations have the greatest percentage of film shows. But there generally does not appear to be any marked difference between single-station and multistation markets. It is nevertheless a troublesome fact that it is about impossible to book a film series into a single-channel city these days. Tho the non-competition stations carry about the same amount of film as others, they are usually all booked up, especially in the bigger singlestation markets like Pittsburgh.

## Monthly TV Film **Buying Report**

Each month The Billboard presents this report on TV film syndication sales for the previous month. While this list is in no way intended to be a complete buying report, it is representative enough to give a reasonably accurate picture of buying activity in the field.

Syndication sales were comparatively slow during February. The big new shows, such as "Favorite Story" and "Douglas Fairbanks Presents," had been taken up so rapidly during their first sales drives that there were only few additional markets left to take them during February. One new series that did enjoy brisk sales during February was "I'm the Law," a whodunit starring George Raft and distributed by MCA-TV.

The new stations, of course, continued to be the most active buyers of film series. Also, during February, The Billboard reported a growing number of instances of distributors selling their whole catalog to individual new stations. For instance, Consolidated Television Sales sold its nine series to WTVU, Scranton, Pa.; KTTS-TV, Springfield, Mo.; KKTV, Colorado Springs, Colo.; KWFT, Wichita Falls, Tex.; WOSH, Oshkosh, Wis., and Little Rock.

Ziv Television Programs sold its nine packages to WBRE-TV, Wilkes-Barre, Pa.; WHIZ, Zanesville, O.; WNOK, Columbia, S. C.; WNOW, York, Pa.: WOSH, Oshkosh, Wis.; WEEU, Reading, Pa.;

	OVER-ALL	WNOW, York, Pa.; WOSH, Oshkosh, Wis.; WEEU, Reading, Pa. WNKX, Saginaw, Mich.; KELO, Sioux Falls, S. D., and WWL.
	No. Stations	Springfield, Mass.
	Station City in City Se Film Live July, 152	Series-Distributor Station-City Sponsor-Agency
3	KHJ-TVLos Angeles76040same	Boston BlackleWGN-TV, Chicago
+	KTLA-TYLos Angeles75050more	Ziv Television Productions
	WATY Newark, N. J7	Old American Barn DanceWGN-TV, Chicago
5	WABDNew York	Kling Studios
	WCBS-TVNew York74159more	Jackson and Jill
		Consolidated TV Sales
	ANALOG Management of the second of the secon	The Lilli Palmer ShowWBKB. ChicagoRevion Corp.
		NBC TV Film Division SeattleConti Castile Shampoo
	A CANADA CONTRACTOR OF THE CANADA CONTRACTOR O	
		Bermingham, Castleman
	는 이번 전에 되는 것도 하는 사람들이 할 것 같아. 그는 얼마는 마음이 아니라 아니라 아니라 아니라 그는 그는 사람들이 되는 것이다. 그는 사람들이 살아	Douglas Fairbanks Presents Binghamton, N. Y. 1
114	WOC-TVDavenport	NBC TV Film Division Atlantic City JLiebman Breweries
	WHIG-TV Dayton 21 79 more	Springfield, Mass.
	WAVE TV Louisville 2 31.25 69.75	
	WAVE-TVLouisville	New Britain, Conn Haffenreffer Brewing Co.
	KEYL-TV (San Antonio28020more	Bangor, Me. J
	KONA-TV Honolulu	KDZA-TV, Pueblo, Colo.
	WAY ST TV Politicana 2 41 50	KRDO-TV, Colorado
	WAAM-TVBaltimore	Springs, Colo.
	WLW-T	KVOA-TV, Tucson, Ariz.
	WXEL-TVCleveland	TV Disk Joekey FilmsWCAU-TV, Philadelphia
	WEWS-TVCleveland	Screen Gems WNOK-TV, Columbia, S. C.
	WXYZ-TVDetroit	Toronto
	WJBK-TVDetroit	Johnny Mack Brown Westerns. WDTV, Pittsburgh
	WF1L-TVPhiladelphia	Vitapix
	WJAC-TVJohnstown	Time for Beany
	WTAR-TVNorfolk	Paramount TV Productions KRLD-TV, Dallas
	WDTVPittsburgh	KTSM-TV, El Paso, Tex.
	KHQ-TV Spokane192 8 not on air	KSWO-TV, Lawton, Okla,
	July, 1952	WBRC-TV, Birmingham
	LOCAL TIME ONLY	KDUB-TV, Lubbock, Tex.
	WBKB31,6same	KOLN-TV, Lincoln, Neb.
	WGN-TVChleago	Wrestling From HollywoodKSWO-TV, Lawton, Okla.
	WAGA-TVAtlanta	Paramount TV Productions WLEV-TV, Allentown, Pa.
	WKRC-TVCincinnati	WLVA-TV, Lynchburg, Va.
	WNBK Cleveland	WSBA-TV, York, Pa,
	(not incl. news)	WJTV, Jackson, Miss. I'm the Law
	KRLD	
	WWJ-TVDetroit	MCA-TV San Francisco
	KRONSan Francisco	Dallas
	KFEL-TVDenver	HoustonSears, Roebuck
	July, 1952	New Orleans )
	KSTP-TVMinneapolis2 same	Favorite StoryNew OrleansMaison Blanche Dept. St
	WOW-TVOmaha	Ziv I v Programs Cincinnati
	KDYL-TVSalt Lake City2	Dayton, OWeidemann Breweries
	KSL-TVSalt Lake City23220same	Columbus, O. 1
	WHEN-TVSyracuse	Music Hall VarietiesMontgomery, Ala.
1	WBTV Charlotte	Official Films Norfolk, Va.
	WBAP-TVFort Worth	Sportscholar
	WFMY-TV Greensboro 1 25-35 50 more	United World Films
	WSAZ-TVHuntington	Madison Square Garden KGMB-TV, Honolulu Tide Water Oil
	WFBMIndianapolis	Du Mont TV Network
	WMCT Memphis 1 10.9 17.6 Jess	Dangerous AssignmentPeoria, Ill

Dangerous Assignment ......Peoria, Ill. .............Manor House Coffee Charleston, W. Va. ......S. A. Myers Jewelry NBC TV Film Division Raleigh, N. C. Columbia, S. C. Eckerd's Drugstores KSWO-TV. Lawton, Okla. .....

Armchair Adventure .......WTVJ, Miami ...........Maul Industries Sterling Television Broadway Lumber Co. Sterling Television N. M. ..... Paradise Island ......WTVJ, Miami ......Public Mortgage Company Consolidated TV Sales V Close-Ups ...........WBEN-TV, Buffalo ......Alsco Sales

KELO-TV, Sioux Falls, S. D.

KOLN-TV. Lincoln, Neb.

Consolidated TV Sales Ringside With the Rasslers .... KMTV, Omaha Consolidated TV Sales Public Prosecutor ..........WHAM-TV, Rochester, N. Y. Consolidated TV Sales Crusader Rabbit ...........WAGA-TV, Atlanta .......Clover Dale Dairies Consolidated TV Sales

CBS TV Film Sales Counterpoint ......Salt Lake City United TV Programs Tucson, Ariz. } ..... Purity Biscuit Co.

Phoenix, Ariz. MCA-TV Chicago

Series Name Portland, San Diego, Tucson, Youngs-

Dist.: TV Exploitations CURRENTLY SHOWING IN: Brownsville, Detroit, Jacksonville, Johnstown, Miami, Minneapolis, Nashville, Omaha, Pittsburgh, Salt Lake City, San Francisco, South Bend, Utica.

Dist.: United World Films CURRENTLY SHOWING IN: Chicago, Lubbock, Miami, Milwaukee, Pittsburgh, Providence, Salt Lake City, Scattle,

Seattle. Dist.: Sterling Television Co. CURRENTLY SHOWING IN: Austin, Birmingham, Buffalo, Dallas, El Paso, Mobile, New Britain, Richmond, Roch-

ester, South Bend, York. Dist.: United Artists Television CURRENTLY SHOWING IN: Charlotte, Columbus, Huntington, Kalamazoo,

New Haven, Peoria, Phoenix, Pittsburgh,

This Week in Sports ....... 15. Weekly Dist.: International News Service CURRENTLY SHOWING IN: Amarillo, Birmingham, Boston, Buffalo, Chattanooga, Chicago, Dallas-Fort Worth, El Paso, Honolulu, Johnstown, Lincoln, Indianapolis, Louisville, Lubbock, Oklahoma City, Reading, San Francisco, Schenectady, Scranton, St. Louis, Syracuse, Wichita, Youngstown.

Touchdown ...... 15...... Dist.: Tel-Ra Productions CURRENTLY SHOWING IN: Baktimore, Birmingham, Dallas-Fort Worth, Denver, Grand Rapids, Los Angeles, Louisville, Miami, Norfolk, Philadelphia, Richmond, San Antonio, Seattle, Washington.

Wrestling From Hollywood 60. Weekly Dist.: Paramount TV Productions CURRENTLY SHOWING IN: Allentown, Atlanta, Austin, Boston, Charlotte, Cleveland, Dallas-Fort Worth, Davenport, Detroit, El Paso, Grand Rapids, Honolulu, Houston, Jackson, Lancaster, Los Angeles, Lawton, Louisville, Lynchburg, Nashville, Norfolk, Philadelphia, Portland, Providence, Reading, Richmond, Roanoke, Salt Lake City, Tulsa, York.

(Continued on page 73)

King's Crossroads Meet the Victim The Jonathan Story Armchair Adventure The Paul Killiam Show Beat the Experts Going Places With **Gadabout Gaddis** Into the Night **Tele-Comics** The Search Christ Fearless Fosdick The Sightseer The Ray Forrest Show Music for Everybody The World We Live In

The Vienna Philharmonic Symphony Orchestra

For the Ladies Wonders of the

Wild

This World of Ours

International Music Hall

Adventures in Sports

Adventures in the News

Features

Westerns

Half Hours

Cartoons

Fitzpatrick Travelogues

Adventures in Living

What's the Record

Feminine Touch

Concert Hall

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CURRENTLY SHOWING IN: Indian-

Dist.: United World Films, Inc.

phia, Richmond, Toledo, Tulsa.

Dist.: Atlas Television Corp.

Dist.: Station Distributors, Inc.

Dist.: Sterling Television Co.

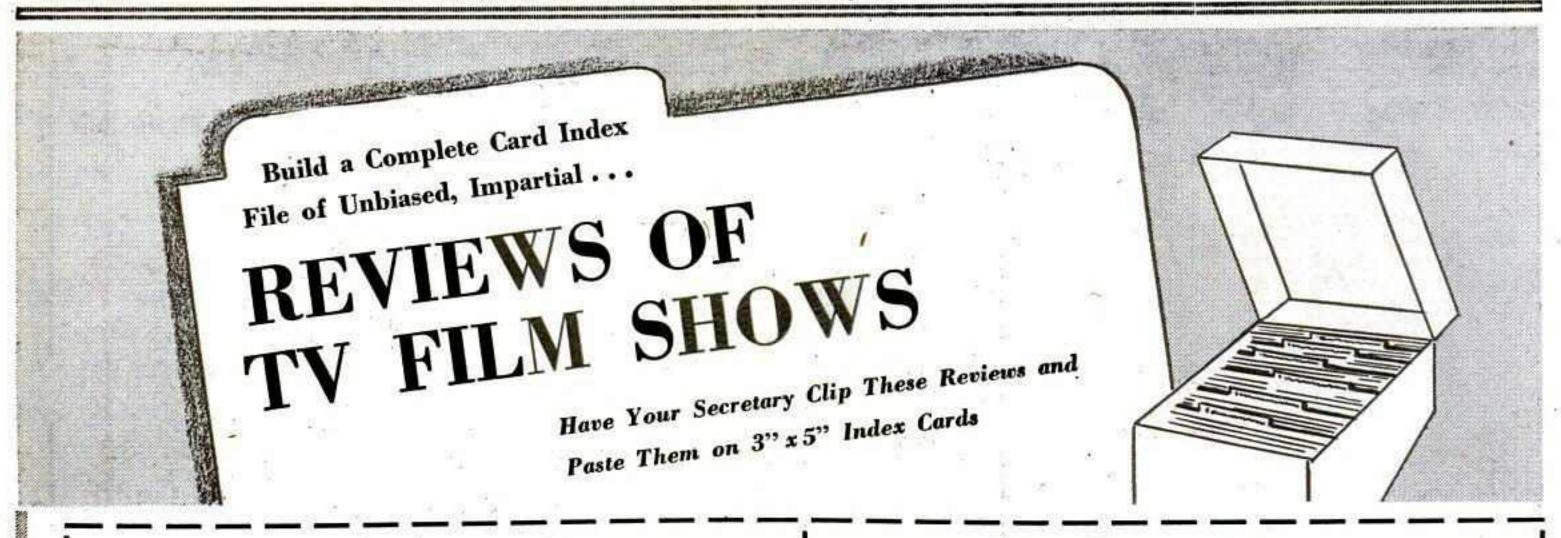
# Syndicated Series And Where Showing

Continued from page 29

Series Nane	Length in Minutes No. Reteases	Series Name	- in
Three Guesses Dist.: 20th Century-Fox CURRENTLY SHOWIN Indianapolis, Kansas City ville, Oklahoma City, Pland, Richmond, View the Clue Dist.: United Artists To Viz Quiz Dist.: Videopix, Inc.	NG IN: Amo v. Miami, Na Pittsburgh, Po 15	apolts.  American Sports.  CURRENT Miami, School Beat the Expert Dist.: Ste CURRENT ham, Dalla dianapolis.	LY SHOWING enectady.  ents
THE REPORT OF THE PARTY OF THE	ligious	Dist.: Un CURRENT phia, Richn Football H-I Dist.: At Football This	ited World Films LY SHOWING I nond, Toledo, Tu lites las Television Co Week ation Distributors
Dist.: Foundation Film Cathedral Films Dist.: Major TV Prod CURRENTLY SHOWIN geles, Memphis, Norfolk Washington. National Televespers Dist.: Official Films, I CURRENTLY SHOWIN	n Corp26	Goin' Places Gaddis — I Dist.: Ste CURRENT nati, House Co, Schenectad Golf Tips by Dist.: Sy Grantland Ri	With Gadabout Fishing erling Television LY SHOWING ton, Minneapolis,



oke, Sacramento, Salt Lake City, 'in Francisco, Scranton, Seattle, Spokane, CURRENTLY SHOWING IN: Seattle, Springfield, Tucson, Wichita. Seat the Experts....... 5 & 15...... 65 Roller Derby ......30 Dist.: Sterling Television Company CURRENTLY SHOWING IN: Birmingham, Dallas, Detroit, Greensboro, Inootball Extras ..........5-6......10 CURRENTLY SHOWING IN: Philadel-Sportscholar ............ 15.......52 ootball This Week ......12......10 Gaddis — Fishing .........15......26 Dist.: Syndicated TV Films CURRENTLY SHOWING IN: Bing-CURRENTLY SHOWING IN: Cincinhamton, Bloomington, Buffalo, Clevenati, Houston, Minneapolis, New York, land, Dayton, Denver, Detroit, El Paso, Greensboro, Houston, Huntington, New Haven, Philadelphia, Portland, Pueblo, Telesports Digest ..... 15 ......



CHINA SMITH (30 minutes-26 in series)

Adventure

NATIONAL TELEVESPERS (15 minutes-13 in series)

Charles Trego. Music, Edward Kay.

Produced by Youth Films, Inc.

Distributor: Official Films, Inc.

Price: High, \$250-Low, 15.

service basis.

Religious

Producer, Bernard Tabakin.

Directors: Robert Alrich, Arthur Pierson, Ed Mann. Script, Robert Dennis.

Cast: Dan Duryea, Myrna Dell, Douglass Dumbrille, Marion Carr.

Distributor: PSI-TV

Prices on request.

A rapid-fire series of plot twists, gun play, intermittent suspense, hard-boiled sex and local color add up to an action-stuffed half hour for adult audiences. Dan Duryea carries off the lead role with a light Irish brogue and an air of irresponsibility and non-chalance, a most believable characterization of a guy to whom trouble comes easily.

A generally inspirational, non-sectarian series, "Televespers" is keyed for Sunday showing, at sign-on or sign-off. The segment caught consisted of shots of all kinds of churches and was scored with hymns and a sermon. Official Films is pitching this for bank sponsorship, with the stations picking it up on a public

Producer, Rev. Dorland Dryer. Script, Raymond Berguist. Camera,

For Full Detailed Review See The Billboard, January 31, 1953, Issue.

For Full Detailed Review See The Billboard, January 24, 1953, Issue.

FAVORITE STORY (30 minutes-26 in series)

Produced by Ziv Television Productions
Director, Eddie Davis. Host, Adolphe Menjou. Scripts, Jerome Lawrence and Robert E. Lee.
Distributor, Ziv Television Productions
Prices on request.

The frst drama of Ziv's new series set a high mark for this and other series to shoot at in the way of mature and sensitive film production of genuine literary gems. Eddie Davis' direction was particularly notable in making and sustaining mood. But Adolph Menjou's narration sometimes intruded into the story line.

INVITATION PLAYHOUSE (15 minutes—26 in series)

Drama

Producer, Rene Williams. Director, William Asher. Script, William Asher and Joel Judge.

Distributor: Guild Films, Inc.

Price: High, \$560—Low, \$40.

"Invitation Playhouse" manages to pack a great deal of action in its 15 minutes. The segment caught was an ironic glimpse into the career of a naive husband and wife team of jewel robbers. It was well filmed and generally well acted. Best for a late evening slot.

For Full Detailed Review See The Billboard, January 24, 1953, Issue.

For Full Detailed Review See The Billboard, January 24, 1953, Issue.

DOUGLAS FAIRBANKS PRESENTS (30 minutes-26 in series) Drama

Produced by Dougfair, Inc.
Production supervisor, Herman Blaser. Director, Lawrence Huntington. Scripts, John and Gwen Bagni. Producer-narrator, Douglas Fairbanks, Jr.
Distributor: NBC TV Film Sales
Prices on request.

Douglas Fairbanks' new TV film series makes for a mature half hour of drama. It's for viewers who want more than the usual hyped-up melodrama. Filmed in England, the first story, "The Accused," was about an insurance salesman who is unjustly accused of molesting a woman, an old maid who wants to bask in the notoriety. Clifford Evans turned in a strong portrayal of the hapless victim. Production values were good.

THE MAGIC LADY (15 minutes-13 in series)

Children's

Produced by Telemount Pictures, Inc. Producer-director, Henry Donovan. Cast: Geraldine Larsen, Jerry Maren Distributor: Official Films, Inc. Price: High, \$100—Low, \$10

The action of the show consists of a series of simple movie tricks, such as a slate drawing of a pig being turned into a real pig with the wave of a wand. The tricks are done by a nice looking young brunette with an elf costumed midget named Boko as her straight man. The pacing is very slow, and they work in fantastic sets. The show is for the kindergarten age group, and Official is pitching it for early morning or lunchtime slotting.

For Full Detailed Review See The Billboard, January 17, 1953, Issue.

For Full Detailed Review See The Billboard, February 7, 1953, Issue.

THE LIFE OF RILEY (30 minutes-26 in series)

Comed

Producer, Tom McKnight. Director, Abby Berlin. Script, Henry Clork. Cast: William Bendix, Marjorie Reynolds, Lugene Sanders, Wesley Morgan.

Distributor, NBC TV Film Division Prices on request.

Stations in markets in which Gulf does not sponsor this show on the NBC-TV network have the chance to buy this high bracket situation comedy via syndication. Bill Bendix's portrayal of Riley is pathetic and lovable, as he leads his good, average family into a jam a week. The slapstick is unrestrained, and tho the sight of so much damage may break some viewers up, the show is good for incessant yocks. Production is excellent. FOR WOMEN ONLY (15 minutes-Weekly)

Women's

Produced by Telenews Productions, Inc.
Producer, Leona Carney. Commentator, Amy Sedell.
Distributor: Telenews Productions, Inc.
Prices on request.

Each week's release includes five to eight separate features. They may be shown as a quarter-hour program or broken up and the several items integrated into a local production. Types of features are such as are found in the slick women's magazines: fashions, food, furniture, famous females. The formats employed were generally much more interesting than the hackneyed newsreel chestnuts for women. It's an apt and flexible selling vehicle, with good quality for both eye and ear.

For Full Detailed Review See The Billboard, January 10, 1953, Issue.

For Full Detailed Review See The Billboard, February 7, 1953, Issue.



**EDITORIAL** 

If the ghosts of the California Forty-Niners should happen to choose this particular week to revisit the scene of their struggles and triumphs, they might well be pleased with what they saw. Those far-sighted pioneers of a century ago would certainly feel at home among their Electronic Age counterparts - the men and women who make up the membership of the National Association of Radio and Television Broadcasters-convening this year in Los Angeles at the invitation of the Southern California Broadcasters Association.

The choice of California for the 31st annual NARTB conclave has more historic and prognostic significance than is usually the case when an industry decides upon a convention site. In coming to California at this time the NARTB was keeping apace with the Wheel of Time which has again completed a full turn to bring forth a new Gold Rush era.

But the 1953 Gold Rush is characterized by some important changes from that of 100 years ago: The miner's pick and sluice box have been superseded by scientific genius, engineering know-how and enlightened showmanship-intangible tools, which, when assiduously and skillfully applied, can and will bring more gold out of the airways than the most optimistic Forty-Niner ever dreamed of mining from the

California has always been rich in the ore that can be milled into entertainment gold. To the radio and television branches of show business it is fast becoming a veritable bonanza. Here are ideal conditions for the development of the industry: A vast talent storehouse, engineering and scientific genius, seasoned administrative personnel and the finest facilities for audio and visual broadcasting to be found on

California, young and vigorous in outlook and approach, certainly promises much for future radio-TV progress. Nearly 11,000,000 residents—prosperous, highly literate citizens-provide an enthusiastic, intelligent audience potential; billiondollar industries of almost every conceivable type offer rich opportunity for the wide-awake advertising executive; unlimited talent resources provide a pool of available artists unmatched in number and quality elsewhere; technical facilities and scientific experts to man them are in growing supply and already may be found here in more than adequate sufficiency.

These factors-the ore from which the wealth of the new Gold Rush is being milled-spotlight's California's destiny in the radio-television world. The assay runs higher than the purest nugget ever taken from a Forty-Niner's lush claim.

SPOTLIGHT ON SAN DIEGO

#### Afraid of Fortune Tellers?

By DAVE McINTYRE Radio-TV Editor. San Diego Tribune

San Diego, situated geograph- San Diego stations. He won't ically out in left field as Cali- get the saturation he might exfornia's most Southwesterly pect, but it's a difficult argucity, is trapped in the middle of ment to combat. an economic squeeze play in operations.

men here feel pressure from shape. The city's still riding below-the-border operations in high on a boom that began in Tijuana, Mexico, which is less the early 1940's when aircraft than a half-hour's drive from plants changed it from a semidowntown San Diego. From the sleepy town, kept alive primarlarge network-owned stations in ily by its permanent Navy in-Los Angeles who can (and do) stallations, into a fast-growing count San Diego within their community that has more than listening and viewing areas.

along the South Side of the Baja 439,000 in 1952). Radio and TV California line made life miser- have shared proportionately in able for U. S. radio men by a the ensuing bullish business accasual attitude toward wave tivity. length restrictions which resulted in frequent interference problems.

International treaties have maining is a business one.

Much of Tijuana broadcasting actually is a San Diego operation in sombrero and serape disguise. The larger stations in the Mexican city broadcast almost exclusively in English, featuring pop music on records. They maintain San Diego offices, competing frankly and openly for the business of San Diego advertisers.

Undeniably they drain off some trade that otherwise would go to domestic stations. Just how much is a moot point. Station owners and ad managers San Diego privately feel that without the lure of cut rates (from a third to a half less than San Diego), a good proportion of the business that goes to Tijuana would not be on the air

Competition from the North takes on a different hue, not as juana invasion. Whereas it is

Still Healthy

Despite these problems, San On the one side, radio and TV Diego broadcasting is in healthy doubled its population in 13 Time was when broadcasters years (from 203,000 in 1940 to

Six radio stations compete in

the San Diego market and capture about 98 per cent of the listenership. There are four network affiliates and two independents. KFSD, owned by Airfan Radio Corporation, whose major stockholder is Thomas E. Sharp, is the oldest radio station in the area. It is tied to the National Broadcasting Company chain. KBG is owned by the Don Lee Broadcasting Company and is with the Mutual Broadcasting System. KCBQ, owned by Charles E. Salik, is now American Broadcasting Company. Outlet KFMB, recently acquired in a \$3,000,000 deal Jack Wrather and Mrs. Helen Alvarez, carries Columbia Broadcasting System shows. KCBQ and KFMB affiliations were switched last December. The two independents are

KSDO, owned by the San Diego Union and Evening Tribune Publishing Company, KSON, owned by Fred and Dorothy Rabell. KSDO, aided by its newspaper ties and the fact that it carries exclusive broadcasts of Padre baseball games, has been leading the rating race the last few years. KSON has been following closely.

SPOTLIGHT ON SAN FRANCISCO

#### Wrestling With Movies

By EDWARD MURPHY

ies play top billing on the three outlets here, and these flickers come under severe criticism from the viewers. most critical of the groups who check TV reaction to films, complaining that children are forthings for themselves. But the come tiresome. kids are definitely sold on the Western films of which there are in an abundance here.

Television programing is still carrying the load in this catevery much in the experimental gory. In a voluntary newspaper utive saddle in video are quick poll conducted earlier this year. to point out when queried on the wrestling showed up in first outlook for the future in the San place among the 10 selected au-Francisco area. The older mov- dience appealers. A science program, "Science in Action," won second place. The "Standard Parent- Hour," a popular drawing card Teacher Associations are the on radio, won fourth position. Some of the one-man or onewoman skits held their own in getting how to play, live and do the survey - but they can be-

Pointing out the further trend toward movies, KRON recently The sole TV channel operating. Wrestling, apparently, has the bought 104 Republic pictures for in San Diego is KFMB-TV (8), edge in audience appeal, but local beaming; also 36 British which Texas oilman Wrather that probably is because there films, 65 Eagle-Lion movies, 64 (Continued on page 38) is so much of it, with KGO-TV Hygo TV films and 16 more from the miscellaneous market. That gives KRON a crop of 339 movies never telecast in this area. The better ones are being sponsored.

Another recent development here was American Broadcasting President Robert Kintner's announcement for a \$1,500,000 ABC Radio-TV Center in the downtown area. The present Eagles Building has been bought for the purpose. The advance blueprint calls for giant 100 and 60 foot studios on the main floor, a complete radio - TV control center on the second floor, ex-I remember having read a fused to heed the blandishments gineers had to create facilities ecutive, administrative and sales

> KGO and KGO-TV hope to begin operations from the new then be used exclusively for transmitting local programs.

But right now, video bigwigs contract embraces 88 specific The other evidence that bears conditions - fees, guest appear-

#### completely cleared away that SPOTLIGHT ON HOLLYWOOD thorny nest. The only nettle re-

## Scope, Unlimited

By HARRY S. ACKERMAN Vice-President in charge of Network Programs, Hollywood

piece in the Saturday Review of of East Coast television; these designed so efficiently as to offices on the third and fourth Literature some time back, are highly-creative men in the insure that the maximum of floors, each larger than any now wherein the editor was promul- commercial, rather than the money available would go di- used in San Francisco. gating the concept that the purely artistic, sense of the rectly into the quality of the American West is still symbolic word. of the pioneer spirit in this counThere is dramatic physical frittered away thru inefficient building by May, 1954. The
try—that the frontier as we once evidence that the networks operation. Thus, the great teleMount Sutro facilities would knew it may be gone, but the thoroly underwrite this point of vision studios developed in the state of mind is still there. I view. One has only to see the West not only guarantee new felt then, and I believe now, that Columbia Broadcasting System and freer production techniques this concept applies to the future Television City, the National and better program quality, but

of television in our land. simple to deal with as the Ti- tion that the West is the "Prom- Broadcasting Company's exten- sounder economic operating base, free-lance TV performers. The ised Land" for television pro- sive quarters, to recognize that possible to offer local business graming. It holds the promise the networks -are investing such advantages as better mer- of space-space for building and many millions of dollars and testimony to the development of ances, after-shows, warm-ups, chandising facilities, higher rat- construction, space for the easy priceless engineering skills and Hollywood as one of the nation's amateurs, interviews, remotes, ings and better dollar for dollar and efficient storage of sets and equipment in the future of two great programing centers is doubling, modeling, commerresults, State-wide or regional equipment, space for the greater Hollywood as a vast television the programs themselves that cials, rehearsals, etc. The mantrade can't be sold on the same utilization of exteriors in dra-center. And these great network currently emanate in the West, agements of the three TV outlets L. A. stations come into San or on film or on some future vi- developed purely for television. popular in television. Programs stiff, that it will drive live tele-Diego almost as clearly as local sion-recording process. It holds CBS Television City, for ex-like "I Love Lucy" and Jack vision to the catacombs now in-outlets. Therefore an advertiser the promise of a fresh creative ample, was conceived for the Benny, to name but two, can habitated by live radio. But

putting money into KNX or impulse in programing. Some of direct purpose of offering to only be brought into being and nevertheless set sales are mov-KFI, for instance, or even inde-pendents like KMPC or KBIG, production minds in America scope, greater flexibility of ac-might easily feel he's duplicat-ing his effort by buying time on fornia, and have steadfastly re-To satisfy this aim, CBS-TV en-

programs, and would not be television in our land.

Broadcasting Company's Bur- also — a vital consideration in are needing help to enforce the It has always been my convictory bank plant and the American these days of rising costs — a new AFTRA contract for local and the West in the West in the Contract for local and the American these days of rising costs — a new AFTRA contract for local Four Assets

matic presentations-either live, studio plants are the first ever some of them among the most here fear the new talent is too

#### SPOTLIGHT ON YESTERDAY

## I Remember Radio

By WALTER BUNKER (Vice-President, Young & Rubicam, Hollywood)

"Why pick me to do a story on the early days of radio on the Pacific Coast?" That's what I nearly asked when The Billboard's editor gave me this assignment. But I didn't ask it. I was afraid the answer might intimate that I was older than the audion tube that started this whole interesting radio business.

"Radio!" What a beautiful Marilyn Monroe with antennas. I guess the plural is antennae, but Marilyn is a singular girl. Anyway, my affiliation with this great broadcasting business started around 1923. In those days sound-proofing was an unpracticed art, and the only air conditioning was done with a 5cent cigar, so when it was warm we'd open a window.

This leads up to my first production job. I studied singing with one member of a quartet out whatever else was going on. which was on KGO in Oakland, Calif., and I was allowed to attend their broadcasts. The station was near the railroad sounds of a 20th century locomotive, with bell clanging, might drown out the strains of music coming from the mythical land of the "Chocolate Soldier." The group did such comic operas as that one, "The Pirates of Penzance" and so forth, one a week. My "production" job was to close the window when the train went by, then open it again when it had passed.

#### Halstead Ork

Skipping over the next few years lightly (which I did, I was single then), my next recollection was about 1926 in San Francisco, when I was connected with the Henry Halstead orchestra. Altho it would go on the air at 9 p.m., or thereabouts, and play straight thru to 1 a.m., or thereabouts, things were relaxed in those days. The ork would play a dance number or so, then there would be three or four minutes of silence while the piano player would go out to get a drink or go to the men's room or something, then leisurely return and the music would get underway again, There were no announcers to say "In a few moments we will return to the air with ..." The music would simply quit and there would be a blank silence until it started again. It was fun

Sometimes some other musician would step up and play the piano. They didn't play well, but they enjoyed fooling around and it was homey. Nobody ever thought of using radio to sell goods, so there were no commercials, singing or otherwise, to any extent. Intermissions were filled by just a guy tinkling away at a piano. That was our programing for four hours, two and three nights a week. And, as I reflect now, it was pretty good. I think it might still be a good idea today.

#### Hide That Mike!

I recall my one major experience outside of San Francisco around that time. I was playing stock in Honolulu with the Wilbur Players. I did everything from a babe in arms to a grandfather. Just to give you an idea how they sound on the phone." of my characterizations, the soldiers at Scofield Barracks, where we entertained a lot, had a special nickname for me- No. 1 radio pioneer on the Paabout the size of a low-budget you, these are in the years of microphones hung every three client's booth these days. The 1922 and 1923 and so on. He feet. What a day for us! station was, I think, in The Ho- would sell it to someone like Actually, San Francisco was leaves and such.



Walter Bunker

The owner of the station never let us see the mike, no fooling. felt. He might have kept a human ear or a muskrat under the television! cloth for all we knew. In fact, we couldn't prove otherwise by had its network, and Columbia Sometimes we'd have to tap

the auto dealer, took it on. Today, you know, radio licenses, if developed organization. They it's a good station, like KFRC, are worth hundreds of thousands of dollars. In those days they weren't worth four bits. You just tried to get someone to pay the bills while you put the station on the air. It was good advertising for the stores at that time, but it wasn't dreamed that the minutes and ally all be purchased by advermaking device.

which was nearly as big as they didn't show it. were. Eddie Cantor was quick Microphones were either on or

origination places in the U. S. personal for networks-New York, Chi- the countryside. cago and San Francisco.

I mean really, while we worked a day, six-days a week call. in dungarees or corduroys, and used the formal approach to the entertainment business and were highly specialized in wellpaid money but mentioned entertainers just once or twice on the air. KFRC could plug a guest star's name 15 times in 15 minutes if he wanted us to. We had no trouble getting big names. It (i.e. Take a look at the top of this article.)

#### 'Let's Try It'

Against this big outfit, as I hours of the day would eventu- recall, there were about four of us announcers who did all the tisers and that it would turn out work for the station. We went to be such a wonderful money- on the air about 7 a.m. and were on 'till about 1 a.m., and It was interesting to watch brother, we did everything, this great change in a new me- sound effects and all. We dium. Gradually big names walked for footsteps, poured were attracted to the mike. water for sound of the sea, and Mary Pickford and Douglas rang the chimes ourselves for Fairbanks, for example, used to time tones. If we could do birdcome up from Los Angeles to do calls, too, we were especially shows before a microphone valuable, but the paychecks

to realize the future of radio, as off, there was no way to make He said it was a particularly was Will Rogers, who never them loud or soft. The only tracks, so when a train went by sensitive type instrument and used a script, even when they mixing was in our lines, frewhen the window was open, the kept it covered with a piece of were the accepted thing for air quently. We used carbon mikes, performers. What a wonderful just flat things that looked like guy he would be today on a bunch of aluminum, with a circular gismo in the center. We In 1929 the NBC, of course, thought they were jewels.

appearances around

#### Willson Ringer

KFRC in those days was We had a ringer in Meredith competitive to NBC in San Willson, who did an awful lot Francisco, but what a differ- for the station with his 25-piece ence! NBC was the rich giant orchestra. For \$80 a week each, in town. Its staff wore tuxedos, the orchestra was on a five-hour

Harrison Holliway gave us a I mean really. Where they spent lot of latitude, so we had all the dollars, we spent nickels. They fun we wanted. You can imagine what it was like with a lot of harum-scarum lads playing with a new medium. Harrison encouraged us to do something different than had ever been done. "Te did, on and off mike. That fellow was everything, he was an engineer, announcer, seems everyone loves a by-line, program director, station manager and a time salesman. His favorite comment when we asked about some idea we had was: "Let's try it."

> People used to drop in casually on the night watch and we'd put them on the air, whether they knew it or not. One little old man used to drop in and fall asleep occasionally, so one time we broadcast 15 minutes of "sleep music," his heavy snores. Next day, everyone wanted to know who the snorer was, but the little old man's secret was safe with us.

> Another thing we enjoyed were auditions. People could come up to the station and say they wanted to do something on the radio. We'd let them, without any idea beforehand of what they wanted to do. Sometimes we would argue the whole thing out on the air in explaining why they couldn't do what they wanted. It was one of the most hilarious programs I ever heard, because no one ever knew just what would come up, especially when the "talent" would have a little buzz on.

The requests for certain recorded numbers used to bring us a lot of laughs, too, as well as loot. We'd play something for some one and up to the station would come a case of beer or doughnuts and so forth.

I used to announce the recordings on the late watch, then announced Anson Week's orchestra from the station, and rush over to the Mark Hopkins Hotel where he was playing in time for the intermission. In those days everyone carried a flask, and as a young radio "star" I would be offered a sample from a good many celebrators at the night spot. The hotel kept a special room available for us announcers who couldn't get back to the radio station.

#### Cracker Department

One of our main difficulties at the end of such an evening at the Hotel's Peacock Court was in getting the name to come out correctly. It became a bugaboo with us to keep from saying, as one announcer did: "We now bring you Anson Weeks and his music as he plays in the beautiful Peacourt Cock . . . " Finally we stopped using the name of the room entirely in announcements.

Ah, yes, I remember radio, and I hope it and I are around for a long time. I feel sure radio will ally, you could well see the basis be, anyway. Those early days of the star system because this were more fun than anyone plugging of personalities would could experience in any medium result in their making a pot full of entertainment, including tele-



Early-day radio offered its share of top names. Prior to the day when radio moved its West Coast broadcasting headquarters from San Francisco to Hollywood, many of the stars had to go to San Francisco to be heard on the then new medium of home entertainment. (Left) Douglas Fairbanks Sr. and Mary Pickford, top stars of the silent cinema, let fans at home hear their voices via an impressively ornate mike. (Center) Eddie Cantor in 1923, three years before NBC was started, at one of the latest-developed mikes of that day. (Right) Will Rogers before one of the early-day NBC mikes entertaining one of the net's first studio audiences. Note absence of script.

had all crystallized.

Auditions were simplified in on the payroll at KFRC in 1929, I had free-lanced on Coast and

#### Star System Born

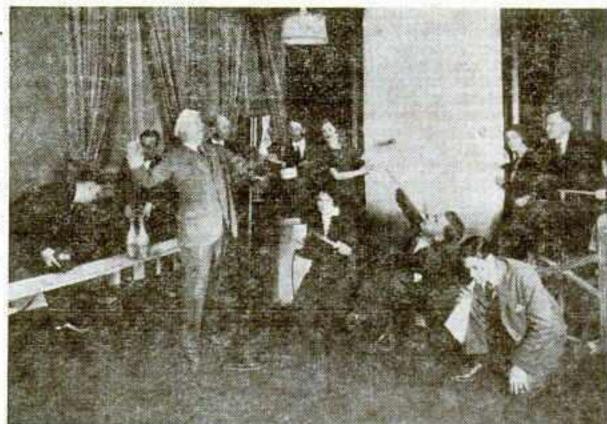
nolulu Star Bulletin newspaper office, on the same floor as the presses. Sound-proofing was accomplished by hanging up old shawls, pieces of linoleum, palm thing like "This is the Empor- shawls, pieces of linoleum, palm thing like "This is the Empor- geles on the network, but Don leaves and such shawls, and such shawls, pieces of linoleum, palm the sound such shawls are shawls as the shawls are saves and such.

ium station," with no plugs of Lee did. All of us kids in the So, you might be singing your products or special sales. Later, racket were the envy of all the head off, but if the door opened Sherman, Clay and Company lads in all other stations because

listening audience. No one had extended its network out to them to align the carbon parti ever came up to me and said he the Pacific Coast. Their key cles before they would go on. heard me on the radio the night originating stations were the. I often think that practice of before, altho we were on the air Don Lee stations in Los Angeles naming the artists frequently twice a week in Honolulu for 16 and San Francisco. CBS had paid off more than money. Actuweeks. Maybe the crystal sets nothing to do with the operations whatsoever.

If I recall correctly, the first those days. Previous to going show to go from the West Coast of money singing in movies and vision. to the East on the CBS network New York radio and I called was the Paul Whiteman "Old Harrison Holliway on the phone Gold Hour" with Ted Husing as for a job. I had a recommenda- the announcer. They came up tion from the Emporium Depart- from Los Angeles where White-ment Store and I asked him for man had been making the "King an audition. He said, "You've of Jazz." Bing Crosby was with had it. I hire announcers by Whiteman then. When the show came thru San Francisco, Harry Von Zell was the announcer. (Is he that old? Maybe he should Harrison, in my book, was the have written this.) It was real exciting to us amateurs to see "Smallparts," they called me. cific Coast. When he died about the Whiteman show originate in We did a different show each 10 years ago it was a gigantic the Bay City at our station, it week, and a couple of nights a loss to the industry. He gathered being the first trans-continental week we'd put on a special per- a real love for radio while he show going East on the Columbia formance at the radio station was a wireless operator on a hook-up. Engineers came out there in the town. I should have ship, so he came back and built from New York and the Telesaid "radio room," or possibly a radio station which he practiphone Company to set up the "closet." The whole "station" was cally carried on his back. Mind special facilities. There were

the roar of the presses drowned had the station; then Don Lee, there were only three major



Radio in 1926 had its share of dramatic shows. Of course, the sound effects equipment was not quite as refined as we know it today, but nevertheless it carried the sounds of thunder, rain, and walking feet. Here's an early day dramatic show on the air with its improvised sound effects and "technicians."

What every station manager

should know

What every producer

should know



ke Gapitols SOM

There's no sales

EW! ORIGINAL! And just what you want it! Newly-composed music, with recording and performance need...written, arranged and played you want-where, how and when find music created for every scoring by fine artists, and orchestrated as rights FREE to subscribers! You'll you'd order it yourself!

duction Music Library. Once you've tion ... making films for TV, indus-If you're running a radio or TV statrial, religious or educational use... you need Capitol's "Q" Series Proused it, you'll agree - there's no music like Capitol's "Q" Music.

 900 separate tracks...actually a total of more than 12 hours of modulation time . . . superbly recorded on 12" vinylite disks.

tion Library! Never before have you

CLUSIVELY - in conjunction with its all new Flexible-Format Transcrip-

AND CAPITOL BRINGS YOU this sensational new sales maker EX-

been able to offer agencies and ad-

this supercolossal attention

vertisers

getter which turns ordinary live com-

mercials into piles of profits!

tasy-children ... western ... relig- Music of all kinds - in 10 basic metropolitan-mechanical . . . fan-. . mysterydramatic . . . romantic-neutral . . . categories: Light-humorous. ions . . . foreign . . . dance. news-documentary .

You'll find Capitol's Transcription

practically sell themselves-yes, even

with Sonovox makes spots

Library

 Everything you need - bridges, all kinds - and all new and origi-nal! Not a public domain piece in the entire lilitary! tags, openings, closes, production TV station breaks, mood music of themes, fanfares, special effects,

breaks in the industry - every hour chimes - the most unusual time and half-hour through the day!

SONOVOX "attention getter" anevery kind of product or sponsor! nouncements - 26 tracks from A to Z, with general Sonovox sound and voice spots adaptable for any and And more to come!

buy! 330 disks - including 20 script And it's ALL YOURS - when you or-Transcription Library money can Top quality, featuring top artists and A new catalog, cross inin seconds! Steel storage cabinets! the finest, most complete, most useful shows! New releases every month, including special Shows of the Month. dexed 3 ways so you can find anything der Capitol's Transcription Library Program formats! top music!

instead of time on your hands, you

the ones you couldn't give away! And

long waiting list of

should have

second jam full of paid

eager sponsors, itching to keep every

SONOVOX "talking" Westminster

All This in One Plentiful Package:

announcements,

broadcast

Or use this coupon - today! WIRE WRITE .

By return mail, you will receive complete details of Capitol's new Flexible-Format Transcription Library, special sound effects AND SonovoxI tol's new

brary and Sonovox! Just a limited number of these libraries Only Capitol can offer you a Transcription Liare available...so if you don't get to the convention,

at your fingertips. Cross referenced three ways so you Complete with a new type of catalog to put everything

BY FUNCTION

BY LIBRARY NUMBER

BY MUSICAL CATEGORY

can score in seconds:

Capitol Records Distributing Corp.

ARE AVAILABLE SO DON'T WAIT! WRITE...WIRE... ONLY A LIMITED NUMBER OF THESE LIBRARIES OR SEND THE COUPON FOR FULL DETAILS AND A DEMONSTRATION RECORD.

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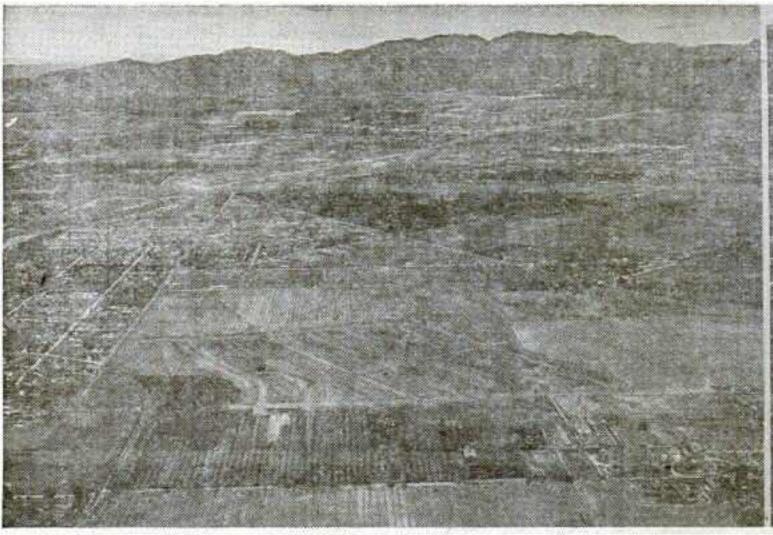
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Rooms 2341 and 2344.

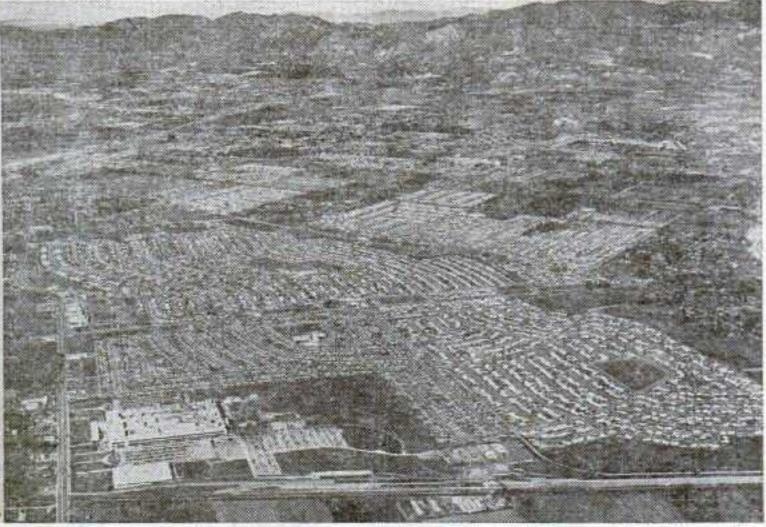
Delegutes to NARTB Convention cor.

Remember we suggest

☐ ET WITH SONOVOX Please send full information on "Q" Music and/or Capitol Transcriptions with Sonotox, as checked: TITLE 5515 Melrose Ave., Hollywood 38, California "O" MUSIC STATION OR COMPANY ADDRESS CITY.

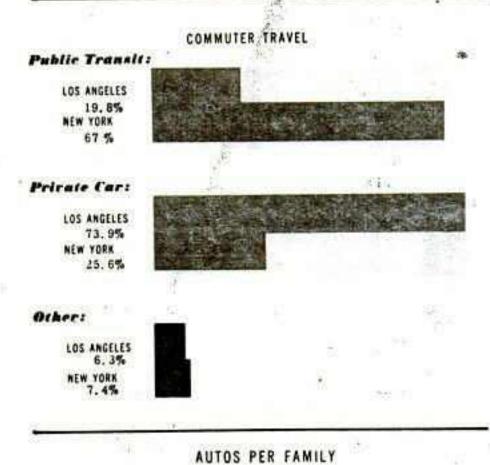


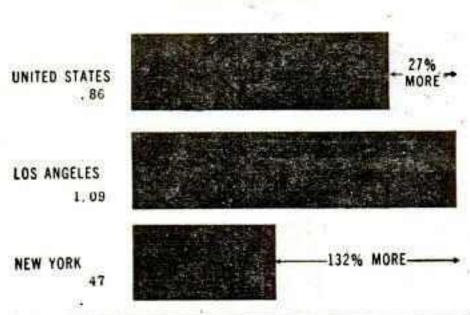
(Left) Panorama City, a section of the vast San Fernando portion of the sprawling Los Angeles market, as seen from the air in March, 1948. (Right) Panorama City as seen from the same position in the air as it appeared in January of this year. Large structure in lower left of the



picture is the new General Motors plant. The rapid development within a few years in home building and industry is indicative of the over-all pace of Los Angeles in its desperate effort to keep up with the mushrooming populace and its needs.

#### PER CENT OF INCREASE IN POPULATION, 1940-1952 81.7% LOS ANGELES METROPOLITAN 36.4% CITY OF LOS ANGELES 17, 7% TOTAL U. S. 1,412,100 2,565,900 131,669,300 1940 - 2,516,400 1,504,300 154,926,000 2,051,600 1952 - 4,617,500





SPOTLIGHT ON LOS ANGELES:

These graphs tell the Los Angeles story, its rapid growth and its peculiar reliance upon car travel over other means of transportation. Both of these factors, of course, are proving to be boons to Los Angeles' radio stations. The sponsor's potential patron is exposed more to his commercial message if presented by radio than via the newspaper ad. Percentage of commuters using public transportation whereby they would tend to read the newspaper en route is a fraction of the New York toatl. To reach the commuting buyer, radio emerges the LA advertiser's best bet.

(Graphs from "A Study of the Los Angeles Market," prepared by KNX, Los Angeles.)

#### SPOTLIGHT ON SOUTHERN CALIFORNIA

## The Hard to Believe Market

By NORMAN NELSON Managing Director, Southern California Broadcasters Assoc.

Southern California, center of the radio, television and picture world, has often been re-ferred to as "The Land of Make-Believe." Anyone who has tried to keep up with the rapid development and expansion of this fastest growing of all mass markets is more apt to call Southern California "The Land of Hard-to-Believe."

A few short years ago this area consisted of orange groves separated by vast empty fields. Today the orange groves have been replaced by the homes of over 6,500,000 people. The fields have disappeared, and in their place are factories which afford these people the highest standard of living in the entire country. And the mass migration of industry and people that has brought about these changes has Norman Nelson, as managing just begun.

has had a 63.7 per cent increase holds a unique position comin population, whereas the pop- parable to being a combined ulation of the entire country has liaison salesman, public service increased only 18 per cent. In- director, public relations mandustry has managed to keep one ager, research director and legal step ahead of the migrating mil- adviser for 58 radio stations in lions. Today this market ranks Southern California's 11 counfirst in the production of aircraft ties. Prior to his present posiand aircraft parts, motion pic- on he had been with ABC tures, pumps and compressors, Western Division's promotion refrigeration equipment and ma- department, heading promotion chinery, and canned sea food. It activities for the net and its ranks second nationally in auto- stations. mobile assembly, women's apparel, oil field machinery and tools, automobile tire and tube production, storage batteries, heating and plumbing equipment and other products.

And yet they come-more industry, more people, more in-dustry, more people—in an ever repeating cycle that has constantly increased its tempo until it has become a steady flow.

F ures by themselves do little to indicate the size and im- 3,660 miles. portance of a market, but thru more easily can visualize the Southern California in 1951 was



director of the Southern Cali-Since 1940 Southern California fornia Broadcasters Association,

> scope of the 11 counties which together are known as Southern California.

> One out of every 25 people in the entire United States lives in this market, which has a total population greater than the cities of Chicago, Detroit and St. Louis combined. If these people were to stand in line to buy your product, the line would stretch

These are the people who earn the use of both figures and com- more and spend more. Effective parison with other areas, one buying power per capita in

\$1,723. In Los Angeles, the center of this market, it was \$1,824. During the same year it was \$1,610 in Michigan, \$1,537 in Pennsylvania and \$1,423 for the U. S. average. The total effective buying power was \$11,100,-121,000, more than that of Detroit, Philadelphia, San Fran-cisco and Cleveland together.

The 1951 retail sales per capita for Southern California was \$1,104, compared to the national average of \$976. Chicago, Cleveland and Milwaukee together couldn't match its retail sales of

\$7,113,881,000.

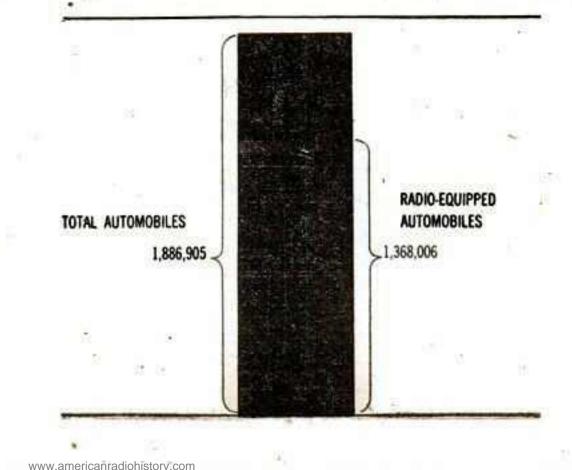
This area grew up in the automobile age, and the motor vehicle is one of the most vital factors in its economy. Last year 210,136 new automobiles were sold in Southern California, bringing the number of registered passenger vehicles up to a total of 2,711,762. This represents one automobile for every two and one-half persons. There are only six States other than California that have more automobiles than Los Angeles County alone. Whereas the pattern of older markets was de veloped around public transportation systems, this market was laid out and built around use of the private automobile. In New York, for example, 67 per cent of cummuter travel is by public transportation and 25.6 per cent by private car. In Los Angeles 73.9 per cent of the commuters depend on their own cars, while a mere 19.8 per cent make use of public transportation. This greater use of automobiles is reflected in the number of auto radios and their use.

According to Standard Audit and Measurement of spring, 1952, radio circulation survey, 70 per cent of these cars are equipped with radios-a total of 1,907,376. In December, 1949, Pulse conducted a survey which showed that 32.8 per cent of the car radios on the road were turned on during the average quarter-hour. Inasmuch as television cannot possibly compete with the auto radio, there is no reason to believe that this figure has changed.

In the process of growing up, Southern California has grown "out." "Don't Fence Me In" is the theme that has kept the population down to 99 per square mile, compared to New York's 313 or Pennsylvania's 235. Here the average family insists on its individual home on its own plot

of ground. In Los Angeles County alone, building permits totaling \$227,-310,000 were issued during the first two months of 1953. During this same period, 7,562 new dwelling units were completed, while 14,475 additional ones were being started.

Radio alone can reach every-(Continued on page 38) Copyrighted material



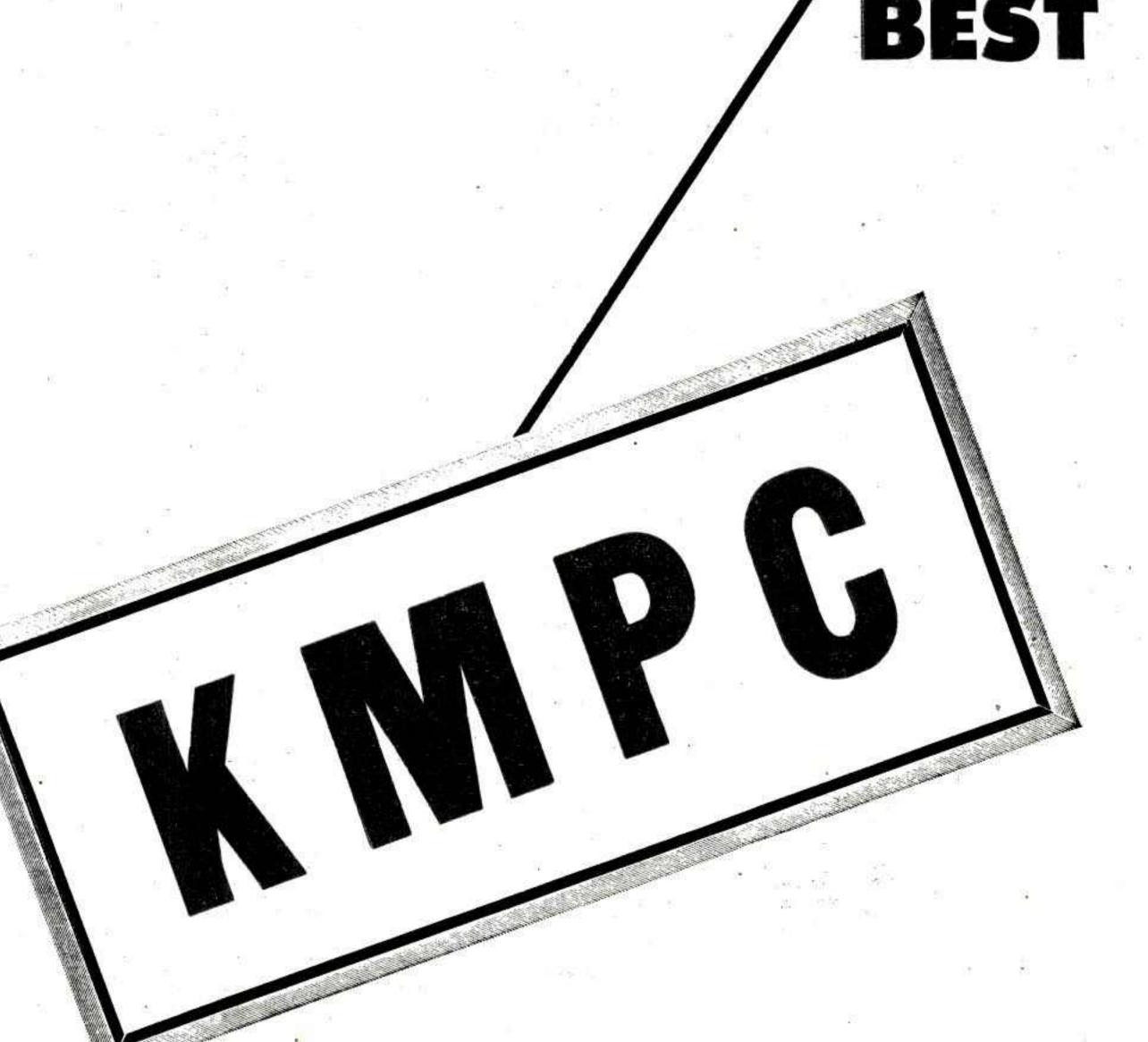
sell it

## FIRST

on the station

that BLANKETS

Southern Califórnia



50,000 WATTS DAYS

10,000 WATTS NIGHTS, LOS ANGELES

REPRESENTED BY H-R REPRESENTATIVES, INC.

Gene Autry, President

145 percent are appointed to

Bob Reynolds V.P.-Gen'l Mgr.

#### 38

#### Afraid of Fortune Tellers?

Continued from page 33

station. (Wrather and Mrs. Al- deficit. varez also own the Tulsa, Okla.,

inal owner, for \$1,000,000. A downtown building and other Wrather and Mrs. Alvarez.

vision picture with XETA (6), which went on the air in February. The Mexican channel is co-owned by George Rivera, who also has XEAC radio in Ti-

awarded a building permit for mission. Opposition has also Channel 10, San Diego's other been voiced by the San Diego assigned VHF outlet, to Thomas Chamber of Commerce, the San E. Sharp (KFSD) after he and Diego County Board of Superthe other two rivals for the TV visors, Mayor John D. Butler, of facility, Charles E. Salik San Diego, and various legis-(KCBQ) and TBC Television, lators. Inc., a closed corporation made third interest in the channel, altho KFSD will operate it. -

#### Love Americanos

This surprise merger, canceling what appeared to be a fierce rivalry, admittedly was engineered to block XETV from coraling an irretrievable share of San Diego advertising.

Had the three contesting apwinter.

three ways, the new licensees should be pointed out that since feel they are better off than if it has been on the air, XETV,

and Mrs. Alvarez got for their one of them were to have to \$3,000,000 along with the radio make up such a formidable time

XETV, meanwhile, has made TV channel and have applica- its move to woo San Diego and tions in for channels Corpus national business across the bor-Christi, Tex., and Little Rock. der. Alvin Flanagan, one-time They purchased the San Diego program director of KFMB-TV station from John A Kennedy, under Gross and later associated "freeze" in 1948. This caused who had operated it for about with ABC TV in Hollywood, has San Diego broadcasters to simtwo and a half years after buy- applied to the FCC for permising it from Jack Gross, the orig- sion to operate a TV studio in San Diego which would supply San Diego operation in all but live shows to XETV. Suppleequipment were added in the mentary applications have been second deal from Kennedy to filed by Du Mont, for kinescope service, and by NBC for both Tijuana has entered the tele- live shows and kines. It is expected, however, that the NBC request will be withdrawn, now that its San Diego radio affiliate -KFSD-has the TV permit.

To date no FCC action has juana, and Emilio Azcarraga, been taken on Flanagan's re-Mexico City radio and TV mag- quest. When it comes up, a hearing is inevitable.

The Senate's powerful Interup of approximately 30 San state and Foreign Commerce Diego businessmen, buried the Committee is "familiar with this hatchet and merged. Each has a problem and will follow it closely," according to a letter from its chairman, Sen. Charles W. Tobey (R-N. H.) to Sen. William R. Knowland (R-Calif).

The Senate committee's previous chairman, Sen. Ed C. Johnson (D - Colo.) last year wrote to FCC Chairman Paul A. Walker, saying in part, "If the Mexican station is permitted to plicants waited for the FCC operate from San Diego and hearing, Salik said recently it carry U. S. programs, it will might have been two years be- build up a large American audifore the channel could have ence. This audience will then be gone on the air. The commis- subjected to the astrologers, forsion's approval came within six tune tellers and like programs a mecca for a particular breed days after the merger was an- which can be said to have been of commercial artists, the great nounced, and Channel 10 now financed and supported indishould be operating by next rectly by American interests and American advertising."

Altho the pie now will be cut In the interests of fairness it

under Flanagan's watchful direction, has been as cautious as an egg candler. Associates of the station realize only too well that any item which might be construed as in bad taste will go doubly hard on them.

#### Viewers Benefit

The entire border incident stems from the fact that Channel 6 was taken away from San Diego and reassigned to Tijuana during the government's mer. The current XETV move, which would in effect make it a boil.

All of this adds up to some dangerously agitated ulcers in broadcasting circles along the border. But it's a happy picnic for the home viewers. San Diegans can boast a wider TV choice than any other TV fans in the country. They receive the local station, KFMT-TV (8), Tijuana's XETV (6), will soon have Sharp, KFSD-TV (10) and most sets The Federal Communications Salik and ABC Television have pick up at least six of L. A.'s Commission early in April all filed protests with the com- seven channels. (Only KHJ-TV (9) is blacked out in San Diego. It's too close to KFMT-TV's strong signal.)

> The freakish lay of the land which puts San Diego in competition with both a foreign power and the West's broadcasting headquarters makes it a tough place for the broadcaster to operate, but its a Valhalla for the knob twisters at home. And there are precious few of them who have any fears of "astrologers and fortune tellers." They'll Evangelist Billy Graham. . . . Sig take on anything.

#### Scope, Unlimited

· Continued from page 33

writers and producers. Hollywood is not a bottomless reservoir of such talent, to be sure, but motion pictures and radio did make this end of the country majority of whom are now available to television, and are "Tales of Tomorrow," produced ket where radio can compete keenly challenged by the exciting new medium.

growth in television programing from Hollywood in the season that lies ahead. Already new shows such as "My Favorite Husband" and the Ray Milland program have been sold for fall starts, either to replace existing programs or to bring new advertisers into the medium, and it is very likely that some shows may move to the Coast from New York-shows that, because of their nature, can be operated more efficiently from the new studios in Hollywood, and shows that will more and more depend for their existence on the kind of star talent that Hollywood has in abundance.

No one really knows whether the eventual programing ratio important assets-space, operatwood will be-70-30 or 60-40 or ideas-four assets that ought to 50-50. But whatever its percent- help keep this television infant age share turns out to be, Holly- healthy and growing for a long wood will be ready with four time.

Hard-to-Believe Market

Continued from page 36

It reaches them in their homes, portable radios. in their cars, at the beaches or in the mountains. In this market 6,500,000 people there are over 7,000,000 radios-more than the advent of television? one radio for every man, woman and child! Of the radio homes 33.9 per cent have one radio, 34.8 per cent have two, 19.6 have three, 6.8 per cent have four and 4.9 per cent have five or more. The climate of this market, comcollection of profits, makes them account for the fact that there

#### News Capsules

· Continued from page 6

able to receive colorcasts. Ex-tening done on the 2,440,381 raperimentation this summer will be aimed at perfecting the dual reception, he said. He predicted that it will be several years before color TV becomes an actuality on a national scale. Les Hoffman, prexy of the Hoffman Radio Corporation, told more than his message than he did in 1946. 200 reps of radio-TV manufacturers that the Coast electronics industry has now reached the \$600,000,000 per year level—a full 20 per cent of the national total.

#### THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Mel Martin, star of the daily "Breakfast Party" on WLW-T, Cincinnati, resigned last week to re-enter the religious field with Mickelson, CBS-TV news director, is in Europe to set up the network's newsfilm operation there.

. . . Bob Baldrica, former program director for WMIQ, Iron Mountain, Mich., has been named publicity director of WXYZ, Detroit.

. . Jerry Ford, formerly of Grey Advertising, has joined the radio-TV staff of Cecil & Presbrey. . . . Ethel Kirsner, formerly of CBS press department, has moved over to the NBC press department... William Papp has been also the radio of this market, appointed exec producer of that's "Hard to Believe." A marby George Foley. He succeeds with eight television stations Mort Abrahams, who has re- and still continue to give the There is certain to be a further signed. . . . Al Sands is packaging advertiser the best results dollar rowth in television programing a 5-minute transcribed show starring Basil Rathbone. . . . Jay Royen assumes new duties as director of publicity for the National Broadcasting Company's two owned and operated stations

> May 1. Les Breck, sportscaster, has joined WBRW, Welch, W. Va., as sports director handling play-byplay broadcasts of Welch Miners baseball games. Jim Davis, station account executive, has been elevated to the director of sales post, while Willis Seaman has been named executive chief engineer.

> in Washington, WRC and WNBW,

between New York and Holly- ing efficiency, manpower and

one in this spread-out market, are 357,750 battery - operated

Admittedly we have the radios, but are they being listened to? What has happened since

In 1946, Nielsen showed that 4.65 hours per day per home were spent listening to radio in this area. In December, 1952, that figure had dropped to 3.41 hours per day. That's a loss of almost 27 per cent of listening per home.

However, during the same period the number of radio homes has increased 41.5 per cent. Consequently, total hours per day of listening has increased more than 4 per cent. Add to this the unmeasured lisdios in cars, portables and in business establishments.

Radio's total listening is not only larger today - even more important is the fact that today's radio advertiser reaches 41.5 per cent more potential buyers with

Many advertisers have written off nighttime radio listening in television homes. What actually happens to radio listening in a TV home at night when viewing is at its peak?

According to Pulse of Los Angeles, radio listening from 12 noon to 12 midnight in the television home has increased consistently since 1950. At that time, radio was pretty healthy with 14 per cent of the TV homes listening to radio during the average quarter hour. Today 18 per cent of all. TV homes have a radio turned on during these hours-that's a 22.4 increase.

Television — instead of dominating the home-is apparently driving the members of the family into different rooms of the home - into the rooms where there are radios but no TV sets.

It's not only the market-but





#### PERSONAL APPEARANCES

APRIL 25-Pop Concert-Phoenix, Ariz.

APRIL 27—Opening 12th Engagement—Last Frontier Hotel, Las Vegas, Nev. MAY 29-Opening 2-Week Engagement-Edgewater Beach Hotel, Chicago, Ill.

DATES Now Being Set For: Milwaukee - Louisville - Tucson -Portland - Denver - Colorado Springs - Dallas - Houston, etc.

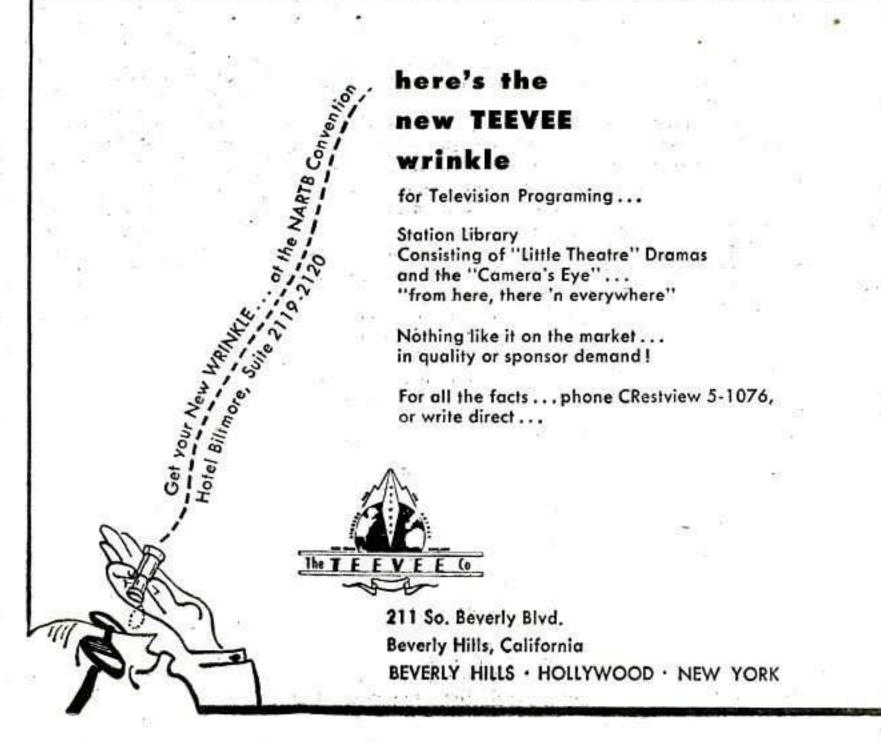
TOP SELLING COLUMBIA RECORDING ARTIST

Personal Management

GABBE-LUTZ & HELLER

New York Hollywood

AGENT MCA



In a broadcasters' world where the almost daily debut of television stations sets a tempo history of KBIG may gladden the hearts of those who view the situation with gloom.

KBIG started broadcasting just last June. Our transmitter was on Catalina Island, but our business headquarters were smack in the middle of the world's most competitive town, Hollywood. We had to scramble for our business against 22 other Los Angeles County radio stations and seven television sta- today with those of yesterday accused of under-advertising, second half, since first we had tions, not to mention several and yesteryear and leaving the We started out by making the to build KBIG awareness in the hundred daily and weekly pub- extremes of be-bop, hillbilly most optimistic estimate of our listening public. We bought dislications, outdoor, and all the and classical for other stations first year's gross, then setting play space in every daily in

operating comfortably in the music — 55 minutes of it each we exceeded even the hefty ap- advertising and editorial ma- in the shape of the KBIG covblack. The ensuing nine months hour.

propriation. Today we're level- terial in the Los Angeles Times, erage map, a giant cigar symof KBIG life have been months of solidifying and increasing kept up on the news but not be cent of revenue. (If all sponsors turing an actual giant "KBIG both gross audience and gross beaten over the head with too used the same percentage, sales Clock" which ties in with our of course the more customary business. Today our third-of-a- much of it, so we give them 5 managers would have no wor- time-signal service as promoted maps, rate cards, testimonial million investment is returning minutes of news each hour, ries and could go to conventions on the air and in newspaper ads; letters and presentations. a profit that's neat and solid, if Three or four times an hour we all year 'round.) not gaudy. Equally gratifying is insert extra news items. second place nationally in sta- the quality end of the dial. of listener letters, 99 per cent of world's finest conductor of radio uniquene... of story. them overwhelming in praise; waves, was chosen as the outa - citizen - of - the - year award standing site for KBIG's 10,000-

ing a new product follows cer- audience mail from the entire stance, and large parts of San us. On opening day we ran no tain well-defined steps: (1) Mar- region backs them up. ket research to determine if there's a need; (2) Product re-

Surprise to All a place for still one more? Our certified coverage. Naturally we air slogan. Newscasts include magazine schedule. We keep signed prior to opening day. It operations manager, Cliff Gill, secretly hoped that a fat pros- items from all over Southern plugging the basic attributes of really worked. set up interviews with a cross- pect would win one of the three California. Concrete proofs of the station thruout our sunrise- At the Catalina station, we quite volubly to tell us what errey, Mexico; an ethical phar- Orange Counties, and a San came sold as listeners

#### of increasing competition, a case SPOTLIGHT ON PROFITS

## Out of Red Into Sun

By ROBERT J. McANDREWS Commercial Manager, John Poole Broadcasting Company

By our third month we were peals. So we give them their ing budget. As the year went on them), a special insert with both card holder, a ceramic ashtray

A .nanufacturer contemplat- age of Southern California, and tions (Imperial Valley, for in- listeners to write how they liked

Take Own Medicine

men before KBIG went on the dio."

cliche by now to say that adversic, mixing the melodic hits of cine. KBIG resolved never to be one-half the job-probably the to build a sales staff of experi- mas gifts.

with more definitely limited ap- aside 10 per cent as an advertis- Southern California (all 50 of They said they wanted to be ing off at a budget around 5 per outdoor bulletins currently fea-

the growing collection of tan- 2. Product Research: Initially lished publications of the adver- dozen; theater slides in 16 theagible achievement results: a cer- we surprised many broadcasters tising and broadcasting fields ters of the Western Amusement the lazy salesman's traditional tificate from The Billboard for by finding the choice 740 spot on liberally, along with copious Company thruout Southern Caldoses of direct mail. Even our ifornia. These are "regulars." tion promotion; testimonial let- Next step: transmitter loca- budget couldn't hope to compete For our opening, we even ters from clients for whom tion. Santa Catalina Island, sur- in size with the giants of the in- bought time on other radio and KBIG has done a job; thousands rounded by salt water, the dustry, so we had to resort to television stations!

> Regional Approach Bernardino and Riverside Coun- commercials - just sustaining ties). KBIG's low-cost delivery salutes to sponsors and their years." Unbelievable? True.

search to attain perfectability of neering research by running a region gave rise to a natural Each writer then, and each fan neat list of 41 charter sponthe item; (3) Advertising; (4) "Guess the Coverage" contest slogan, "Giant Economy Pack- writer since, has received a per- sors, not one taken from another Promotion; (5) Salesmanship. among advertisers and agency- age of Southern California Ra- sonalized answer from our pro- station. First-time radio adver-

Promotions

bench ads in a dozen cities: Of course we used the estab- transportation ads in a half-

tion as its own best promotion Also individualizing KBIG as vehicle. Before starting com-We capitalized on this engi- of the entire Southern California agencies. Thousands responded. KBIG went on the air with a

enced men - but what did we have to offer salesmen on the established major stations? Obviously nothing but a challenge. So we started with four men: a salesman from a suburban radio station, an agency account executive, a retail display salesman from a Los Angeles daily, and a publisher of a suburban weekly. All clicked from the start, exceeding their guarantees by the second month.

Promotional Giveaways

Our salesmen always were armed with something to leave the prospect: a leather businesserage map, a giant cigar symbolizing the station's birth, and

In canvassing sales prospects originally, we could hardly use approach of monitoring the competitor stations, then offering a microscopically higher rating or lower cost to their clients. So We go all-out to use our sta- we did it the hard way-by exploring avenues where evidently to owner-manager John Poole, watt transmitter Engineers now an advertising medium is its mercial broadcasting we ran no station salesman had venfrom the Rotary Club of our aver that this combination is penetration into regions uncov- sustaining several days playing tured before. Not only advertisgiving KBIG 50,000-watt cover- ered by other Los Angeles sta- loads of good music and inviting ers, but even some agencies told our salesmen "You're the first radio salesman we've seen in

gram director, Alan Lisser, on tisers with us included a broker-We followed the same steps in air. Entry blanks were publaunching KBIG. Specifically: lished in all the advertising and as a regional station, not a Los card. We use station-break jindairy, a department store group, as a radio stations already serving dreds of entries poured in, most the Southland Community of sic and words of these jingles as added incentive we offered a the Los Angeles area, was there of them underestimating our 6,000,000 People" is our on-the-ads in our newspaper and fan discount on charter contracts a place for still one more? Our certified expresses Naturally are already included a station and the same station and the same station are added incentive we offered a station our newspaper and fan discount on charter contracts a place for still one more? Our certified expresses Naturally are already included as a regional station, not a Los card. We use station-break jin-dairy, a department store group, as a station of the service of t

section of 5,000 residents on that chronograph wrist watch prizes, KBIG acceptance outside the to-sunset operation, and thereby have unique advantages in the subject. A large majority said but no such luck. Best guessers home town are indicated by lo- have acquired considerable bill- care and feeding of clients. Satproceeded were an agencyman from Mont- cal sponsors from San Diego and ing from buyers who first be- urdays in the summer season we used the station Chris Craft they wanted from such a sta- maceutical manufacturer, and Diego Hooperating which tops 5. Salesmanship: As a brand for a pleasant cruise to the Istion, and on the basis of their the rep of an opposing station! all Los Angeles stations and new station with neither ratings land, with the studio and transstatements we laid out a pro- 3. Advertising: It's probably a three of the six San Diego locals. nor case histories to offer, KBIG mitter as the focal point. We had to take unorthodox ap- packed all albacore caught by They told us they wanted tising media often take too little 4. Promotion: Advertising to proaches to the securing of orig- our staff under our own label middle-of-the-road popular mu- of their own prescribed medi- the trade, of course, was only inal business. Our first job was and distributed cans as Christ-

#### SPOTLIGHT ON PITFALLS

## Danger Ahead!

By KLAUS LANDSBERG Vice-President of Paramount Television Productions, Inc.

The invasion of Los Angeles car afford. Certainly, the clingby new and prospective televi- ing to the star names of other sion broadcasters for the Na- media is no indication of an tional Association of Radio and original approach-nor was the Television Broadcasters conven- revival of old-time movies more tion may have a strange effect than a temporary escape from upon the expectations of these the real problem. In many cases television newcomers. The West already the advertiser and not Coast metropolis has more tele- the networks control these films vision stations per capita than and, consequently, the purchase any other city in the world, and, of air time and the selection of consequently, is the most com- the station, petitive television market and the one to watch for the future the future of the inter-connected of the medium as the television networks? What does it mean to derricks spring up to split the their affiliates who were satissponsors' oil,

ditions in Los Angeles can avoid much disappointment from dry wells later. As in any business, television station operators may face the fight for survival of the fittest when the television station supply exceeds the demand, when the advertiser can pick his time and station instead of the station picking the advertiser, as has been the case in most markets to date.

#### Many Approaches

Television is only slowly approaching an entertainment formula of its own, and has initially gone in so many wrong directions in its haste to cope

What does this spell out for fied with one-third of their rate-A careful study of these con- card rate for network supplied programs? Essentially, every television station has the same opportunity of high transmitter power and full coverage of the area as a Class A service.

#### Station Quality

Good picture quality is liketion with the local personality, his business. with clean practices and consistent over-all programing will be the station preferred, regardless of affiliation.

with the giant that it may take quite some time to develop the kind of programing the audience demands and the advertisers faith with the audience thru believing in television.

against the reliance for all proportunity to analyze these conbeing recorded, on the average orphans and refugees. The nictoric ditions and shape your policy of once each quarter.

Before very long, I came up jockey is that of granting any with the format for the "Make favor that is in keeping with Believe Ballroom," a program good programing.

over commercialization at the expense of good programing sometimes costly cancellation of a commercial program for the presentation of an event of strong community interest. .

The loyalty of your audience, which you gain with such coverage, will pay big dividends. And, when you finally find yourself in as competitive a market as Los Angeles, don't try to outsell your competitor by offering free spot announcements, premiums or other extra gimmicks. You are underselling television and are admitting the time on your television station alone is not worth the price you are asking.

#### Hold to Prices

difficult, the temptation arises to attract advertisers by offering and in beautiful pear-shaped rate cuts, either directly or thru tones, "This is a phonograph giving away of additional free record." air time, absorbtion of extra charges, etc. How is it then, if this ing was, of course, the fact that is the practice of a station, that the if the station had had any sense advertiser who "squeezed" a little at all, they'd have a standby harder did not receive an even piano player or a transcription better deal? You can only ex- library that didn't need identifipect faith in your product if you cation before and after each have faith in it yourself, and a playing. At this point I asked "flexible" rate proves only that myself a couple of questions. you are not sure of the worth of What is a phonograph record? your own product and the va- Does the fact that it is a "phonolidity of your price.

Also remember that in tele- ad nauseum? vision more than ever you are recognized by the company you finished effort of many creative or the reputation of the product tion. (This was the way before wise becoming standard, and so or its manufacturer, or the the day of the echo chamber, the the Old Ox Road," "Last Round the selection of the station by an method of commercial presentabull whip and the barking dog.) Up" and "Peckin'." (Anybody advertiser for his program will tion, will lose quickly its selling A planned program of phonomore and more depend on the power to the audience and its graph records therefore would station's own character and its acceptance from the high-grade be excellent entertainment. acceptance from the audience in advertisers whose patronage he its market. The television sta- depends on for the solidity of discovered that it was unneces-

#### practices. Don't neglect the SPOTLIGHT ON TURNTABLES

## The Disk Jockey

By AL JARVIS

ers, were played at the time, but bandstand. whenever an announcer would spin a disk, he'd humbly apolo-When selling becomes a little gize for doing so, by stating with an obviously hidden meaning,

The obviously hidden meangraph record" have to be stated

A phonograph record is the keep, and the station which ac- artists. It represented the finest cepts advertising without limi- musical and engineering skill of Bing Crosby himself would call tations upon commercial time, many people striving for perfec-

To everyone's amazement we

This year my most venerable consisting of four revolving profession reaches maturity. It bandstands with one intermiswas 21 years ago, in March, 1932, sion platform for vocalists. Toat the very height of the nation's day's trend would, of course, Depression, that I got the big necessitate four intermissions idea. Records, as program fill- platforms and one revolving

#### Credit Lines

At this point I might clear up the often asked question as to who actually started the "Make Believe Ballroom" - Martin Block or myself. Martin and I are friends. We even have the same business manager, George Gottfried. Martin Block is unquestionably one of the finest radio salesmen in the business, and I respect his ability. But the fact remains that I had the "Ballroom" on KFWB for more than a year before he hit New York. But, after all as Willie Shakespeare once said, "What's in a name?" I don't for a mo-ment doubt that Block would have been just as successful had he called his show, "Peter Potters Potpourri."

It wasn't very long before up and ask me to spin a few like "Home on the Range," "Down for whist?)

But I can also remember when Crosby and Bob Hope appeared on my program in person at a bash we staged at the sary to say "this is a phono- Earl Carrol Theater one Easter Yes, on your visit to Los An- graph record" before and after Sunday morning. Admission geles you may have an oppor- each time you played one. That charge was five pounds of servtunity to observe the "do's" and all the Federal Communications iceable clothes per person. More "don'ts" of highly competitive Commission required was the than seven tons of badly needed Let this be a warning, then, television. Make use of this op- identification of the program as clothing was sent overseas to

#### SPOTLIGHT ON TOMORROW

## Rainbow's Poto' Gold

By FRANK HEALEY Executive Director, Electronics Division, Bing Croshy Enterprises, Inc.

Science is becoming so accustomed to progress - rapid progress - that nobody seems any longer surprised at the startlingly new developments of our recording - both engineers and the only one), and that is: ear, particularly in the field of electronics.

We ourselves almost are beginning to appear smug about the advancements in tape recording. But there is little cause for smugness. Nobody will admit that the accomplishments of the moment were easy. We merely took a bit longer to do what everyone seemed to expect of us eventually, but seemed in no great hurry to receive. So, we must conclude that necessity still is the mother of inventionand more important too - the road to-commercial success.

we now are developing at Bing others may be far ahead. Crosby Enterprises is now fact. Tape recording of motion pictures five years ago might have Electric, Armour Research Labbeen "possible," but the indus- oratories, Magnecord, Radio try managed to get along with- Corporation of America Laboraout it even then. There just was tories, Webcor, Minnesota Minno crying need for it. Now, the ing and Manufacturing, and virtues of tape recording are so many others, including fine elecparamount and the advantages tronic laboratories who have so obvious that it is becoming disclosed little of their progress. almost a fetish in the electronics Therefore, an accurate appraisal field to achieve tape recording of the whole field of developof motion pictures or television ments only could be made thru pictures. You might say that the an appraisal of each of the comindustry is somewhat like a panies seeking the common goal. small boy and ice cream. He might have gotten along very Meanwhile, for lack of other nicely without it-but once hav- news or new developments in ing had a taste, finds that he has the field which we feel we have a constant need for it.

That same eagerness, that color television has suffered "what's new?" question, is in nothing. There is only one quesartists — it likes what it has sampled. The industry is ready for anything additional that will simplify life, whether it's a matter of recording or taping. This feverish interest is real; a good deal of it has rubbed off on the door of our Sunset Boulevard laboratories in Hollywood. And we have promised that there will be no disappointments.

One thing must not be implied in respect to our developments in video recording: We are aware that we are in a highly competitive field and altho we boast of our accomplishments in the light of com-The necessity for the devices parative knowledge at hand,

> Other companies making experimentations are General Color TV

> helped to pioneer, the race for

the minds of industry today. It tion that might be posed by the has tasted the benefits of tape electronics expert (he might be

When they get it, what have

they got?

The question is not propounded in the sense of deprecating any current achievements or minimizing in any sense the promise that is bound to unfold thru the introduction of TV color. It is posed only in relation to the sequence of developments in the field of video recording or programing. In other words - which comes first video recording on tape or color TV? We feel that the latter, without the former, is prema-

#### RCA Color Process

Recently we had the privilege of a private viewing of RCA's color process for TV. We saw an astonishingly fine projection be imagined. of color TV, with little to be asked from the standpoint of the viewing audience. RCA's engineers are to be complimented on process that gives almost certain this color's future?

safely be promised of TV color recordings may be made from a under conditions as they exist studio or even from miles disnow? Is it possible that the lim- tant over micro-wave relay. The itations of programing, produc- electrical signal is transferred tion and cost, together with set with equal fidelity and no disreplacement or additional equip- cernible loss is incurred. ment, will allow them just a taste? And having afforded this taste, will the public feel like it has been cheated, much as looking at a woman without lipstick, SPOTLIGHT ON TV FILMS and thus destroy a good deal of the interest that it now has in black and white?

If color as we saw it is to become available, the home viewer should be eminently pleased with what he sees.

Everyone will grant that public acceptance of color TV is assured, even awaited, but where does the first obligation lie with the industry and the advertisers who support it, or with the man who sits by his TV set by night, paying homage only in audience ratings and perhaps in his patronage of products adver-

Let us ask ourselves:

1. Can advertisers afford to produce colorful, costumed TV shows in color?

2. Super production motion pictures in color expect more handsome box office profits. What about TV color shows? What premium is to be looked

3. What about color TV If the stewards of the shows? Can color kinescope NARTB-TV code will talk to a amortize production costs of the few video viewers in this area, I regional production? Can addithink they will find that we are tional prints shown everywhere much more allergic to a phony be made within reasonable vacuum cleaner pitch than to the budget limitations? Can stations danger of having our morals afford to present these re-broadcasts without sponsorship or at

We feel confident of one thing tice." The code states that "All That advertisers, who are necsubscribers on the air at the essarily the first consideration time of subscription to the code of TV since they pay a good shall be permitted that period leal of the freight, will welcome prior to and including the earli- color and what it will do to ilest legal cancellation date to de- lustrate more graphically and to termine any contracts ... which sell their products. So far, conwould not be in conformity with sideration about color TV has the TV code, provided ... that been aimed toward viewers who, in no event shall such period be as far as set makers are concerned, are the first line of revenue.

There is a solution to these

problems. We are far enough advanced in our experiments to predict safely that not only will we provide TV on tape but we will

provide colored TV on tape! This certainly should make than any other live TV on tape. Scrap your code at this con- Add to this that video tape re-

To explain our premise, it is

necessary first to digress and mercial production.

is a combination of manpower John T. Mullin, chief engineer, who conceived the system of recording vodeo on tape; Wayne Johnson, project engineer, re- filming. sponsible for the perfection of

Our recorder now employs a half-inch tape-similar in outemployed on commercial tape inal. recorders. We first employed a one-inch tape with 12 tracksone for sound and 11 for picture. We have condensed this "information" so that it will be recorded with equally high fidelity on the half-inch tape.

Sound recorders run 15 inches per second on tape. Our record-

Additional advantages of our VTR are these:

Pictures may be recorded dia splendid achievement. They rect on tape from the TC camhave undoubtedly developed a era or recorded from a monitor TV set with greater fidelity than promise of becoming standard is possible under present methin the industry. But what of ods such as kinescope. Proximity of equipment to the camera How much may the public or set is of no consequence. Our

The mechanics of our tape reexplain the function of the VTR corder are equally as simple as recorder now under refinement sound recording as we know it at Bing Crosby Enterprises, and now. We have the additional well toward readiness for com- advantage of being able to view immediately results either for Before detailing further, we editing or to determine original must emphasize that everything picture quality. It takes just .1 connected with our VTR system second to see the playback! Thus, video recording may elimand brainpower and includes: inate expensive retakes, as well as expensive and often timeconsuming processing such as is necessary in motion picture

Finally, the storage problem many details, and Mr. Johnson's as well as duping, will achieve assistants, Edward Corey, Dean its most simple status. Dupli-DeMoss, Chester Shaw, Eugene cate tapes may be made in Brown and Robert Phillips. quantity without loss of fidelity simply by running new tapes thru the recorder and copying ward appearance to that now the information from the orig-

#### Ampex VTR

Among first considerations in any commercial operation is the matter of cost. That is the outstanding and probably the principal advantage of the RTV, aside from quality and time saving features.

First-quality production may ing speed is currently 100 inches be had at one-third the present per second for video-seemingly cost. For example, our device high by contrast. However, we will record for \$50 the equivacapture 260 times the "informa- lent of the 15-minute 35mm, hot tion" with our system that here- kinescope that now costs some tofore was impossible to obtain \$150 to produce. A 30-minute on any tape system in general kinescope negative and one posiuse. Hence, the roll of video tive on 16mm. film now costs tape on the Crosby recorder is some \$600 to produce. The not ungainly nor does it require Crosby VTR promises not only the bulky equipment that might quality but permanence in relation to thousands of replays possible, plus dupes at \$100 initial cost in as many numbers as desired. The magnetic tape, of course, is erasable. Thus, substantial material savings are possible. Our equipment is about half the size of kinescope equipment and therefore can be made portable.

Thus, in achieving the first answer to preserving a record of expensive shows on film and, in addition, to making original products on studio stages less costly and more readily and more generally available, we will (Continued on page 73)

#### SPOTLIGHT ON THE CODE

## The Plunging Code Line

By HAL HUMPHREY Television Editor. Los Angeles Mirror

video channels.

consider such activity a waste of time, I would suggest that they Dorothy Lamour? then hold a clinic toward the be listed on the NARTB agenda is not a performer. as "The TV Code and How It Works in Los Angeles."

Following such a discussion I believe the NARTB would have to confess to one of two misdemeanors-that its code has been a miserable failure, or that the code was never intended to be anything but a big joke on the viewing public.

It has been over a year now since we viewers saw the first NARTB "Seal of Good Practice" appear on our screens. And, as far as the viewers are concerned. watching this seal has constituted the major difference between what we saw prior to the code's adoption and what we're looking at today.

The same phony advertising pitches for sewing machines, vacuum cleaners, home freezers, etc., are being made. Over-long commercials are as prevalent since March 1, 1952. To my now as before the code. And knowledge no station here, or crime and violence continue anywhere else, has had its "Seal rampant during those hours of Good Practice" lifted. when children are usually viewing TV.

#### Take Your Choice

About the only thing the TV code has accomplished is a denine cleavage displayed on the which I have seen. video screens. And this is a

I hope e good gentlemen A section of the TV code attending the National Associa- reads: "Camera angles shall tion of Radio and TV Broad- avoid such views of performers casters convention here will as to emphasize anatomical demake it a point to view some of tails indecently." I leave it to the video fare on our seven the members of the NARTB. Which is more indecent-view-So that none of them would ing the blubbery posterior of Mr. Moto, or the decolletage on

And don't try to duck out of end of their meeting. It could it on the grounds that Mr. Moto for?

corrupted by a pretty gal.

So now we come back to that higher pro-rata cost? so-called "Seal of Good Praclonger than 52 weeks.'

#### What's Been Done?

The code has been in effect

If any NARTB member can watch TV here in Los Angeles for a few hours and honestly everybody happy — advertisers, say that he has seen no violation manufacturers of TV sets, TV of the TV code, then he doesn't stations-because tape recording crease in the amount of femi- possess the same copy of it in color will cost little more

dubious accomplishment at best. vention, gentlemen, if you don't cording promises to be two-Most viewers, I am sure, are intend to live up to it. Hypoc-less offended by some cleavage risy will undermine the TV in-on a beautiful gal than the poses dustry much quicker than a kinescope, and the promise be-frequently assumed by members plunging neckline—and it's not comes triply attractive. of the TV wrestling fraternity. nearly so nice to watch.

When "The Hollywood Story" is written, it will surely read like the typical movie script. This is as it should be. Nurtured on a daily diet of final reel rescues, winning touchdowns in the last seconds of play, and happy endings in general, Hollywood itself can't escape the nick-oftime factor even when it comes to its own story. A recent example true to cinema tradition concerns the entry of TV film. Time: Four years ago.

Place: Hollywood. Scene: The American motion picture industry.

Hollywood is in trouble. The movie industry has suffered serious reverses on the vital foreign market, and a rapidly shrinking market at home. The once lucrative foreign market is divided between friendly Western powers and inpenetrable countries ringed by the Iron Curtain. The war - ravaged friendly nations are too poor .c buy pictures. To keep their few dollars at home, they have resorted to strict quotas limiting the entry of Hollywood product to a mere trickle of its former flow. The Iron Curtain countries have been completely eliminated as potential picture buyers.

On the domestic market, a one - eyed monster, television, has emerged to gobble up the movie audiences. The box office has taken a nosedive. People continue to stay home for their entertainment. More than a 1,000 theaters have folded. The major studios have drastically curtailed production. Independent producers, lacking a major's bankroll, can't sweat out the crisis. The quickie movie makers no longer have a market for their product. They can't afford the multi-million-dollar extravaganzas designed to lure back the patrons. They quit the picture business. Some bow out coluntarily. Others, determined to buck the tide, go into bankruptcy.

Lay-offs mount daily. Thou-

sands are out of jobs. Some were layed off by the majors' promotion cutbacks. Others lost their jobs when the independents quit. Majors, working with skeleton crews, have no openings. The downward spiral starts.

By LEE ZHITO

To The Rescue

Motion picture lots, once beehives of activity, are now vacant. Costly facilities go idle. The burden of maintaining these studios is too much for their owners to bear. Some start going into receivership.

Hollywood is at its lowest economic ebb since the depths of the depression. And what's worse, there's no possible solution in sight.

Television, the villain that contributed so much to this downfall, is having its own troubles. The medium is young and its cupboard bare. It is starving for program material. Both arch enemies, the movies and TV, face a desperate need that can be satisfied only by merger.

From this marriage of necessity springs the hero of our tale, TV Film. The four - year - old lusty offspring of this marriage is now a major benefactor to Hollywood's economy. It is now a \$1,000,000 a week industry. It is absorbing the manpower surplus created by the movie cutbacks. More than 30 per cent of Hollywood film employment is to its credit.

The movie lots that were once vacant are now booming again. Sound-stage space rentals are at a premium. Studios are out of the red and are now making good money. Film processing labs, once in the red, are now working extra shifts to keep pace with demands. New television stations are going on the air. New sponsors are coming into television. New TV film series are being filmed. Employment is at a peak.

And as movies and television, hand in hand, stroll off into the sunset, they see before them a rosey horizon that foretells a brighter tomorrow. (Fade out.)

#### Cotillion Room, Hotel Pierre, New York

(Tuesday, April 14)

Capacity, 265. Price policy, \$1.50-\$2 cover. Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking, non-exclusive. (Stanley Melba, room manager and band leader, does the buying.) Publicity, Kurt Hofmann. Estimated talent budget this show \$2,000.

Show of Dorothy Sarnoff, in her first important cafe date, plus Lucille and Eddie Roberts, who last appeared here four years ago, drew one of the biggest opening night crowds the spot has seen in a long time. In fact, the room was sold out long before show time, forcing the management to put tables in odd places to accom-modate important late arrivals.

Miss Sarnoff did a superb job. Working with the professional beret," etc. Incidentally, Mike assurance of a vet, she performed Durso, Copa band maestro, took beautifully. She moved like a dancer. In fact, she gave an impression of moving even when she stood still. She displayed an effervescent charm to tie in with a brilliant voice plus a solid routine that was the essence of showmanship. The act, set by Hildegarde's Anna Sosenko, was an amazing thing to see. Miss Sarnoff started off with the flashy "Life Is a Beautiful Thing" and followed it with "Kiss of Fire." Then in rapid succession came some novelties, including an Israeli folk song, accompanying delight of a big spending audiherself with finger castanets. Among her outstanding novelties was a satirical poke at French singers, with an accented ribbing chatter bringing plus returns. Her tunes from "King and I" won immediate applause of recognition; her finale, "Shall We Dance?" plus the charming polka reminiscent of the late Gertrude Lawrence, just about wrapped up one of the finest singing-selling performances caught here in a long time. Miss Sarnoff's "One Fine Day" from "Poor Butterfly" thrown in ". . . to show that my parents didn't waste their money" was as brilliant a rendition as had them with him, not an easy that number has had in a long matter on a show where the audiused her acting talents to sell her up with a thrilling "Vesti La of ballads would therefore be in- Bobby Ramos combo. voice for all-around results that Guibba.' will take a lot of doing to top.

was properly unobtrusive but of immeasurable assistance to Miss Sarnoff.

Lucille and Eddie Roberts have easily one of the best mind-reading acts around today. Since last caught, Eddie Roberts has added considerable comedy material, tongue in cheek stuff, that is good

for delayed laughs, tho sometimes Roberts' speed delays them too long. The team's cue-work on the mind-reading routines is a male wandered thru the packed sions. house asking questions, and the gal (blindfolded) gave the answers. Under ordinary conditions the Roberts are good enough and exciting enough to top any bill. With almost any other comparatively unknown (in cafe field)

would likely close the show. The Melbe band cut the Sarnoff music with rare skill. Chico-Relli's Latin Land helped satisfy \$2,500. customers between sessions.

singer on the show, the Roberts

## TEDDY PHILLIPS ORCH.

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#### RECORD AND MUSIC PUBLISHING CO. SEEKS NEW TALENT

Small label; wants new, original songs and also male and female vocalists, quartettes and combos to record. Send pictures and demonstration records to BOX 849, The Billboard New York City 36

## Night Club-Vaude Reviews

Copacabana, New York | Carnaval Room, Sherry-

Thursday, April 16)

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 this show, \$12,000. Estimated talent cost last show, \$7,500.

· Continued from page 2

the girls, the "let's break that mirror" thing, the sheet music snowstorm, the "I won't wear a Durso's leg and made him yell. The Eddie Jackson number set up Durante for the "let's get rid of the band" thing, which in turn brought about a tumultuous close that was as mad as anything Dulaughed itself into near hysteria. To say that Durante was wonderwar horse belting 'em out, tumulting it up to the unbounded

New Singer

bill, playing a return date, demonstrated a sharply improved voice. Nervous at the start, he opened with "Hallelujah" and followed it with an excellent current pop, "How Do You Speak to an Angel?" But he didn't really start rolling until he went into some preliminary bits preceding his standard, "Donkey Serenade." His polylingual comedy bits drew fore Me," which demonstrate a attention and laughs; so when he fine voice. But she makes the finally went into "Donkey" he

The show started with the Kay Holley's piano - backing dance team of Harbors and Dale, who just wound up at the Plaza Hotel. The team had difficulties because of the limited floor space but acquitted itself in good fashion. They wound up with an exciting full lift spin for good hands.

The productions were held over, including the production might be better in that spot. singers and dancers. Ted Martin, boy singer, now really sings.

usual excellent job backing the thing of genius. The "oohs" and show. Frank Marti's Latin band "ahs" came thick and fast as the did the in-between dance ses-Bill Smith.

#### The Crescendo, Hollywood

Tuesday, April 14)

Capacity, 200. Price policy, no cover or minimum. Operator, Bill Door. Publicity, Bert Richman. Booking policy, Associated Booking. Estimated budget this show,

Spot is making a desperate efers. If hopes to achieve that goal diplomacy. with John Arcesi, a vocalist, who was supposed to have put a young lady in a "trance" during a Las Vegas engagement. On night caught, however, ringsiders were more entranced by their food and beverage than by singer's efforts.

His opener, "Lost In Your Love," the tune reputedly entrancing a glamour-struck femme, set the ballad pattern which also included "Mystery of Love" and "How Strange Is a Woman?" Arcesi's effort is handicapped by a basic ingredient—lack of ability to sing finest act to appear here this seaa ballad. He comes off well enough with "Noah's Ark," a piece kid. She bowled 'em over here permitting him to display the one with every number she did, scorthing of which he's capable— ing especially with a jump verrhythm singing. Handled propersion of "I Don't Know" and devley, Arcesi can sell rhythm stuff astating impressions of Sarah sufficiently to hide his voice de- Vaughan, Billy Daniels, Bette Daficiency.

Buckley, a comic who gets the and if ever there was a show mitt for a Louis Armstrong "Dark Town Strutters' Ball." Using people from the crowd as foils, he credit, too, are Miss Reilly's accomes off effectively with an Amos companists, Bill Russell on piano 'n' Andy routine, projecting four and Roy MacNair on drums. voices in laugh-getting comedy.

standing job. Leader got sock The Hal Havid ork cut the show mitt for 88 solo, "Slaughter on nicely and continued to serve up 10th Avenue." Danceable tunes superb dance tunes. kept floor filled. Ed Velarde. Abie

## Netherland, New York

(Wednesday, April 15)

Capacity, 265. Price policy, \$1.50-\$2.50 cover. Shows at 9:30 and 12:15. Owner, Sherry-Netherland Hotel Corporation. President (and talent buyer,) Serge Obolensky. Booking, non-exclusive. Estimated talent budget this show,

A room catering to the carriage trade is an ideal place for a talent showcase. But while this one has the attributes, it doesn't have the a beating from Durante, who frequently reached back, grabbed block off most of the floor, and the lighting leaves much to be desired. But despite these handicaps, Beverly Allyson, a graduuate of "The King and I," does a commendable job. Miss Allyson is a slim, very pretty brunetterante has done or the Copa has almost a carbon of Elizabeth Tayseen in a long time. The audience lor, with a mezzo-soprano voice of considerable promise. Based on looks and voice Miss Allyson ful is not enough. He was the old is worth intensive interest from TV and the films.

#### Basically Okay

Working in a musical comedy under direction is a lot different from doing a single on a cafe Sonny King, new singer on the floor. In the latter medium, authoritative selling is practically a must to draw interest from dinner guests. However, the gal has the looks and the basic talents, so the selling that comes from confidence is a matter of experience and coaching. At present, the gal leans on a flashy tune, "If You Feel Like Singing, Sing," or a heavy one, "I See Your Face Bebest impression on "It Might as Well Be Spring." A partial rea-son is the slow tempo tunes give dicated.

Coming out of "King," tunes associated with it are a natural for her. So her "Young Lovers" and "Getting to Know You" reg-ister well. Her single novelty, "Island in West Indies," a cute thing, had too many jumbled lyrics for her. A tune with a calypso beat with simple lyrics

#### Almost There

The over-all effect is a beauti-The Mike Durso ork did its ful girl with a fine voice who should be ready to work any class spot in a short time. She's ready now to hold a No. 2 slot at the more commercial locations.

> Tony Borello, backing her on the piano (also does her arrangements) , is a fine backstopper. Hugo Pedell's ork (leader is on guitar and also displays a good singing voice) cuts the show well. Jan Brunesco's gypsy combo (maestro strolls with fiddle) helps add to the atmosphere of the quiet, charming room.

Henri's (maitre d') handling of the room takes a great deal of skill. With good tables limited, fort to bring in the cash custom- dressing the room takes real Bill Smith.

#### Boulevard Room, Hotel Jefferson, St. Louis

(Friday, April 3)

Capacity, 475. Price policy, \$1-\$1.50 cover. Shows at 8:30-11:30. Exclusive booking, Merriel Abbott. Manager, Joe Harper. Publicity, Ted Thompson, Estimated budget this show, \$4,500.

Betty Reilly is probably the scn. The gal is a real personality vis and Margaret Truman. Her Remainder of bill has Lord every number drew heavy mitts,

Clifford Guest's ventriloquial Jack Nye ork (5) did an out- turn was also good for nice hands.

Abie L. Morris.

#### Ciro's Hollywood

(Tuesday, April 14)

Capacity, 460. Price policy, \$2 cover. Shows at 10:15 and 12. Herman D. Owner - operator, Booking policy, non-exclusive. Estimated budget this show, \$4,500. Estimated budget last show, \$4,000.

Katherine Dunham and her dancing-singing group returned to Ciro's after a year and a half to wow with versatile terpsing that was both colorful and exciting. There was never a let-up in the lavish numbers that left crowd begging for more.

Mitting was generous thruout from opening Brazilian carnival number to Miss Dunham's finale, "C'est Lui," her regular closer that was a rousing summary of what had preceded. Miss Dunham's choreography tantalized and vivid-colored costumes ac-Star earned plaudits for her versatility.

Big hands greeted near cacophony of the Rhumba Trio-Frances Taylor, Lavinia and Julie haunting rhythm on drums. In a Quintette led by Rosalie King, group strutted and sang its stuff, and won heavy mitting. Gordon Simpson's bass singing was out-standing in the "Dark Town Strutters' Ball," a number that captivated. House rousingly responded to provoking "Barrel House Shimmy," featuring Miss Dunham and Vanoye Aikens, and took to ragtime "Balling the

Current three weeks' engagement is first in U. S. since group's return from Casablanca and the continent. Production is lavish time. When Miss Sarnoff finally ence is waiting for a Durante and her face a repose that gives her and is made for this bistro where went off, there was no doubt she not interested in preliminaries. sharply chiseled features an ex- it's sure-fire. Dick Stabile ork up well, particularly during Miss was a smash hit. Not only did King followed it up with "Melan- quisite beauty that should be gave its usual fine backing, altershe sing beautifully, but she also choly Baby," and then wound it taken advantage of. A larger use nating for dancapation with

Ed Velarde.

#### Casino, Toronto (Thursday, April 16)

Capacity, 1,121. Price range, 60 cents-\$1. Four shows daily, five Saturday. House booker, Roy Cooper. Show played by Artie Stone.

Dorothy Lamour was an attractive figure in a smart white strapless gown, ingeniously spotlighted in a combination of pink and white. Her dress only highlighted the class and tone of a produc-Hover. Publicity, Jim Byron. tion, which was fast-moving and left the audience hollering for more. She sang her introductions and included in her act standard songs (some she did in pictures) "Moonlight Becomes You," "What Is This Thing Called Love?" "Love Is Funny" and "My Little Grass Shack." During the second portion of her act, with the background of the South Sea Islanders (three), she danced and came off stage into the aisles to pass out Hawaiian flower-leis to the audience for a big hand.

The whole production was well-paced, with each movement down to the last flick of the wrist planned in advance. It was slick, and the audience was impressed.

Miss Lamour did everything centuated dancing interpretations. her fans are accustomed to seeing her do in pictures, including singing and dancing. But combined, she left little to be desired. Her act was a whole show in itself.

Best part of an inexpensive -with La Rosa Estrada beating show other than Miss Lamour, was Bob Hammon's birds. It was medley of song and dance by the short, interesting, and it received a big hand. He had his birds working on table, waltz to music, do various acrobatics, and even storm a bastion, as well as count on a bell. Emsee Denny Desmond preceded Miss Lamour with a little comedy relief, but the audience by that time had had its patience worn with a dull opener and an over-long harmonica routine by Chet Clark. The opener was a routine acro act, Wallace and Gale, easy to look at, but without flash, therefore, setting the show off on the wrong foot.

Archie Stone in the pit showed Lamour's segment.

The pic was "The Bride Came to Yellow Sky."

Harry Allen Jr.



Management-Counsel GOLDFARB, MIRENBURG & VALLON RKO Building, Radio City, N. Y.

Bookings

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WILLIAM MORRIS AGENCY

## Injunction Denied To Prevent AGVA Picketing Niteries

#### Federal Judge Orders Union, Ops To File Briefs; Hearings Continued

Federal Judge William H. Kirk- ney for the cafes, and Edward patrick denied the application for Davis, attorney for AGVA, prean injunction Thursday (15) made sented their sides, the judge inby the Philadelphia Cafe Owners' Association to restrain the American Guild of Variety Artists and be continued. other unions from picketing night

After a three-day hearing dur-

## Van Johnson Scores Well at Sands Date

LAS VEGAS, Nev., April 18.— Van Johnson opened here at the Sands Hotel and did such a surprisingly good job that he was promptly bought back for a Christmas-New Year term by Jack Entratter, Sands operator.

In fact, Johnson did so well that at least two movie persons, Peter Lawford and June Allyson, who'd been thinking of doing a couple of cafe dates, and who were out front watching Johnson perform, got the urge and decided to go to work, the not to-Sands.

#### Real Act

Johnson was one of those rare persons who didn't depend enmaterial. The act was set by Nick | act. Castle. Buddy Bregman did the arrangements; Phil Shuken did the comedy numbers, and Morty Jacobs was at the piano. The result was a thoroly professional act even tho this was the break-in date. Johnson had intended breaking it in in San Diego, but couldn't find time.

Following Connie Moore, Johnson walked out and got immediate laughs. He wore a conservative blue suit with flaming red socks, which flashed as he danced. Most of his material was based on his picture career, starting off with a special "Back Where I Started." Johnson didn't show much of a voice. And when he danced he wasn't any Gene Kelly, but what he did, he did with such charm and humility that he not only got them, but held on for more than the 30 minutes he was

His "Sing for Your Supper" was a solid winner. It described Hollywood names who had cafe bids and their problems. The fact that it hit home to the picture contingent out front made it that more commercial.

When Johnson finished, it was to a beg-off. Eddie Cantor, down the case of clubs, the hours will front, waved for more applause be 7 a.m. to 3 a.m., EDT. and the house was only too glad

to pitch in. Whether or not Johnson will take other dates after winding up here (he's in for a four-weeker), he still doesn't know. Paul Small, who booked him into the Sands, said he's waiting for offers. Johnson's salary here is about \$15,000, and his return money is about the same.

#### **Montreal Gets** Gaiety Vaude

NEW YORK, April 18. - The Gaiety Theater, Toronto, will reopen April 27 after a two-year shutdown. House has been completely remodeled. New policy will be straight vaude, eight acts, two shows a day with no picture.

First show, in will be headlined by Gypsy Rose Lee who'll come in for \$7,000 against a 50 per cent. Other acts on the bill are now being chosen.

PHILADELPHIA, April 18. - ing which James L. Price, attorstructed both sides to file briefs April 28 when the hearings will

> An effort was made by Price to get a temporary injunction until the Federal Court decision was given, but this too was denied. Dick Jones, AGVA Eastern head, however, stopped all picketing and ordered all actors back to work, even the no order barring

#### picketing was issued by the court. Hardship Consideration

Jones' decision was based on the belief that the hearings may take some weeks and it would work a hardship on AGVA members to be out of work all that time. Continued picketing would also keep waiters, bartenders, etc., out of work also, hence the decision to go back to work.

The night club owners are trying to establish that AGVA's demands for a welfare contribution is a violation of the Taft-Hartley Act. In an effort to support their arguments, clubs said they are in interstate commerce and therefore come under the Taft-Hartley law. To back their claims of interstate commerce, cafe ops cited examples of buying various articles out of the State, e.g., gether. Lawford was promptly matches, postcards. One cafe signed for a December date at the man said he often went to look at acts outside of Pennsylvania. Another op said he mailed circulars outside of the State.

The judge remarked at one tirely on his movie reputation to point that he doubted if Congress get a hand. He came in with an envisioned that the use of the act-a real act. In fact, he spent mails was considered interstate close to his first week's salary on commerce in the meaning of the

#### Tax Men Present

The owner of the Hawaiian Room was put on the stand for questioning and said he did \$750,000 gross business last year. Later, on the subsequent questioning, he said the figure was \$400,000. The larger amount, he said, is what he expected to make this year. Observers say that income tax reps were in the room,

#### (Continued on page 74)

### **Get Warning** On New Time

PHILADELPHIA, April 18. -The State Liquor Control Board this week warned licensees they would have to conform to the time in effect in their communities when daylight saving time starts April 26.

Where EDT is used, hotel, restaurant and public service licensees may sell liquor and beer only after 7 a.m. and until 2 a.m., EDT, except Saturdays, when the closing hour will be midnight. In

Where Eastern Standard Time is used, the hours will be 7 a.m. to 2 a.m., EST, for retail establishments, and 7 a.m. to 3 a.m., EST, for clubs.

#### TITLE OF DITTY IS APT THOUGH

NEW YORK, April 18. -Darvas and Julia doubling by plane from the Palace Theater to the Shoreham Hotel, Washington, were late in making the latter show. Harry Snow, singer (he does two shows a night-Darvas and Julia, one show) was on and stretching it, looking anxiously for a cue that the dance team had arrived. Finally he did one more number, just as the cue came in that he could wind it up. Last number was "Wish You Were Here."

## IS PAYING OFF

NEW YORK, April 18 .-Kitty Kallen's new act is apparently paying off judging from the quick re-bookings the canary is getting. She broke in her act last October at the Crystal Lounge, Troy, N. Y. The spot immediately asked her to come back. Her first available date was June

Miss Kallen, who opens at the Palmer House, Chicago, next week, also jumped in to the Vogue Room, Pittsburgh, a few weeks ago, when Dorothy Lamour, originally slated for the job, fell out because of illness. Miss Kellen's price was \$1,500. The Vogue Room also asked her to come back. So they too booked her for a repeat at \$1,750.

## **Skouras House Drops All Acts**

NEW YORK, April 18. - The Academy of Music, a Skouras neighborhood house, will drop all acts the end of this week.

Six weeks ago the theater, which played occasional shows to back its pictures, went into a fairly good budgeted show operation. It used standard acts and small names, using five to seven acts and running each bill a full week. Al Rickard booked.

week it was decided to drop all flesh and stay on with pictures.

a spot basis.

to the r.&b. agencies. In fact, a

solid performance in person as

well as on wax. And bookers are

giving more thought to r.&b. art-

ists who can't usually have the

big hits, but come thru steadily.

is, of course, not a new one in the

r.&b. field. The turnover has al-

ways been tremendous here, and the jump from obscurity to fame

Fisher, Laine,

Ray Are Set

For Steel Pier

ATLANTIC CITY, April 18,-

The Steel Pier, which opens offi-

cially for the season June 12, will

have Eddie Fisher, Johnnie Ray

during the season, tho not all the

Fisher will come in for the La-

bor Day week, a nine-day frame,

getting what will be a new high

for him. His salary for the nine

days will be \$17,000, based on

\$15,000 for the week and two

The first show will headline

Gloria DeHaven, She'll be fol-

lowed by Eileen Barton. Then

will come Fran Warren and Joey

Bishop, Richard Hays, Huntz Hall

The July 4th week will head-

line Johnnie Ray, who'll come in

on a guarantee and a percentage.

Percentage split starts at \$125,000.

Last year, the singer also in on a

percentage, went into his percent-

Ray will be followed by Tony

age by a handsome margin.

extra days pro rated.

and Gabe Dell.

Bennett.

above will be on the same bill.

The problem of the flash artist

**Putting Over One-Shot Disk** 

NEW YORK, April 18 .- How and back to obscurity is a com-

to put over a "hot" r.&b. artist mon occurence in the field. How-

in a night club, one who has ever, even in this field, until re-

achieved fame solely on the cently, most artists who came

strength of a single smash record, thru with a smash had had some

is becoming of increasing concern | night club or personal appearance

number of agencies are inclined some sort of act or routine that

to slow up on bookings of a they could use. Today, with the

single-record artist until the vo- most intense competition in the

calist comes thru with another field, the diskeries will sign to-

strong waxing, or at least until tally unknown and obsucre tal-

they are certain he can turn in a ent, who cannot even be called

Artist in Nitery Is Tough

## NEW KALLEN ACT Bill Miller Drops Miami Beach Copa

Mid-Season Bow Makes Booking Rough; N. J. Club Takes Up Time

son barely underway, and re-opened it under his Riviera show commitments.

Right from the start talent buying trouble developed. Under ordinary conditions Miller can come tions. "If that was said, I didn't up with the top attractions. Per- say it; maybe some of my comformers like him; he's not a tough guy to do business with, etc. But Miller added he would buy acts getting attractions at a late date when most of them were already committed was too much to accomplish.

As the Miami Beach Riviera, Miller gave it a good try. But even the names he was able to come up with couldn't overcome the losses that had already been sustained.

his Ft. Lee, N. J., Riviera, due to open April 28, and his booking chores for the Las Vegas, Nev., Sahara.

#### NJ Club

His New Jersey Club will open with Lena Horne, Alan King and the Szonys. Walter Nye's band will be back, and Donn Arden will do the productions. The following show will have Vic Da-But business fell off, and this mone and Marge and Gower Champion. Tony Martin is set for charged the regular commission. a June 2 opener. General Artists The management has no idea if Corporation offered him Eddie it will return to acts, except on Fisher to play the June date, but Miller was already committed to

NEW YORK, April 18. — Bill Martin, and Fisher was not avail-Miller bowed out of Miami Beach able for any other time. Miller with the flat assertation that if has an old option on Fisher which he went back there it would be both GAC and Miller say has "... as a visitor ..." Miller took only a moral value today. There's over Murray Weinger's shuttered a possibility that Fisher may play Copa after it closed with the sea- the Riviera in August, but that

Miller denied telling any Las Vegas newspapers that he would not be outbid for acts or attracpetitors do business that way." and attractions that were good value "and not because somebody else was hot after them."

## Morris Office Miller will devote himself to his Ft. Lee, N. J., Riviera, due to Show Business

Continued from page 1

when, as and if basis. If a request was made for one of its properties, it made the deal either thru an outside booker or by itself and

The success of the General Motors "Motorama," however, led the Morris office to think of broader fields.

#### Cappel, MacDonald

Cappel, MacDonald, a 60-yearold outfit with branches thruout the country, is called in by various companies to study ways to increase sales, improve dealersales relations, etc. In the recent past the company has recommended large shows using talent, producers, choregraphers and special writers. The Servel show was an example.

Under the arrangement between Cappel, MacDonald, when it recommends a show for any of its clients and its recommendation is accepted, it will turn over the show problems, casting, production, music, etc., to the Morris

The amount of money involved will obviously vary with the shows produced, budgets, production, etc. But with Cappel, Mac-Donald's influence in major industry a potent factor, it is likely that the Morris office will get the cream of the large industrial shows from here on in.

## Extra Added

artists previous to their wax re-

lease. And with the present hypo

in the r.&b. field these new artists

(Continued on page 45)

experience and had worked out

#### New York

Sol Schwartz, RKO Theaters prexy, gets \$81,000 a year under his new contract which runs to April, 1957. If stockholders, approve, he'll be entitled to \$17,000 a year on a pension plan and options to buy 25,000 shares of RKO stock under the market. . . . Lou Walters, who wants to produce "Ziegfeld's Follies," may have to drop it because the names he wants are unavailable. . . . Murray Weinger dropped out of the French Casino picture for the same reason - no names available. Instead, he and his brother George are going into personal

and Frankie Laine, working there | management, Bill Miller denies that the New Jersey Road Commission has condemned his Riviera in order to build a road. . . . Les Brown's band is out of the Cocoanut Grove, Los Angeles. Al Donahue will replace him. . . . A minor hassle involves Martin and Lewis at the Palladium, London, date. They wanted to take the Mayo Brothers, Kitty Kallen and Dick Stabile along. London talent unions vetoed the deal. Stabile, however, may go, tho he'll be listed as an act to comply with union rules.

#### Here and There

The Emerald Room at the Soundview Hotel, Hartford, ment of Kirk and Gene Stella.

## Lift License of **Toronto Nitery**

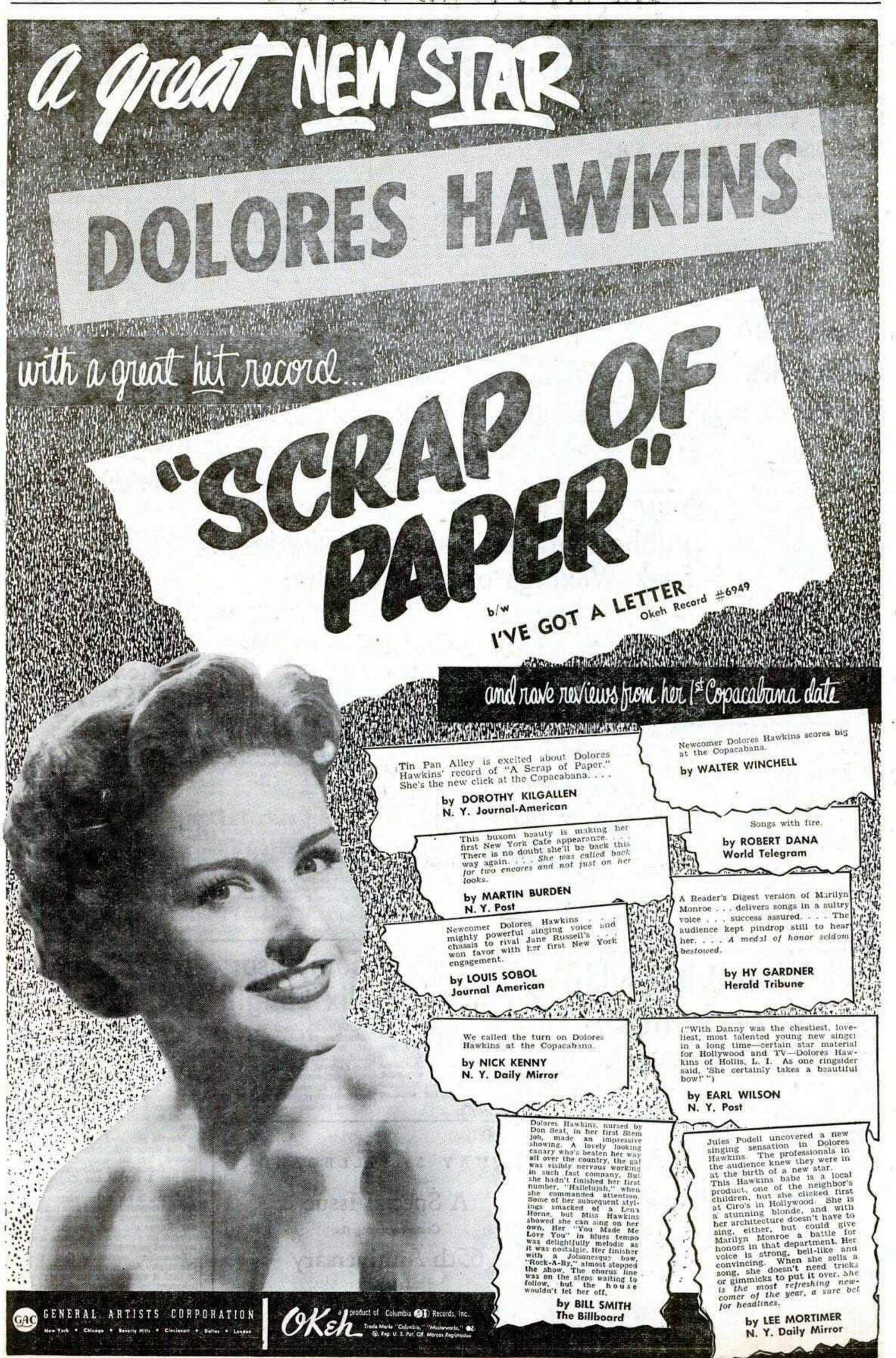
TORONTO, April 8. - The largest and most important cocktail spot ever to have its liquor license lifted for "improper and indecent entertainment" was the Prince George Hotel here, which received a two-week suspension.

According to the Liquor Control Board, the spot, owned and operated by the brothers Smith, Harry and Ben, had been warned before. The Smith brothers made a strong plea against the sentence, claiming it was unfair to hold a liquor licensee wholly responsible for everything hired entertainers do and say.

Judge W. T. Robb, chairman of the board, said licensees operate "at their own risk which they are, or should be, fully aware of before commencing business."

The act in lounge which caused the suspension was the Novelaires.

The Smiths told the board that the man in charge during the latest violation, April 2, had been discharged, but this didn't satisfy the board, which told the pair Conn., destroyed when the hotel that they were responsible even was gutted by fire last winter, when they are away. They were has been rebuilt and opened last told that they should see the week under the same manage- premises were properly supervised.



Communications to 1564 Broadway, New York 36, N. Y.

1 50 ET A

## RCA Goes on a Multi-Label Kick, Mulls Two New Ones

One Subsid Strictly R&B; Other To Cover Jazz Re-Issues on LP

By NEV GEHMAN

NEW YORK, April 18.-With active work on label "X" set to open Monday (20), when Joe Carlton takes over as a.&r. director, RCA Victor is kicking around the possibility of introducing two new labels. One of the proposed labels would be exclusively concerned with rhythm and blues

## Bluebird, Entre Announce New List Prices

NEW YORK, April 18.—Bluebird and Entre, low-priced classical labels of RCA Victor and Columbia, respectively, this week announced list price reduction to \$2.98, including Federal excise tax. Formerly these labels were priced at \$2.95 plus tax. Entre made the first move early this week, followed by Bluebird on Wednesday (15). Reason for the slice, according to both labels, was to dip below the \$3 mark. The cut on merchandise currently in the field will be absorbed by the dealers and distributors, with the regular discount structure applying to new orders.

for September, has been set ahead to June, due to demand. Ten sets, available on LP and 45 r.p.m., the middle of May. Adhering to the policy of issuing standard Bluebird release will include such items as "Brahms' Third Symphony" by Barbirolli and "Chopin Preludes" by Moiseiwitsch.

#### Joe Martin Re-Joins BB

NEW YORK, April 18 .- Joe Martin, for the past year director of promotion for the Record Industry Association of America, or the ability to bring in their rejoins the staff of The Billboard's Music department on April 27. Martin, who had been pubbers still bring in a dozen or given a leave of absence from so tunes to an a.&r. man and tell The Billboard to take the promo- him to select the tune he likes tion post with the RIAA, had in and give it to the artist he desires. prior years served with London But there is certainly a growing Records as an advertising and group of pubbers who have dispromotion executive.

records; the other, sponsored by RCA Victor's custom pressing division, would deal solely with name, would substitute for the jazz LP re-issues from old RCA present RCA Victor line of r.&b. Victor masters.

Columbia's Okeh. Label "X" will and will operate with its own a.&r. and sales staff. Other funcwith personnel of the parent label. Other than the hiring of Carlton, no personnel or key organizational plans have been set. The it is known that some artists have been approached and at least one is close to signing, no contracts at this writing have actually been inked. Label "X," a fact.

(2) The proposed r.&b. label. also still without an official records. It would have no effect For the purpose of clarity, here on label "X," which would have is a run-down on the new label its own r.&b. records, according to an RCA Victor spokesman. situation at RCA Victor: to an RCA Victor spokesman.

(1) Label "X" is a subsidiary This label has not yet been prerecord label which will be sented to top management for apwholly-owned by RCA Victor but proval, so at this writing it is still distributed thru independent dis- in the realm of possibility. For tributors. In this respect it will the purpose of reference, this will be similar to Decca's Coral and be called label "Y" in this story.

(3) Should the label projected produce all but classical records by the custom-pressing division materialize, it would be dubbed the Camden label. This would. tions will probably be integrated as previously mentioned, delve into old jazz masters, and be exclusively available on LP.

Label "Y"

The conception of label "Y," an exclusive r.&b. line, stems from the determination of RCA Victor to throw more emphasis into this field. Officials of the firm were

(Continued on page 72) use here.

#### THOSE RECORDS **WERE SHIPPED**

NEW YORK, April 18.-In last week's issue it was incorrectly indicated that the top three RCA Victor records for the previous week had sold 202,000; 96,000, and 42,000, respectively, in reorders for the week. The figures actually represent the cumulative total of disks RCA Victor had shipped since release of the three records.

## Canad. Subsid.

NEW YORK, April 18. - Jack

of home-grown material and to the still unnamed, is nevertheless loathe to discuss this because the seek out copyrights suitable for

## Mills Readies

Mills, head of Mills Music, left for Canada yesterday (17) to complete arrangements for the opening of a new subsidiary in Toronto. He was accompanied by the firm's business manager, Louis Schwartz. The new firm will be called Mills Music of Canada, Ltd.

The publishing firm has been increasingly active on the international level in recent months, setting up firms in several countries to aid in foreign exploitation

#### ANY OLD ARTIST WON'T DO

## Pubbers Stiffen Toward Diskeries; Seek Waxings of Hit Potential

At the same time, RCA Victor say that the music business is record at all. When an a.&r. man on the operation—the break-even on Top of the World," now at announced that its second Blue- ever changing, and one of the no- will not, or is unable to give the sale point is very much beyond 450,000. bird release, originally scheduled ticeable trends over the past year publisher the artist he desires, the this figure—a fact which becomes has been the stiffening attitude of publisher has a tendency-in as obvious when it is considered that many established publishers in delicate a way as possible-to half the mechanical loot goes to their relations with artist and take back his song to present to writers. will be shipped to distributors in repertoire men, and their ap- another a.&r. man at another proach to getting a tune on wax. diskery. Not very long ago, most publishclassical repertoire, the second ers merely wanted a record, most any record. But today, and this is a growing practice, alert publishers are becoming more emphatic ness. According to those who anabout not wanting a record, un- alyze intake and outgo carefully, less it is a record that has a a publisher cannot break even on chance of being a hit.

> the fact that publishers must have a record in order to exploit a tune, they want a record with a potent artist, or else they prefer no record at all.

> This is not to say that all publishers either have the perception material intended or suited precisely for a specific artist. Many carded this method and want a

Economics

The reason for the changing attitude of publishers is due to the economics of the publishing busimechanicals unless the disk sale In other words, and in spite of on his tune hits above 100,000.

## Decca Racks Biggest Week

NEW YORK, April 18.—Decca Records racked up a bumper crop of orders in the past seven days. making it the biggest week enjoyed by the diskery since the first of the year. Sparked by advance orders for the Mills Brothers' waxing of "Say Si Si" and "I'm With You," the firm registered pop orders of more than 610,000 platters, with re-orders on recent records by Hamish Menzies, Dolores Gray, Peggy Lee and Florian Zabach leading the pack.

Meanwhile, at the diskery's annual meeting Tuesday, President Milton R. Rackmil reported that HOLLYWOOD, April 18 .- | gagement Sunday, May 24. Ork | sales for the first quarter of this The entire diskery board of direc-In addition to the straight one- tors was re-elected for another

A case in point: a disk sale of 500,000, with the disk bringing the full statutory rate of 2 cents, means only \$10,000, of which the writer gets half. If the publisher has waged a strong promotional campaign, with attendant expense, he can hope to make money only on sheet music and performances, not on mechanicals. "And," asks one music man, "How many records sell over 100,000? In fact, how many sell over 10.000?"

Another publisher noted that some a.&r. men act as if a publisher should be happy just to get a record, no matter the artist or

## Top of World Head for 13th

NEW YORK, April 18. - Les Paul and Mary Ford are continuing on their merry way with their latest waxing, "I'm Sitting on Top of the World," nudging close to the 500,000 mark only a month or so after the release date. When the platter climbs over the 500,000 figure, and it only has 50,000 to go, it will make the 13th consecutive waxing that the duo has waxed for Capitol that has passed this figure. This is an exceptional record-in more ways than one-in the field.

Here is the list of the Les Paul-Mary Ford waxings on Capitol, starting with "Tennessee Waltz," and the sales figures racked up on each platter. "Tennessee Waltz" and "Little Rock Getawav," 750,000; "Mockin' Bird Hill" and "Chicken Reel," 1,000,000; "How High the Moon" and "Whistlin' Blues," 1,500,000; "I Wish I Had Never Seen Sunshine" and "Josephine." 500,000; "The World Is Waiting for the Sunshine" and "Whispering," 700,000; "Just One More Chance" and "Jazz Me Blues." 500,000; "It's a Lonesome Old Town" and "Tiger Rag," 700,000; "I'm Confessin" and "Carioca," 550,000; "In the Good Old Summertime" and "Smoke Rings," 600,000; "Meet Mister Callaghan" and "Take Me in Your Arms and Hold Me," 750,000; "My Baby's Comin' Home" and "Lady of Spain," 750,000; "Bye Bye Blues" and "Mammy's Boogie," 500,000; NEW YORK, April 18. - They specific artist for their tune or no With some publishers-depending and the current disk "I'm Sittin'

#### P. Alexander Gets Summons

NEW YORK, April 18.-Papers were served on Perry Alexander, of Mellow Music, this week demanding observance of a recent arbitrator's award to Churchill Kohlman, composer of last year's hit ditty "Cry." In the award, the publisher was ordered to pay Kohlman \$15,300 in disputed royalties and other income from exploitation of the tune.

Alexander has thus far failed to pay Kohlman, and the papers performance. "Mechanical men served on him, a summons and a forget that a publisher is not a verified complaint, ask for spemass-producer. He doesn't get cific performance of his agreement records in the way that diskeries to return the copyright to the turn out records every week. If I cleffer in the event of failure to get a record at one firm, it may meet the financial obligation. take months before I get another Kohlman was represented in the record there. Therefore I must action by the legal firm of Freed-(Continued on page 72) man & Lilienthal.

## 58G Tour Lined Up For Harry James

Harry James ork leaves Monday opens next night for a four-week year topped volume for the same (20) on a 35-day personal appear- engagement in New York's Astor period in 1952 by 4 to 5 per cent. ance tour that's been guaranteed Hotel, \$58,400 for one-nighters and four concerts. Trip takes the music makers thru the Southwest, South and along the Atlantic Seaboard.

James takes with him as featured drummer Buddy Rich, who he's paying a flat \$35,000 yearly, singer J. P. Morgan and Tommy Gumina, 21-year-old accordionist. Gumina joins the group in Fort Worth from his Milwaukee home.

Itinerary includes dates in Yuma and Tucson, Ariz.; Carlsbad, N. M.; El Paso, Lubbock, Fort Worth, Wichita Falls, Dallas, San Antonio, Bandera, Houston and Beaumont, Tex.; Oklahoma City, Okla.; New Iberia, La.; Biloxi, Miss.; Montgomery, Ala.; Atlanta and Savannah, Ga.; Rock Hill, Sumpter and Charleston. S. C.; Laurinburg, Raliegh, Fort Brag and Camp Lejeune, 6. C.; Norfolk and Newport News, Va.; Philadelphia and Pottstown, Pa., and Yonkers, N. Y.

Tour ends with the Yonkers en-

(Continued on page 71) term.

## Compulsory Licensing Nix Sought By Sharp

CHICAGO, April 18. - Morton | Schaeffer represents James H. Schaeffer, of Schaeffer & Schaeffer, music copyright attorneys, filed an answer this week asking the Federal District Court to declare unconstitutional the Compulsory Licensing Act covering mechanical reproduction of copyrighted music.

Martin, Sharp label manufacturer and distributor, who is being sued by a New York group, including Bourne, Paramount, and Robbins Music, publishers, represented by Harry Fox, who alleged an infringement by use of their songs on records. They claim Martin failed to obtain a license for such

> Martin recorded a song of each of the three publishers. They are asking for an accounting and triple damages as allowed under Section 1 (E) of the Copyright

> Martin, in his action, claims the law is unconstitutional and denies that there was any violation of the Copyright Act. Martin also alleges he obtained a license and tendered payment.

> Schaeffer contends that the Copyright Act is unconstitutional in that it violates exclusive rights inherent in the constitution. Article 1, Paragraph 8, of the constitution reads: "Congress shall have the power-to promote the progress of science and useful arts by securing for limited times to authors and inventors the ex-

> > (Continued on page 71)

Announcing...MAY 23 BILLBOARD



A Special Issue

Commemorating the

65th Anniversary

Juke Box Industry

# AFM Miami Local Probed

MIAMI, April 18.—Top executives of the American Federation of Musicians during the past several months have been investigating affairs of Local 655, AFM, here. At press time, attempts to reach the Federation were unavailing. It was learned, however, that the Federation had postponed a scheduled election of officers at the Miami local, pending investigation.

Crux of the trouble stemmed from complaints that a group of the membership had seized power and had passed regulations hiking wage scales to prohibitive heights. The scales and conditions passed by the membership were termed "fantastic."

It is understood that complaints from operators in all show business fields came to the Federation. Among execs who have been to Miami to look into the affairs of the local have been James C. Petrillo, AFM chief, and ords, and a group of new associ-Rex Ricciardi and Harry Steeper. ates held a series of hush-hush

# Hank Williams 2d Wife Sues 1st Over Name

NEW ORLEANS, April 18 .-Mrs. Hank (nee Billy Jean Jones) Williams, Boosier, La., who was married to the late Hank Williams on October 18, in Minden, La., filed suit April 11 in the District Court here seeking an injunction prohibiting Audrey Mae Shepard, his ex-wife, from using the name Mrs. Hank Williams.

The petition asserted that from October 18 to January 1, this year, when Williams died, she and he had lived together in Louisiana, Texas, Florida and Alabama as man and wife, and that she (petitioner) is the only one entitled to use the name Mrs. Hank Williams.

In the event an injunction is denied in the case, but only in that event, she asked that the court award her judgment for \$100,000 to partially compensate her for the damages to her pro-(Audrey Mae Shepard) has usurped her (petitioner's) exclusive right to use the name of Mrs. Hank Williams.

Recent news dispatches indicated that District Judge James Bolen, in Shreveport, La., had held that the marriage of Williams and the petitioner, in Minden, La., last October 18, and the repeat marriage performance in New Orleans the following day were not legal. The decree held that divorce of Billy Jean Jones played six weeks of one-nighters Eshlimar from her first husband thru the country and it had been who is still hospitalized, is exdid not become final until Oc- booked solidly before teeing off. tober 29.

#### CHAMBER SIGNS WARING, SHORE

WASHINGTON, April 18.-Fred Waring and His Pennsylvanians and songstres Dinah Shore will head the entertainment program planned for the 41st annual meeting of the U. S. Chamber of Commerce here April 27-29. The Waring show will be held at Linsor Auditorium April 27, while Miss Shore and the five singing Notables will entertain guests at the Chamber's annual dinner at Georgetown University's McDonough Memorial Auditorium April 29.

# B.B.S. Brass **Charts Drive**

NEW YORK, April 18. - Bill Borelli, president of B.B.S. Recpow-wows this week to map an ambitious program to build the indie label as an important factor in the disk business. It has been reported that the company has acquired resources of about \$500,-000 to further its aim.

It was also learned that B.B.S. has signed Walter Moody, internationally-known music man, to its a.&r. staff, in addition to two others who will handle rhythm tinue to handle many of the pop a.&r. chores. Moody, until a few years ago, was chief a.&r. exec for several subsidiary labels con-Musical Industries.

# ASCAP Pub Members Fight To Hold Cleffers in Ranks

Sign Diamond, Kubik to Guarantee Deals; Both Were Mulling Lush BMI Offers

Continued from page 1 .

versity, reported exclusively in only as custodian for money col-The Billboard last December 6. lected. It can only expend lim-At that time, efforts to hold ited amounts in promotion. Espe-Piston failed, despite overtures cially since the Consent Decree, made to the composer by top must it split its income melon ASCAP publishers, who were prepared to pact him to long-term deals at high guarantees.

ASCAP's success with Diamond and Kubik throws into new struggle between the society and blandishments of BMI,

rolls were William Schuman, which it can dispense without acpresident of the Juilliard School counting to writer and publishing of Music, and Walter Piston, pro- affiliates. ASCAP, on the other fessor of Music at Harvard Uni- hand, in a very real sense, acts closely in accord with actual performance credits earned by mem-

#### Shoulder Burden

With the Society itself thererelief the factors that affect the fore unable to meet the financial BMI. The latter licensing agency ASCAP pillars, such as Max Dreyhas available substantial funds fus and Herman Starr, are tend-

ing toward the view that they must shoulder the burden themselves. They apparently feel impelled to use their full influence, financial and otherwise, to block a movement of serious composers from ASCAP to BMI.

Paradoxically, much of the output of American longhair composers receives more exposure in Europe than in the States. Thru frequent performance in European concert halls and over the big foreign radio networks, the American composer is often held in higher regard abroad than here. Prestige-wise, this is be-coming a matter of high import to both ASCAP and BMI, and the tussle for the rights to longhair creations can be expected to become more acute as time passes.

TV Performing

Rights Studied

NEW YORK, April 18. - A

number of show writers and their

attorneys are making a careful

scrutiny of the number in which

their tunes are being performed over television. Dissatisfaction of

show writers on this account is

not new, but is of special interest

at this time in view of several

reasons. First, the Society's grant

of a broader definition of per-

formance rights—obtained from the membership several years

ago—expires this year. Secondly,

the matter is of special interest in

view of the tangled American

Society of Composers, Authors

and Publishers TV negotiations

and litigation now going on with

respect to the blanket and per-

the weight of the stiffer attitude,

TV programs have already felt

(Continued on page 72)

program licenses, respectively.

#### NAME STILL DRAWS

# Crowds Jam Carnegie Hall To Hear BG-Armstrong

NEW YORK, April 18. - The much-touted Benny Goodman - on with the well-known theme, opened at Carnegie Hall here Fri- down from the stand with his and blues and hillbilly material. day (17) before an overflow clarinet, it is probable that every Borelli, who supervised the hit crowd that jammed the aged hall, one in the audience who still calls B.B.S. slicing of "Here in My for both the evening and midnight the Statler Hotel the Pennsyl-Heart" by Al Martino, will con-performances. The grosses for the vania felt 20 years younger. And two shows (with the house scaled when the ork whipped into the down from a \$6 top), came to Fletcher Henderson arrangement about \$24,000, a high for a jazz of "Bugle Call Rag," some of the concert and a remarkable tribute old Goodman magic returned. The trolled by Britain's Electric and to the drawing power of the audience really ate it up. Goodman name.

When the Goodman ork came Louis Armstrong concert package "Let's Dance," and Benny hopped

Yet as a whole, it was only now and then that the Goodman ork reached the heights that the audience anticipated. The excitement was there, and the audience was ready and anxious to lend support. But it was only on such standouts as "Sing, Sing, Sing" (the hit of the evening), "Spring-time in the Rockies," "Don't Be That Way" and the classy "Saints Go Marching In" production number with the Louis Armstrong ork, that the band rocked the

#### Old Beat

This was not due to the work of the ork as a whole, for the Goodman All Stars have the old pulsating beat, and a similar, tho richer, sound than the Goodman ork of the 1930's. But B. G. himself is not quite the old Benny, handling his clarinet with much less excitement than he used to a dozen years ago. And the men, solid musicians all, are still concentrating on the Henderson book, and not playing as freely as they will in another week or

It was the exciting and brilliant trumpet work of Charlie Shavers, the powerhouse of the new ork, who set the crowd in motion, especially on "Sing, Sing, Sing." Krupa's work on the same tune, and the solos of George Auld on tenor and Elman on trumpet pleased the large crowd.

The Goodman Trio, with Krupa, Teddy Wilson and Benny, did excellent work with some old favorites, and Krupa's solo on "The World Is Waiting for the Sunrise" was a standout. Thrush Helen Ward, who sang with the Goodpointed on her solos, but much of this was due to poor mike equipment.

Louis Armstrong did what the fabulous Louis has always done; (Continued on page 72)

CHICAGO, April 18.-Ru-

mor is current among juke

box efrcles that Music Oper-

ators of America, national

juke box organization, may

form its own copyright pool.

Owned and operated by

MOA, this would place at the

disposal of operators a music

supply not subject to fees of

licensing agencies. Obvious

intent would be to insure

the industry against passage

of legislation removing the

current exemption of juke

boxes from royalty pay-

ments. (More detail in Music

Machine section.)

MAY SET JUKE

MUSIC POOL

# 'Record Show' Closes; Biggest' Heads East

Record Show, the Gale Agency fessional standing and attraction, road unit which started out with-"suffered because the defendant out the services of Nat Cole, closed Monday (13) after nine various promoters of the show. performances. Show was originally skedded with Cole, Sarah booked into Birdland here, and supporting acts, but Cole was hospitalized opening night. The Gale Agency tried to get Sugar Chile Robinson to replace the warbler, but were unable to do so, and decided to close the show instead.

The Record Show was to have However, the fact that Cole's

NEW YORK, April 18. - The withdrawal was due to illness is considered in the "Act of God" category, and satisfactory arrangements were made with all performers as well as with the Sarah Vaughan has since been Vaughan, the Billy May ork, and the May ork will go out on onenighters.

> The cancellation of The Record Show is costly, both to the Gale Agency, and to the promoters who were working on selling the show. Estimates run from \$10,-000 to \$30,000 dropped in prepping and advertising the package for its one-night stands. Cole, pected to take a long rest in California after he leaves the

Meanwhile the spring edition, of "The Biggest Show of '53" is racking up solid grosses as it wends its way Eastward. The package, a Gale Agency production, features Frankie Laine, Ella Fitzgerald, Louis Jordan and the Woody Herman ork. It racked up \$15,000 in Milwaukee Saturday (11), \$14,000 in Minneapolis Sunday (12), \$14,000 in Fort Wayne, Ind., Tuesday (14), and \$10,600 in Columbus, Ohio, on Wednesday (15). The Columbus date was the weakest so far, due to bad weather. The show ran into a blizzard man ork back in 1937, disapin Denver on Friday (10) and did not go on 'til 11 p.m., but 7,000 faithful waited until the performers arrived. There is already \$20,000 in the till for the St. Louis engagement, which takes place tonight (18).

# WSM's Denny

NEW YORK, April 18. - At least one WSM exec, Jim Denny -who heads the WSM Artists Bureau—is entering the music publishing field. Denny's firm is called Cedarwood Music, and is an affiliate of Broadcast Music, Inc. Hill & Range is selling agent

Another WSM exec, program

# **Exec Shifts at** Hill & Range

NEW YORK, April 18. - A number of key personnel shifts were completed by Hill & Range this week, Jack Schiffman, former professional manager of the firm, is going into the publishing business for himself on a 50 per cent ownership deal with Hill & Range. Schiffman's new firm is not yet named but will be affiliated with Broadcast Music, Inc. He will continue to work out of Hill & Range's West Coast headquarters.

Erich Aberback has been moved up to the professional .. manager slot in Hollywood, replacing Schiffman, Chuck La Joie has been elevated to the position of professional man in the New York office. Armand Baum, who formerly worked out of Chicago, has been moved to Nashville. He will continue to supervise Chicago activities.

# Ames Bros. Quit Coral For Victor

NEW YORK, April 18. - The Ames Brothers leave Coral Records when their current contract expires on May 16, and move over to RCA Victor. Their pact with the latter diskery runs for two years and calls for 16 sides a year. Their royalty rate is 5 per cent against a minimum guarantee.

The vocal group was with Coral for four years and before that cut platters under the Decca imprint. Their top hits with Coral were "Rag Mop" and "Sentimental Me," the latter hitting the million mark. Coral still has two unreleased sides by the group.

First Victor session held by the Ames Brothers will be backed by Hugo Winterhalter. In addition to singles, they will also cut albums for the label.

# One-Shot Disk Artists Are Agency Headaches

Continued from page 42

ever-increasing regularity. Agencies usually snap up any new artist who makes it with a in-the-pans is so common, agenrecord, and will fight over the cies know that they have to make artist who really comes thru with loot first time around the circuit a big one. Then the fun begins, as there will not be another. But The artist will be booked into the the number of r.&b. one-shot artregular night club and theater ists who bomb out in clubs and at circuit, and is expected to come theaters is quite high. Mainly this thru as solidly as he did on wax. is due to the lack of an act, an The audience usually expects him | inability to put over any song to sing his hit tune, which is for- except the big hit record tune, tunate, because too often it is the and lack of polish in the peronly tune that he can do well. formance.

Guy Grosses \$52,000 in 8 Days of Tour

NEW YORK, April 18. - Guy Lombardo, who grossed nearly \$200,000 during the first 26 days of his current concert tour, upped | smash record artists - on the this total by another \$52,000 in singers who can turn in a pereight appearances since resuming formance, and come thru with the junket on April 8.

Salt Lake City, \$5,938; Cheyenne, the top of the charts. Wyo., \$2,851; Denver, \$9,942; Mc-Quincy, Ill., \$9,904.

seem to be breaking thru with After that-or before it-he is lost.

The number of one-hit flash-

This is not only true in the r.&b. field with many of the new artists, but according to other bookers, is also true in the pop field with its emphasis on new and unknown artists. A number of the new pop vocalists have had a singular lack of success to date with their night club acts, their bookings in clubs being based on the strength of their first records.

This is why r.&b. agencies are concentrating-in addition to the good records again and again, Grosses for these dates follow: even if their records do not hit

"It is better," stated one booker, Cook, Neb., \$8,880; Lincoln, Neb., "to build a capable artist into a \$4,495; St. Joseph, Mo., \$4,875; strong attraction, than to have director Frank Stapp, has report-Kansas City, Mo., \$6,476, and artists who can only sing one edly set up a publishing firm. song."

150350000000 0000

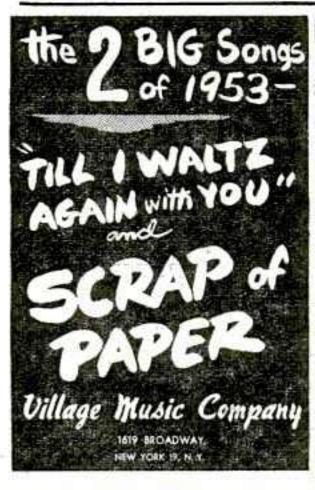
# Sets Pub Firm

for the firm.

Stapp would not comment.

Copyrighted material

ARTIST AND LABEL



The Standard . . .

#### SUDDENL

CAPITOL-Les Baxter MERCURY-Mary Small MGM-David Rose and Beryl Davis

The NEXT BIG WINTER SONG!! "IT'S THAT TIME OF THE YEAR AGAIN"



OO! That PATTI PAGE! OO! What a record "00! WHAT YOU DO TO ME"

Hawthorne Music Corp. 1619 Broadway, New York







# BIG Songs Abeles to Seek Pact With Jap Org for BMI

Licenser Has Been Solidifying Foreign Reciprocal Deals

NEW YORK, April 18.—Broadcast Music, Inc., which gradually has been solidifying its reciprocal relationships with performing rights societies abroad, will attempt to negotiate a pact with the Japanese Performing Rights Society. Representing BMI in this effort will be Julian Abeles, of Abeles & Bernstein, who is also going abroad to represent Harry Fox, publisher's agent and trustee, in working out a deal for the collection of mechanical royalties. Abeles leaves the country April 24.

Bob Burton, BMI exec, pointed out that BMI during the last several years had concluded pacts with performing rights societies in France, Belgium, Germany, Austria and Spain. BMI also has a reciprocal arrangement with Italy, and an understanding with the Australian society-the latter agreement being similar to that obtaining with the French Society.

BMI has not yet worked out a reciprocal deal with PRS, the British performing rights society. Should the Japanese pact be successfully concluded by Abeles, the British Society will be the only chief foreign pact still to be negotiated.

# Colosseum to Hype Retailer Selling Plan

NEW YORK, April 18.—Colosseum Records this week moved to its LP's directly to retailers at or alive." near distributor prices.

In a mailing now being made to dealers, the indie diskery offers Seize Dirty Disks Colosseum vinyl at 50 per cent off list to retailers who contract to order one each of half the firm's current releases, plus one each of all new releases. Cash payment must be made for the initial order, with subsequent merchandise to be paid for within 30 days. If the dealer elects to leases, paying for the latter within 10 days, the diskery will allow an additional 10 per cent discount. Since the first of this year, the firm has been discontinuing distributor pacts.

Colosseum, in its promotional pitch to dealers, also guarantees fers a co-op advertising program ington. to quantity buyers. Agreements

# **Engravers Ask** For More Work

NEW YORK, April 18. - The craft of music engraving, which has been seriously affected over the past few years via the influx of mechanical processes, is re-ceiving a slight hype these days thru the efforts of the National Association of Music Engravers, who are naturally anxious to revive the craft. Sparked by Louis Pennino, Tin Pan Alley engraver, an on-the-job training program for future music engravers has been instituted here. Pennino added a young apprentice to his staff five months ago who already shows promise of adapting himself to the art, and he added another young man this month.

The art of music engraving has suffered the ravages of mechanization, according to Pennino, due to a lack of interest on the part of the publishers. At one time practically all music was printed from engraved plates. In recent years machines have been developed to do much of the engravers' work with help from autographers, who do their work with pen and ink.

The engravers feel, and many publishers agree with them, that the mechanical processes do not do nearly as fine a job as music engravers can do.

One large music publishing house says that the notes are not as clean, nor as well spaced when done mechanically as when done via engraving.

Publishers have been using the newer processes because, according to Pennino, they are slightly cheaper and because they felt that the art of engraving was dying. However, he claimed, the difference in cost is negligible, and the quality suffers tremendously. Pennino stated that "The music engraving industry is a small one. It doesn't need much to keep it going. With a little interest shown by the publisher, the Music Engravers Association members would be glad to exincrease exposure of its product pand the on-the-job training prothru price inducements, selling gram to keep this specialized art

# In Raid at Cincy

CINCINNATI, April 18. -About 5,000 obscene records were confiscated Tuesday (14) by police who raided the Northside Music Recording Studios here and charged Charles L. Seitz, an emtake at least one each of all cur- ployee of the store, with possession rent releases, paying cash, and of obscene disks. Seitz is a writer accepting copies of all future redisk jockey at Station WNOP, Newport, Ky.

Seitz disclaimed responsibility for the records, claiming that they were handled by Carl J. Burkhardt, owner of the store, who is vacationing in Texas. The Federal Bureau of Investigation entered full exchange privileges to all the case after a master was found participating in the plan and of- to have been mailed from Wash-

Burkhardt was fined \$1,000 and are to remain in effect for six sentenced to a year in prison by months as a "mutual trial," with U. S. District Court in Cincinnati options for a one-year renewal. | in June, 1950, on a similar charge.

#### Total Number of Sides Released by Each Label \*These totals do not include P. D. Tunes

. . . January 1, 1953, to Date

. 162	70	
.145	56	
123	42	3
	. 112	. 162



#### Vogue Inks Barrett, Anderson, Rockford

HOLLYWOOD, April 18.—Three new singers have been signed to exclusive contracts by F. L. Harper, Vogue Records prexy. Inked are Jenny Barrett, Ernie Anderson and Gino Rockford.

Barrett's two sides, "He Loves Me" and "Do Me a Favor," will be released nationally within 10 days. Anderson records his session with Benny Carter ork, while Rockford will wax his platters in time for all three to have their national debuts before May 1.

Music Publishers' Record Scoreboard

# Sides in Current Release

TUNE

PUBLISHERS

For Week Ending April 18

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

Acuff-Rose Group  —Milene	Take These Chains From My HeartChamp Butler, Col (p)
Ager, Yellen &	You Can't Pull the Wool Over My Eyes Hank Penny, RCA (1)
Bornstein American Group	Little JoseyRosemary Clooney-Jimnfy Boyd, Col (p)
Montclare Biem	Walls of Parce
Ben Bloom Bourne	For Me
Brazos Valley	Rub-a-dub-dub
Bregman-Vocco-Conn	I Signed My Heart Away
—Supreme Broadcast	Less Than Tomorrow
Campbell Central Songs	Swance River Boogie
Chappell	There's a Small Hotel
Crestview Joe Davis Group	Leap HereStan Kenton, Cap (p)
-Beacon	I Don't Miss You Anymore
	If That's the Way You Want It, BabyThe Blenders, M-G-M (r) Shakin' the Blues Away
and the second	The Cat's Evil
Fairway	Leave Him Alone and He'll Come HomeBasil Spears, M-G-M (r) Hand-Me-Down HeartLu Ann Simms, Col (p)
Frank	Just Another Polka
Goldsen Group —Criterion	I Told Ya I Love Ya, Now Get OutStan Kenton, Cap (p) He Was a Good Man as Good Men GoStan Kenton, Cap (p)
Goldsen Group  Goldsen	Gotta Be Gettin'
—Leslie	Shoo Fly Pie and Apple Pan DowdyStan Kenton, Cap (p)
131	Unison Riff
Gotham	Harlem Holiday
Hill & Range Group  —Alamo	Honey in the Horn
—Bob Wills —Hill & Range	I Care No More
Milton Kellem Kramer-Whitney	The Mission Bell
Laurel Group  —Laurel  —Valando	Hey, Mr. Cotton Picker
Leeds Group  —Leeds	I'm Walking Behind You
	Sleep, Little One, SleepWilf Carter (Montana Slim), RCA (f) Fan It
0.002772729	Padam, Padam
—Pickwick Bob Miller	Mocking Bird LoveWill Carter (Montana Slim), RCA (f)
Mills Group  —American Academy  Moonlight Group	Blue LouElla Fitzgerald, Dec (p)
-Starlight E. H. Morris Group	Three Things (A Man Must Do)Tennessee Ernie, Cap (f)
-Mayfair -E. H. Morris	A Good Man Is Hard to FindJohnny Hicks, Col (f) SanPec Wee Hunt, Cap (p) It's Been a Long, Long TimeStan Kenton, Cap (p)
Music Makers Music Publishers F	Palladium Party
—Advanced —Harms	How Many Hearts Have You Broken?Stan Kenton, Cap (p)
-Remick	Shadow WaltzStan Kenton, Cap (p) Sweet Dreams, SweetheartStan Kenton, Cap (p)
New World Old Charter	Fascinating Rhythm
Peer Int. Group	Honky Tonk WaltzKitty Wells, Dec (1)
-Peer Int.	Jimmie the Kid
	The Southern Cannonball
05	Why Did You Give Me Your Love?
—Southern	My Blue-Eyed Jane
Robbins Group	Long Live Love
-Feist	Oh!
-Miller	Ruby
-Robbins	Do Nothin' 'Til You Hear From MeStan Kenton, Cap (p) Don't Want That Man AroundStan Kenton, Cap (p) How Am I to KnowStan Kenton, Cap (p)
Santly-Joy Group -Santly-Joy	Dennis the MenaceRosemary Clooney-Jimmy Boyd, Col (p) That Hound Dog in the WindowHomer and Jethro, RCA (f) Pennies From HeavenStan Kenton, Cap (p)
-Oxford	I Cry Your Name
Scripter's Shapiro-Bernstein	Tired of Dreaming
Sheldon Simon Group	
-Burke & Van Heusen Leo Talent	Now That I'm in Love
Tannen Group  —R. F. D.  Torme-Levinson	I Wouldn't Have It Any Other WayLu Ann Simms, Col (p) Four Months, Three Weeks, Two Days, One Hour Blues Stan Kenton, Cap (p)
DESCRIPTION CANDISCING.	That Com PCA (6)

# Total Sides for Week Released by Each Label

Jerry Vogel

World

\*These totals do not include P. D. Tunes

......Stan Kenton, Cap (p) When Jimmie Rodgers Said Goodbye ...... Hank Snow, RCA (f)

There Is No Greater Love, ...... Stan Kenton, Cap (p)

. . . For Week Ending April 18

s	LABEL	POPULAR	FOLK	RHYTHM & BLUES
1	CAPITOL		6	
U	COLUMBIA	14	3	<b>–</b>
-	DECCA		2	=
n	MERCURY		····· — ·····	
r	M-G-M	······ — ······	—	6
-	RCA	5	14	<b>–</b>



# BY Vic Damone

IS BREAKING FOR A HIT! BY ACTUAL SALES



THE MONEY VOICE





MERCURY 70135 • 70135X45

The Billboard Music Popularity Charts

# HONOR ROLL OF

# The Nation's Ten Top Tunes

. . . For Week Ending April 18

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

Weeks Week | Charl

#### 1. Doggie in the Window

1 12

By Bob Merrill-Published by Santly-Joy (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 70070. OTHER RECORDS: R. Kujawa, Dana 795.

#### 2. I Believe

(ASCAP) BEST SELLING RECORDS: Frankie Laine, Col 39938; J. Froman, Cap 2332. OTHER RECORDS: J. Froman, Cap 2332, E. James, Meteor 5000. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; Henry Jerome ork, Lang-Worth.

By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman-Published by Cromwell

#### 3. Pretend

2 12

By Lew Douglas, Parman & Le Vere-Published by Brandom (ASCAP) BEST SELLING RECORD: Nat (King) Cole, Cap 2346. OTHER RECORDS: E. Barton, Coral 60927; D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; R. Marterie, Mercury 70045. TRANSCRIPTIONS AVAILABLE: Henry Jerome ork, Lang-Worth.

#### 4. Till I Waltz Again With You 3 19

By Sidney Prosen-Published by Village (BMI) BEST SELLING RECORD: T. Brewer, Coral 60873; OTHER RECORDS: Five Bells, Brunswick 84002; C. Gore-R. Wright, King 1169; K. Griffin, Col 39952; R. Morgan, Dec 28539; Jerry Murad's Harmonicats, Mercury 70069; T. Sosebee, Coral 60916; D. Travis and J Swanson, Jubilee 6014; D. Todd, Dec 28506. TRANSCRIPTIONS AVAILABLE: Henry Jerome ork, Lang-Worth.

#### 5. Your Cheatin' Heart

By Hank Williams-Published by Acuff-Rose (BMI) BEST SELLING RECORD: Joni James, M-G-M 11426. OTHER RECORDS: J. Garber, Cap 2377; F. Laine, Col 39938; H. Williams, M-G-M 11416. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

#### 6. Tell Me a Story

By Terry Gilkyson-Published by Montclare (BMI) BEST SELLING RECORD: Jimmie Boyd-Frankie Laine, Col 39945.

#### 7. Seven Lonely Days

By Schuman, Schuman & Brown-Published by Jefferson (ASCAP) BEST SELLING RECORD: G. Gibbs, Mercury 70095. OTHER RECORDS AVAILABLE: G. Lombardo, Dec 28655; B. Lou, King 1192; D. Mechan, V 20-5219; Pinetopper-Martin Sisters, Coral 60949.

#### 8. April in Portugal

By Kennedy-Feprao-Published by Chappell (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 2374. OTHER RECORDS AVAIL-ABLE: B. Barron, M-G-M 11312; G. Carr, Cap 2223; Y. Giruad. V 26-7107; D. Hayman, Mercury 70014; F. Martin, V 20-5052; R. Senteri, V 20-4894; F. Zabach, Dec 28646.

#### 8. Song From Moulin Rouge

By W. Engvick, G. Auric-Published by Broadcast (BMI) BEST SELLING RECORD: P. Faith, Col 39944.

6 16

16

10. Tell Me You're Mine By Nino Ravasini-Published by Capri Music (BMI) BEST SELLING RECORDS: Gaylords, Mercury 70067. OTHER RECORDS: Ralph

and Buddy Bonds, Coral 60923; M. Carson, Col 39914; R. Morgan, Dec 28569;

G. Wisniewski, Dana 786. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus.

# Second Ten

11. CARAVAN	11	4
12. WILD HORSES	9	9
13. SIDE BY SIDEPublished by Shapiro-Bernstein (ASCAP)	8	12
14. RUBY	-	1
14. I'M SITTIN' ON TOP OF THE WORLD	19	2
16. NO HELP WANTEDPublished by Acuff-Rose (BMI)	-	2
17. ANNA	_	1
17. GOMEN NASAI	17	6
19. SOMEBODY STOLE MY GAL	-	1
20. HOT TODDYPublished by Conchella-Alamo (ASCAP)	14	8

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TOP SELLERS—

#### PULAR

Based on Actual Capitol Sales Reports

L	ATEST RELEASE	No. 365
	SPINNING A WEB WILL-O'-THE-WISP ROMANCEJ. (	Garber 2428
14.	MY BABY'S COMING HOME LADY OF SPAINL.	Paul & M. Ford 2265
13.	SAY YOU'RE MINE AGAIN J. THE SONG FROM MOULIN ROUGEA.	Hutton & Stordahl2429
	BIG MAMOU IS IT ANY WONDERE.	M. Morse 2441
11.	TEN LITTLE FINGERS AND TEN LITTLE TOES ALABAMY BOUND	Shard2422
10.	THE NEARNESS OF YOU GYPSY GIRLB.	Manning2383
9.	MY HEART BELONGS TO ONLY YOU I WAS A FOOLJ.	Christy 2308
	GET IT WHILE YOU'RE YOUNG G. LIPSTICK-A-POWDER-'N'-PAINT	MacKenzie & O'Connell2404
	I BELIEVE THE GHOST OF A ROSEJ.	Froman2332
6.	YES SIR, THAT'S MY BABY YOKOHAMA MAMA	Kari2392
5.	BLUE GARDENIA CAN'T I	Cole2389
	SIDE BY. SIDE NOAH! K.	Starr2334
	I'M SITTING ON TOP OF THE WORLD SLEEPL.	Paul & M. Ford 2400
2.	APRIL IN PORTUGAL SUDDENLYL.	Baxler 2374
1.	PRETEND DON'T LET YOUR EYES GO SHOPPINGN.	Cole2346

IHO NAZ	Pee Wee Hunt 2442
HEY, MR. COTTON PICKER THREE THINGS (A Man Must Do)	
SERENADE TO A DOG BRYANT'S BOUNCE	Jimmy Bryant &Speedy West2444
RUB-A-DUB-DUB I SIGNED MY HEART AWAY	No.

Another big one by

# TENNESSEE

"HEY, MR. COTTON PICKER"

and

"THREE THINGS"

on Record No. 2443

NOT RECEIVED A PROPERTY OF THE TIES NOT THE

#### TOP SELLERS-COUNTRY HILLBILLY

Based on Actual Capitol Sales Reports

	HANK'S SONG I'LL NEVER HAVE YOU F. Huskey
2.	HIGH NOON GO ON! GET OUT! T. Riffer
3.	NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY KEW H. Thompson
4.	WHAT WILL I DO TIED DOWN R. Acuff2385
5.	I'VE GOT TO WIN YOUR LOVE AGAIN I CAN'T LAST LONG S. McDonald
6.	GOIN' STEADY JUST OUT OF REACH F. Young
7.	HILLBILLY HULA I'M A POOR LONESOME FELLOW J. Carman
8.	THE FAMILY WHO PRAYS LET US TRAVEL, TRAVEL ON Louvin Bros
9.	UNDESIRED MY FOOLISH HEART T. Preston
10.	PLAYIN' DOMINOES AND SHOOTIN' DICE MEMORES AND HEARTACHES J. Dolan

#### BEST SELLING-

#### POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1.	SKETCHES ON STANDARDS Stan Kenton
2.	MUSIC FOR LOVERS ONLY Jackie Gleason
3.	LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY Jackie Gleason
4.	BY THE LIGHT OF THE SILVERY MOON Gordon MacRae & June Hutton . 422
5.	NEW CONCEPTS OF ARTISTRY IN RHYTHM Stan Kenton
6.	BACCHANALIA! Billy May
7.	THE KAY STARR STYLE Kay Starf
8.	WITH A SONG IN MY HEART Jane Froman
9.	THE HIT MAKERS! Les Paul & Mary Ford416
10.	THE YOUNG MAN WITH THE HORN Ray Anthony
11.	THE BENNY GOODMAN BAND Benny Goodman409
12.	BYE BYE BLUES Les Paul & Mary Ford356
13.	POPULAR FAVORITES BY STAN KENTON Stan Kenton

#### TOP SELLING-

#### CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

KETCHES ON STANDARDS fan Kenton	1. NEVER SMILE AT A CROCODILE  & FOLLOWING THE LEADER  Jerry Lewis
MUSIC FOR LOVERS ONLY ackie Gleason	2. TWEET AND TOOT &
OVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY	Mel Blanc
ackie Gleason	3. BOZO'S NURSERY SONGS Pinto Colvig
Y THE LIGHT OF THE SILVERY MOON ordon MacRae & June Hutton . 422	4. WOODY WOODPECKER AND THE ANIMAL CRACKERS Mel Blanc
EW CONCEPTS OF ARTISTRY IN RHYTHM Ian Kenton	5. I'M A LITTLE TEAPOT & THE TEDDY BEARS' PICNIC Frank DeVol
ACCHANALIA! illy May374	6. WALT DISNEY'S STORY OF ROBIN HOOD
HE KAY STARR STYLE ay Start	7. BUGS BUNNY & ALADDIN'S LAMP
VITH A SONG IN MY HEART ane Froman	8. TWEETY PIE
HE HIT MAKERS! es Paul & Mary Ford416	9. I TAUT I TAW A PUDDY TAT
HE YOUNG MAN WITH THE HORN	& YOSEMITE SAM Mel Blanc
ay Anthony	10. IN JINGLE JUNGLE LAND & THE LAUGHING HYENA SONG
HE BENNY GOODMAN BAND enny Goodman409	Pinto Colvig
YE BYE BLUES	Ken Carson
OPULAR FAVORITES BY	12. TEENA, THE LAUGHING HYENA Pinto Colvig
STAN KENTON	13. BOBO AT THE CIRCUS Pinto Colvig

#### EXTENDED PLAY Albums NEW!

Longer in Music . . . Lower in Cost!

THE BILLY MAY BAND

WHEN I TAKE MY SUGAR LOVE IS JUST AROUND

TO TEA

THE CORNER • EASY STREET

45 rpm EXTENDED PLAY EAP-1-412

ALWAYS

• SEPTEMBER SONG

. • DELICADO

POPULAR FAVORITES BY STAN KENTON

PLAY EAP-1-421

45 rpm EXTENDED

THE HIT MAKERS! -LES PAUL and MARY FORD

LAURA

Part One-Extended Play EAP-1-416

. HOW HIGH THE MOON

STARDUST

Part Two-Extended Play EAP-2-416

 JOSEPHINE . MOCKIN' BIRD HILL

WHISPERING

. THE WORLD IS WAITING FOR THE SUNRISE

• MEET MISTER CALLAGHAN • TIGER RAG

• TENNESSEE WALTZ

THE BENNY GOODMAN BAND Part One—Extended Play EAP-1-409

DIZZY FINGERS

BACK IN YOUR OWN BACK YARD

MAHZEL

Part Two-Extended Play EAP-2-409 CHICAGO

WHISTLE BLUES

• TATTLETALE · WRAP YOUR TROUBLES IN DREAMS MUSKRAT RAMBLE

RAY ANTHONY CONCERT

RAY ANTHONY AND HIS ORCHESTRA SLAUGHTER ON TENTH ON THE TRAIL AVENUE

• STREET SCENE

45 rpm EXTENDED PLAY EAP-1-406

HONKY TONK HITS

· IVORY RAG DOWN YONDER

MARCH

OF BLUE

W D 45 0

NEW ORLEANS

• FIVE FOOT TWO, EYES

JOE (FINGERS) CARR • SAM'S SONG

• SHOW DEER RAG

45 rpm EXTENDED

PLAY EAP-1-417

MARGARET WHITING AND JIMMY WAKELY SING

. SLIPPING AROUND

. I'LL NEVER SLIP

45 rpm EXTENDED

AROUND AGAIN . SIX TIMES A WEEK AND PLAY EAP-1-403

TWICE ON SUNDAY • WEDDING BELLS MIDNICHT ON BOURBON STREET

SHARKEY AND HIS KINGS OF DIXIELAND MORTH RAMPART STREET DINAH

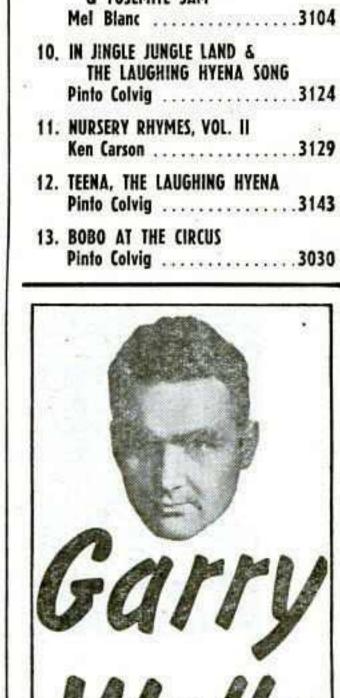
• YOU ARE MY SUNSHINE WAY DOWN YONDER IN

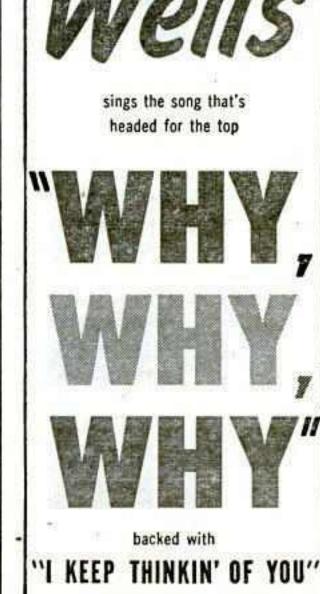
· BALLIN' THE JACK MY OLD KENTUCKY HOME

. I AIN'T GONNA GIVE HOBODY NONE O' THIS JELLY ROLL

2 107 11 22

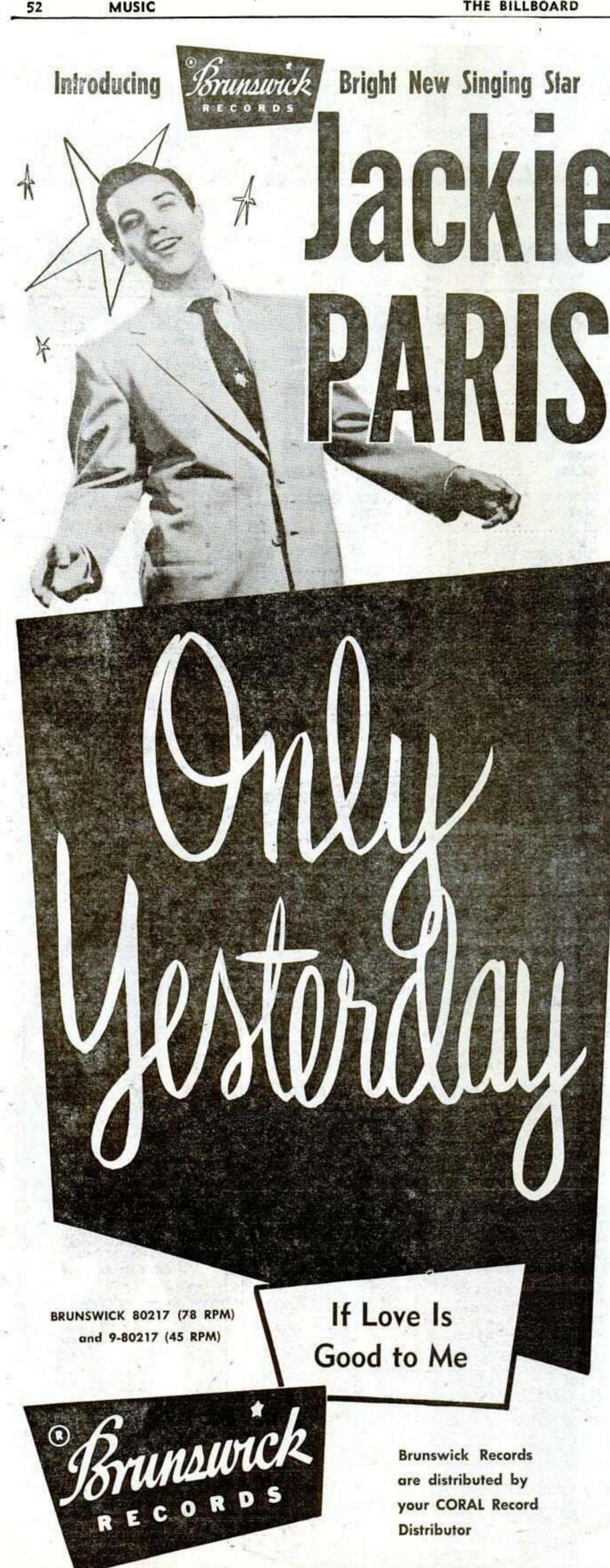
45 rpm EXTENDED PLAY EBF-367





on CAPITOL RECORD No. 2420

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The Billboard's Music Popularity Charts

# Favorite Tunes

. . . For Week Ending April 18

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based

# Best Selling Sheet Music

on The Billboard's weekly survey of jobbers' orders from retail-Weeks ers thruout the country and are weighed according to Jobber - importance. (R) Indicates that tune is recorded; (F) indicates Last on tune is from a film: (M) indicates tune is from a legit musical. 1. DOGGIE IN THE WINDOW (R)—Santly-Joy...... 2. I BELIEVE (R)—Cromwell..... 3. PRETEND (R)—Brandom..... 4. TILL I WALTZ AGAIN WITH YOU (R)—Village...... 5. YOUR CHEATIN' HEART (R)—Acuff-Rose..... 6. SONG FROM MOULIN ROUGE (R)—Broadcast....... 11 7. DON'T LET THE STARS GET IN YOUR EYES (R)-Four Star sales..... 8. KEEP IT A SECRET (R)-Shapiro-Bernstein...... 7 9. SIDE BY SIDE (R)—Shapiro-Bernstein...... 6 12. TELL ME A STORY (R)—Montclare...... 9 13. HOT TODDY (R)—Coachella-Alamo..... — 14. FOOL SUCH AS I (R)—Bob Miller..... — 15. WILD HORSES (R)—George Simon.....

# 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 ALPHA-BETICALLY 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 31 in Radio

A Fool Such as I (R)-Robbins-B. Miller- | Keep It a Secret (R)-Shapiro-Bernstein-

April in Portugal (R)-Chappell-ASCAP Breeze (R)-Leeds-ASCAP

Caravan (R)-American-ASCAP

Doggie in the Window (R)-Santly-Joy-ASCAP

Don't Let the Stars Get in Your Eyes (R)-Four Star-BMI

Downhearted (R)-Paxton-ASCAP Have You Heard? (R)-Brandom-ASCAP

Haven't Got a Worry (R) (F)-Famous-ASCAP

Hot Toddy (R)-Coachella-Alamo-ASCAP How Do You Speak to an Angel? (R) (M)-

Chappell-ASCAP Hush-á-Bye (R)—Remick—ASCAP

I Believe (R)—Cromwell—ASCAP I Confess (R)—Witmark—ASCAP

I'm Sitting on Top of the World (R)-Feist -ASCAP

My Jealous Eyes (R)-Famous-ASCAP

Nearness of You (R)-Famous-ASCAP Ohio (R) (M)—Chappell—ASCAP

Open Up Your Heart (R)-Longridge-ASCAP

Pretend (R)—Brandom—ASCAP

Seven Lonely Days (R)-Jefferson-ASCAP Side by Side (R) - Shapiro-Bernstein -

ASCAP

Song From Moulin Rouge (R) (F)-Broadcast-BMI

Suddenly (R)-Hill & Range-BMI Tell Me You're Mine (R)-Capri-BMI

Till I Waltz Again With You (R)-Village-

Twice as Much (R)-Porgie-BMI Why Don't You Believe Me? (R)-Bran-

dom-ASCAP

Wild Horses (R)—Simon—ASCAP

#### Your Cheatin' Heart (R)-Acuff-Rose-BMI

#### Top 10 in Television

April in Portugal (R)-Chappell-ASCAP Breeze (R)-Leeds-ASCAP

Doggie in the Window (R)-Santly-Joy-

ASCAP

Hush-a-Bye (R)-Remick-ASCAP 1 Believe (R)-Cromwell-ASCAP

No Two People (R) (F)-Frank-ASCAP Pretend (R)-Brandom-ASCAP

Side By Side (R)-Shapiro-Bernstein-ASCAP

When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along (R)-Bourne-ASCAP Your Cheatin' Heart (R)-Acuff-Rose-BMI Last week's television listing listed the incorrect publisher for "My Lady Loves to

Dance." Publisher is United. "Peter Cottontail" (Hill & Range) and "Wild Horses" (Simon) were inadvertently omitted.

# England's Top Twenty

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

- 1. Doggie in the Window-Connelly (Santly- 11. I'm Walking Behind You-Peter Mau-
- Wonderful Copenhagen-Morris (Frank)
- Broken Wings-John Fields (Shapiro-Bernstein)
- 4. In a Golden Coach-Box & Cox (Box & Cox)
- She Wears Red Feathers-Dash (Oxford)
- 6. Oh, Happy Day-Chappell (Bregman, Vocco & Conn)
- 7. Little Red Monkey-Robbins (Miller) 8. Outside of Heaven-Bradbury Wood
- (Bregman, Vocco & Conn) 9. Don't Let the Stars Get in Your Eyes-
- Morris (Four Star) 10. Why Don't You Believe Me?-Francis

Day (Brandom)

- rice (Leeds)
- 12. I Talk to the Trees-Chappell (Chap-
- 13. Because You're Mine-Robbins (Feist)
- 14. Till I Waltz Again With You-Francis
- Day (Village) 15. Pretend-Leeds (Brandom)

phonic (Santly-Joy)

- 16. Glow Worm-La Fleur (E. B. Marks) 17. Pretty Little Black Eyed Susie-Cine-
- 18. Love of My Life (The)-Reine (Chap-
- 19. Celebration Rag-Bradbury Wood (Chappell)
  - Copyrighted material



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4550 (0.1)

# . . . for Week Ending April 18

# The Billboard Music Popularity Charts

# REVIEWS OF THIS WEEK'S NEW RECORDS

#### Popular .

#### EDDIE FISHER

I'm Walking Behind You ............88 V 20-5293-Fisher scores solidly with this tearful ballad, which has also been done by Vic Damone and Frank Sinatra. The Fisher rendition has plenty of heart, and the warbler is in good voice. This will get plenty of spins and plays, and could be a big, big side for the chanter.

Just Another Polka....80

Bright performance by Fisher and Winterhalter's ork of a lively polka. The warbler sings it with a lift, and this side, too, will pull coins. The Winterhalter ork is fine on both sides.

JULIUS LA ROSA

CADENCE 1231-The gay ditty is awarded a joyful reading by the talented chanter. It has lots of youthful appeal and should be a big one, with loot raked in in generous amounts. Plugging by Arthur Godfrey won't do it any harm, either.

Let's Make Up

Before We Say Goodnight....82 Here La Rosa shows his ability with a tender ballad, projecting it with great warmth and vocal ease. Another potent entry.

NORMAN BROOKS You Shouldn't Have Kissed Me

the First Time ......82 ZODIAC 102 - Brooks comes thru with a solid reading of the bright new tune, making a mighty strong followup to his "Hello, Sunshine." It could be a big one for the warbler.

Somebody Wonderful....80 Sounding more like the immortal Jolson than ever, Brooks offers up another cheerful platter in the vein of his "Hello, Sunshine." Should be plenty of loot around for this one, too. Jocks should find especially

RED BUTTONS Strange Things Are Happening

suitable.

(Ho Ho Hee, Hee, Ha Ha) ........80 COLUMBIA 39981—This could be a big-seller for the TV comic. It's a happy, bright platter, which captures the charm and cuteness of Buttons, singing the new ditty based on the vamp used on his TV show. There isn't much to the lyric, but Buttons' invigorating warble, and the excitement of the audience reaction makes it an entertaining, wholesome wax effort.

The Ho Ho Song .... 80 Almost the same song. Same com-

#### TOMMY REYNOLDS

DERBY 822-The biggest hit that the Jan Savitt ork ever had is brought vividly to life again here by the Savitt-styled Tommy Reynolds ork, with a bright and cheerful vocal by the original Bon Bob. The ork swings out rhythmically on the old shuffle beat, for a potent and listenable side. It's a good platter, which with exposure could bust out.

My Gal Sal .... 78

The shuffle rhythm ork does another strong job here on the old standard, with a swinging instrumental arrangement that shows off the ork's precise and exciting ensemble work. This side too has a lilt and could also grab coins if exposed.

RUSTY DRAPER 

MERCURY 70137 - The Cajun novelfy is cut with happy abandon by Draper, who receives a strong assist from the ork and chorus. Many jukes should be able to slot this one with profit.

Tell Me Why, Why, Why .... 76 Draper chants the big ballad strongly, adjusting his phrasing to the broad swinging rhythm set by the ork. Ef-

fort could build with exploitation.

THREE McGUIRE SISTERS ,

CORAL 60969-Trio blends smoothly on this oldie. It's a quiet and pleasing effort that should pull a lot of

Tootle-Loo-Siana . . . . 76 Bouncy rhythmical tune is sung brightly by the gals who know how to sell a song. This is a good two-sided

effort that could go a long way for

LES BAXTER ORK

the Sisters.

the ballad by the Les Baxter ork, using nice sequences by a vocal chorus. Side is a good one and could catch coins.

Ruby . . . . 76

The film tune gets still another reading. This one is moody and atmospheric, with a harmonica solo by Danny Welton featured. Will share what wealth there is.

#### RUSS MORGAN ORK Dancin' With Someone

DECCA 28669-The relaxed style of the Morgan ork projects the dreamy waltz tune appealingly. A good cover (Continued on page 68)

# NEW RECORDS TO WATCH

In the opinion c' the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys. The listing includes both records which have a strong over-all potential as well as records whose appeal may be limited to a specialized field. Records in all categories are considered.

#### Popular

EDDY HOWARD

Say You're Mine Again—Mercury 70134— "Say You're Mine Again" is the type of tune that Howard does so well and he's on the beam here. He'll have trouble cutting the Como version, already on the best-seller chart, but his fans thru the Midwest should welcome his effort. Flip is "Broken Wings."

JO STAFFORD Just Another Polka

My Dearest, My Darling-Columbia 4000-Two sparkling efforts by songstress. "Polka" is a schmaltzy performance set to a bouncy polka beat. Flip is a very warm ballad.

MILLS BROTHERS I'm With You

Say Si Si-Decca 28670-Two good sides by the group done in their typical mellow style. Label is planning a big push here.

GORDON JENKINS

One Wild Oat-Decca 28657-A cute and crazy tune that could catch on. Vocal is by Charles Lavere and the McQuaig Twins. Flip is "When They Speak of You."

COMMANDERS

Honey in the Horn Swanee River Boogie-Decca 28659-Disk is mentioned to spotlight the first instrumental by this new Decca-built band. Group shows commercial potential with the accent on a danceable beat.

#### Country & Western

SLIM WHITMAN

Restless Heart-Imperial 8189-Singer continues with his now-established echo effects. Could get a lot of spins. Flip is "Song of the Old Water Wheel."

HANK WILLIAMS Ramblin' Man

Take These Chains From My Heart-M-G-M 11479—See "This Week's Best Buys."

KITTY WELLS

You Said You Could Do Without Me-Decca 28666-Thrush comes thru with another potential winner in what amounts to an answer to "That's Me Without You." Flip is "Honky Tonk Waltz."

#### Rhythm & Blues

GEORGE GREEN

Finance Man—Chance 1135—There's already Midwest action on this. It's a clever bit of material, with a fine performance by Green. Could easily catch on. Flip is "Brand New Rockin' Chair."

EMITT SLAY TRIO

I've Learned My Lesson — Savoy 892 — Group answers their current hit, "My Kind of Woman." It's another banter disk and could meet with the same reception. Flip is "You Told Me That You Loved Me."

#### Jazz

#### TADD DAMERON SEXTET-FATS NAVARRO

The Squirrel ......71 BLUE NOTE 1597-In addition to Tadd and Fats, the group consists of Etnie Henry on alto, Charlie Rouse on tenor. Nelson Boyd on bass and Shadow Wilson on drums. The material is familiar, and the performances figure to make it with the hep crowd.

MILES DAVIS SEXTET Donna....71

Davis' combo includes Jay Jay Johnson on tram, Jackie McLean on alto, Gil Coggins on piano, Oscar Pettiford on bass and Kenny Clarke on drums. It is first-rate, cool music.

DIZZY GILLESPIE

Everything Happens to Me ..........71 BLUE NOTE 1615-Group on this side includes Gillespie, Byas, Bill Tamper on tram, Hubert Fol on alto, Pierre Michelot on bass and Pierre Lemarchand on drums. Gillespie hands the evergreen a slick going over in his special way.

Say Eh .... 68 Along with Gillespie are Don Byas on tenor, Arnold Ross on piano, Joe Benjamin on bass and Bill Clarke on drums. Gillespie handles the vocal, too Fair for the hep set.

LOU DONALDSON 

BLUE NOTE 1609-In addition to Donaldson's alto, the combo features Horace Silver's piano, Percy Heath's bass and Art Blakey's drum work. It's all Donaldson in a bop solo. The Best Things

in Life Are Free .... 70

Same combo, with Blue Mitchell's trumpet added, raises the tempo for a bop reading of the standard which should please the fans.

CRYSTALETTE DIXIE-LAND ALL STARS

CRYSTALETTE 646 - The two-beat ork is composed of some of the better known tootlers in the business, including some from the original Crosby Bob Cats. The material is standard for the course-and so is the performance. Who's Sorry Now? .... 68

More of the same here.

#### Latin American

#### TONA LA NEGRA

V 23-5986-Tona La Negra sings with much feeling on this intense effort, in bolero time, about a savage love. Side is an effective showcase for the thrush's talents and could pull spins.

Oracion Negra....76 The thrush turns in a good reading of a serious bolero over a sharp backing

by Rafael de Paz ork. Another good TIROSO GUERRERO

y LAS HERMANAS CABEZUDO 

V 23-5987-Tirso Guerrero and the Cabezudo Sisters do a lovely job on this pretty bolero, singing it sweetly over a good ork arrangement. Side is both danceable and listenable.

Mataron A El Chivo .... 73 A spritely mambo receives an effective performance from the Cabezudo Sisters and Tirso Guerrero. The Ruben Berrios crew backs them with a beat. Disk was cut in Puerto Rico.

BOBBY CAPO 

SEECO 7274-March-tempo opus is given an inspirational reading by Capo and the ork. Puerto Rican disk buyers should find this an attractive waxing.

Estoy Contigo....72 Capo warbles the tuneful ballad expressively. A good side that should win him new followers.

#### International

LEO FULD 

MERCURY 70120-The international entertainer, with much of the appeal of Danny Kaye, again comes thru with a bright slicing. Ork backing is zestful. Yaass....72

Leo Fuld shows the vocal versatility that has won him fans here and in many foreign countries. A good waxing in the folkish vein that could win spins in metropolitan areas.

#### Spiritual

#### THE SPIRITUAL KINGS

SCORE 5039 - Strong material is handed a fine reading for a first-rate

Paul and Silas .... 70

The group delivers a typical spiritual ditty in typical fashion for some good wax.

ST. PETER'S GOSPEL SINGERS The Battle Done Got Started Again....73

APOLLO 271-The war in Korea is the inspiration for this topical spiritual. The group performs it with sincere feeling. Lord, Hold My Hand....69

Beat is strong, and the singers project

the opus with conviction. Southern sales should be okay.

THE CARAVANS Blessed Assurance ......72

STATES 116-Albertine Walker solos most of the way on a relaxed tempo, tho fervent reading, of a fine spiritual

God Is Good to Me....72

Ora Lee Hopkins and Miss Walker share the solo efforts here as the fem quartet sells a rhythmic ditty in a strong effort.

THE ZION TRAVELERS Your Wicked Ways ......70

Aladdin 2038 - Travelers come thru with a rhythmic spiritual done with a big, but relaxed, beat. Last Days .... 70

Tempo is slower here and the feeling more fervent, for another good religious side.

MYRTLE JACKSON Come Ye, Disconsolate ......68

BRUNSWICK 84007-Backed by organ and rhythm, Miss Jackson handles a dramatic religioso item in straightforward fashion.

Do You Love My Jesus? . . . . 68 The legit-voiced fem comes thru with another okay side, this time in a faster tempo.

#### 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.

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

#### Country & Western

TENNESSEE ERNIE

Hey Mr. Cotton Picker .....84 CAPITOL 2443 — Rapid boogie-beat novelty is warbled amiably by Tennessee Ernie. Platter could do right fine on the coin boxes and move well over the counter.

Three Things (A Man Must Do)....76

Philosophical ramblings of a once footloose gent make fairly interesting ballad material, and the chanter delivers the opus effectively.

HOMER AND JETHRO

V 20-5280-The duo has done a real re-write on "Kaw-Liga," and it's a pip. "Kaw-Liga" even gets his kiss but rues the day. This is one of their better ones. Label is trying to get pop action on this one.

(How Much Is) That Hound Dog in the Window .... 79 More laughs on this side as Homer and Jethro give out with their version of "Doggie," By coincidence or intent, the use of "hound dog" also recognizes the top r.&b. record of the moment.

RAY PRICE

hard as he sells this ditty, and he sells it well. It's a job well done by all hands and bears watching.

That's What I Get for Loving You....78

Lively weeper is projected effectively by Price, who has a lot of pathos in his voice. Band lends an exciting backing.

BILLY WALKER

rhythm ditty a bright reading, while the band provides a bouncy beat. The Abbott original of this is definitely off the ground now, but this one could cut in.

You Have My Heart Now .... 70 Material and Walker's performance have their high spots and low points. It's set to a slow beat projected

MOON MULLICAN

KING 1198-Here's a driving tune that has its roots in an r.&b. hit of a year ago. Mullican's vocal is good, and a male duo behind him helps drive it along. Instrumentation is definitely on the r.&b. side with solo sax. Hillbilly and r.&b. boxes should go for this.

Rheumatism Boogle....70 This side also has r.&b. appeal via the instrumentation. It's a rather routine boogle, but it could get some

box action. (Continued on page 68)

#### Rhythm & Blues

LITTLE WALTER Tell Me, Mama ......82

CHECKER 770 - Little Walter turns in a solid vocal on a mighty potent tune. The blues effort is sold with gusto by the chanter, while the combo pounds out a solid beat behind him. This side is loaded with excitement and should pull spins and coins in every location.

Off the Wall .... 81 This is a powerful instrumental side that builds and builds solidly, gaining in excitement all the time. It has a weird and rhythmically exciting sound that compels attention. The beat is hefty, and the disk really moves. It could be a big one, and looks like a solid coin-grabber for the boxes. This

is a powerful two-sided disk

WILLIE MABON 

CHESS 1538 - Willie Mabon's first slicing since the smash "I Don't Know" features the warbler telling his baby that he's mad, in somewhat similar style to his last waxing. It isn't as strong as "I Don't Know," but the warbler's performance and the cute lyrics should help push it pretty far. It's Willie Mabon; it's potent and should pull loot. Night Latch....68

The Willie Mabon combo turns in a so-so instrumental side here. The power is all on the flip.

BIG MAYBELLE

excitement.

Just Want Your Love ......80 OKEH 6955-Slow and swingy blues is warbled with strong communicative power by the gal. Ork contributes ably, and the side should do powerfully well in the market.

Way Back Home .... 79 Another good waxing, with Maybelle impressing with her sincerity. This side, too, could catch loot.

MILT TRENIER AND HIS SOLID SIN V 20-5275-Trenier and the combo sell the rhythmic opus strongly, and

could win action Squeeze Me....74 Some odd romantic adventures are related in this story ballad. Beat is rapid, and the effort generates some

come thru with an exciting side that

(Continued on page 71) Copyrighted material

# Columbia Best Buy

# BEST SELLING POPULAR RECORDS

Rased on actual sales reports for week ending April 18

	THE SONG FROM MOULIN ROUGE SWEDISH RHAPSCDY	Percy Faith	39944 • 4-39944
	TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 ● 4-39945
	I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
74	SOMEBODY STOLE MY GAL GLAD RAG DOLL	Johnnie Ray	39961 • 4-39961
	NO ONE WILL EVER KNOW I'M THE KING OF BROKEN HEARTS	Tony Bennett	39964 • 4-39964
	WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG BEAUTIFUL MUSIC TO LOVE BY	Doris Day	39970 • 4-39970
2	I WONDER, I WONDER, I WONDER HE WHO HAS LOVE	The Four Lads	39958 • 4-39958
	GOMEN-NASAI TOKYO BOOGIE WOOGIE	Richard Bowers	39954 • 4-39954
	OH, MARIE . LUIGI	Louis Prima	39969 • 4-39969
	ANNA DUTCH TREAT	Paul Weston	39968 • 4-39968
	I COULDN'T KEEP FROM CRYING SWEET SUE—JUST YOU	Sammy Kaye	39977 • 4-39977
	WALKIN' AND WOND'RIN' WISE MAN OR FOOL	Guy Mitchell	39962 • 4-39962
	KEEP IT A SECRET ONCE TO EVERY HEART	Jo Stafford	39891 • 4-39891
4	A FOOL SUCH AS I JUST BECAUSE YOU'RE YOU	Jo Stafford	39930 • 4-39930
	SHE WEARS RED FEATHERS PRETTY LITTLE BLACK-EYED SUSIE	Guy Mitchell	39909 • 4-39909

# BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending April 18

	BRING YOUR SWEET SELF BACK TO M TIME CHANGES THINGS	E Lefty Frizzell	21084 • 4-21084
	THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 • 4-21087
	THE PRICE FOR LOVING YOU THAT'S WHAT I GET FOR LOVING YOU	Ray Price	21089 • 4-21089
	I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075 • 4-21075
	MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
90	W!!Y DID YOU WANDER! THINKING ABOUT YOU	Lester Flatt and Earl Scruggs	21091 • 4-21091
	I'LL GO ON ALONE YOU'RE BREAKING MY HEART	Marty Robbins	21022 • 4-21022
	SIDEMEAT AND CABBAGE TEARDROPS	"Little" Jimmy Dickens	21093 • 4-21093
	DON'T PLAY THAT SONG	Wilma Lee and Stoney Cooper	21088 • 4-21088
	DIM LIGHTS, THICK SMOKE FLINT HILL SPECIAL	Lester Flatt and Earl Scruggs	21054 • 4-21054
	7		

# BEST SELLING ALBUMS

BY THE LIGHT OF THE SILVERY MOON-Doris Day

"Lp" CL 6248 • 45 Set B-334

78 Set C-334

ARTHUR GODFREY'S TV CALENDAR SHOW

"Lp" GL 521 • 45 Set G 4-18

78 Set G-18

BROADWAY'S BEST-Jo Stafford and

Paul Weston

"Lp" CL 6238 . 45 Set B-328

SWEETHEARTS—Marion Marlowe and Frank Parker

"Lp" CL 6241 • 45 Set B-331

78 Set C-331

HOLLYWOOD'S BEST-Rosemary Clooney and Harry James

"Lp" CL 6224 • 45 Set B-319

TCHAIKOVSKY: SYMPHONY NO. 6 (Pathetique)

The Philadelphia Orchestra, Eugene Or-"Lp" ML 4544 mandy, Conductor

MARTYN GREEN'S GILBERT AND SULLIVAN

"Lp" ML 4643 • 45 Set A-1042

ON YOUR TOES (Rodgers-Harf) Portia Nelson, Jack Cassidy, Others "Lp" ML 4645 • 45 Set A-1043

# NEW POPULAR ALBUM

Renzo Cesana, THE CONTINENTAL

#### THIS IS MY BELOVED

based on the book by Walter Benton

Music by Renzo Cesana arranged and played by Milton Page "Lp" CL 6247

#### **NEW FOLK MUSIC RELEASES**

The Stamps Quartet

SOMEWHERE

HEADED FOR THE GLORYLAND

21100-s • 4-21100-s

Johnny Hicks

I CARE NO MORE A GOOD MAN IS HARD TO FIND

21098 • 4-21098

The Maddox Brothers and Rose

EMPTY MANSIONS GREEN GROW THE LILACS

21099 • 4-21099

Jo Stafford JUST ANOTHER POLKA

40000 • 4-40000

Rosemary Clooney and

Jimmy Boyd

LITTLE JOSEY

Harry James

RUBY 39994 • 4-39994

Mindy Carson

I CRY YOUR NAME

TAKE THESE CHAINS FROM MY HEART

Jerry Vale

FOR ME

Lu Ann Simms

Trio Los Panchos

NO ME DEJES"

MANANITA CAMPERA

#### **NEW POPULAR RELEASES**

MY DEAREST, MY DARLING

DENNIS THE MENACE 39988 • 4-39988

PALLADIUM PARTY

THREE RED ROSES

39989 • 4-39989

Champ Butler I'M WALKING BEHIND YOU

39993 • 4-39993

TIRED OF DREAMING

39990 • 4-39990

I WOULDN'T WANT IT ANY OTHER WAY HAND-ME-DOWN HEART

39991 • 4-39991

ALMA CORAZON Y VIDA AL RETORNO 39933 • 4-39933

39934 • 4-39934

by that glamorous two-some

ROSEMARY CLOONEY and MARLENE DIETRICH DOT'S NICE-DONNA FIGHT! IT'S THE SAME

more riotous fun

with Stan Freeman, Harpsichord; Terry Snyder Drums; Frank Carroll, Bass; Art Ryerson and Al Caiola, Guitars; Jimmy Carroll, Leader.

39980 • 39980

COLUMBIA

Trade Marks "Columbia", "Masterwarks" 🐠 🚱 Reg. U.S. Pat. Off. Marcas Registradas

Late Reports

on Recent

'Best Buys'

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being

made by records which have been selected

as "Best Buys" during recent weeks. Reports on a record are discontinued after the

first week it appears on either the National

Popular

SAY YOU'RE MINE AGAIN Perry Como-RCA Victor

Zoomed on to the national re-

tail chart this week and with-

in one place of being on the

national juke box chart as

Also a very fast mover. Rated good and strong thruout the

Not completely distributed

vet, but wherever it is, record

has shown immediate strong

Joni James-M-G-M 11470

I'M WALKING BEHIND YOU

Eddie Fisher—RCA Victor

Paul Weston-Columbia

Richard Hayman-Mercury

Both of these versions are trailing Silvana Mangano's

earlier one, but are also sell-

ing well. The flip on the Hay-

Strong in Boston, Philadel-phia, Chicago and L. A. Also

reported good in Detroit, Cin-cinnati and the Carolinas.

Record reported building on

the West Coast, the Southeast,

Chicago and the Philadelphia

area. Other reports indicate

Tho good reports continue from Detroit, Philadelphia, Chicago, Buffalo and Tennessee, there is no indication that

record has gotten off the ground in such spots as New York, L. A., Cincinnati and St. Louis. Recommendation is

to play this one safe in areas

where it is showing no signs

Country & Western

JUST WAIT 'TIL I GET YOU

Carl Smith—Columbia 21087 Both sides hit the Nashville

territorial chart this week

with "Orchid" also appearing

on the New Orleans list. Uni-

formly good sales reports from all areas checked.

Continued steady sales gen-

(Continued on page 731

Ernest Tubb-Decca 28630

BRING YOUR SWEET SELF BACK TO ME

Lefty Frizzell-Columbia

Rhythm & Blues

Fats Domino-Imperial 5231

YOU LET MY LOVE GROW

Placed on the national retail

chart for the first time this

Dinah Washington-Mercury

Rated good in all parts of the

(Continued or page 73)

Convrighted material

GOIN' TO THE RIVER

TIME CHANGES THINGS

THIS ORCHID MEANS

BEYOND THE SUNSET

GOODBYE

ALONE

erally.

week.

COLD

(Continued on page 73)

The Four Lads-Columbia

only fair activity.

39958

of life.

HE WHO HAS LOVE

WHEN THE RED, RED ROBIN Doris Day-Columbia 39970

man record, "April in Portu-gal," is reported in some areas

to be the strong side.

Pete Hanley-Okeh 6956

Best-Seller or Juke Box Chart.

IS IT ANY WONDER

20-5277

well.

country.

20-5293

action.

39968

**BIG MAMOU** 

ANNA

ANNA

# THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk lockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

#### Popular

NOW THAT I'M IN LOVE OO! WHAT YOU DO TO ME-Patti Page-Mercury 70127

Disk took off solidly in the East, Cincinnati and Chicago. Most reporting areas still reported disk not in stock. Action side varies but big preference is for "Love." A previous "New Record to Watch."

THE HO HO SONG STRANGE THINGS ARE HAPPENING-Red Buttons-

Columbia 39981

Buttons gave this a plug on last week's TV program with a strong sales reaction resulting. Despite the location recording which includes applause noises operator buying has been very strong at least in the East. Negative reports on the rec-ord came from areas where the TV show isn't available so this recommendation does not hold for those spots. Disk could peak fast.

MOULIN ROUGE THEME-Mantovani-London 1328

At the moment this disk is only a retailer recommendation. Title strips are not being shipped to subscribing operators. Tho the Percy Faith record still has a considerable edge nationally, Mantovani's version is making a strong bid retailwise. Sales growth during the week was noted in Philadelphia, Boston, Buffalo, Chicago and St. Louis. Tune is strong enough for most dealers to handle two versions. Mantovani flip is "Vola Columba." A previous "New Record to Watch."

APRIL IN PORTUGAL-Vic Damone-Mercury 70128

Principal action during the week was in the Midwest, covering Chicago, Detroit, Cincinnati, Tennessee, Philadelphia and one L. A. report also reported good activity. This, of course, is a vocal version of the instrumental hit. Flip is "I'm Walking Behind You." A previous "New Record to Watch."

WALKIN' AND WONDRIN'-Guy Mitchell-Columbia 39962

Disk has not shown big hit potential in the weeks that it has been out, but there has been slow but steady growth reported making this a good additional profit item. Pick-up was reported in Boston, Philadelphia and in Central Tennessee. Sales continued good in Chicago and Cincinnati. Other areas, however, continue to report only fair activity. Flip is "Wise Man or Fool."

#### Country & Western

RAMBLIN' MAN TAKE THESE CHAINS FROM MY HEART-Hank Williams-

M-G-M 11479 Disk has just been released thus sales reports are unavailable. With interest in the late singer still at a peak, it's hard to see how this can miss. "Ramblin' Man" especially should hit

solidly. CANNONBALL YODEL

BROKEN WINGS-Elton Britt-RCA Victor 20-5251 Early reaction on this has been heavier than any release by

the warbler in some time. Both sides are getting activity depending on area. Chicago is moving record well. Reports from Cincinnati, Buffalo and Pittsburgh showed growth. Southern reports, where artist has not been strong, show a growing interest in record. A previous "New Record to Watch.'

Semi-Classical Album

VICTOR HERBERT—Mantovani—LL 746 Still being shipped in many areas, the disk took right off in stores where it has been received. In New York the set started selling as soon as it was delivered. A key Chicago store reported many advance calls. New York reported sales

to pop and classical customers. Also available in 78 r.p.m. and in two single 45 EP's.

Rhythm & Blues

CRAZY, CRAZY, CRAZY HELP ME SOMEBODY—Five Royales—Apollo 446 A two-sided record. Most reports are on "Crazy" which got the initial plays. "Help Me," however, broke wide open this week in North Carolina at a faster opening clip than did "Baby Don't Do It" which opened first in that area. All r.&b.

reporting areas were high on this record. A previous "New Record to Watch."

I'M MAD-Willia Mabon-Chess 1538 Retail reports showed strong spurt during the week. Also appeared on juke box chart. A previous "New Record to Watch."

TELL ME MAMA

OFF THE WALL-Little Walter-Checker 770

Same as above record.

# Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

#### The Dealers Pick

#### Popular

- 1. IS IT ANY WONDER? Joni James-M-G-M 11470
- 2. HO HO SONG Red Buttons-Columbia 39981
- 3. ANNA Paul Weston-Columbia 39968
- 4. ALMOST ALWAYS Joni James-M-G-M 11470
- 5. I'M THE KING OF BROKEN HEARTS Tony Bennett-Columbia 39964
- 6. BIG MAMOU Pete Hanley-Okeh 6956
- 7. LIPSTICK-A-POWDER-'N'-PAINT Helen O'Connell-Gisele MacKenzie-Capitol 2404

#### Country & Westerr.

1. BRING YOUR SWEET SELF BACK Lefty Frizzell-Columbia 21084

- 2. THIS ORCHID MEANS GOODBYE
  - Carl Smith-Columbia 21087
- 3. HANK'S SONG Ferlin Huskey-Capitol 2397

## Rhythm & Blues

- 1. CRAZY, CRAZY, CRAZY The Five Royales-Apollo 446
- 2. HITTIN' ON ME
- Buddy Johnson-Mercury 70116
- 3. HONEY JUMP Oscar McLollie-Modern 902

#### The Disk Jockeys Pick

#### Popular

- 1. TWO KINDS OF LOVE Bernice Parks-Mercury 70104
- IS IT ANY WONDER? Joni James—M-G-M 11470
- 3. BIG MAMOU Dolores Gray-Decca 28676
- 4. BIG MAMOU Pete Hanley-Okeh 6956
- 5. APRIL IN PORTUGAL Vic Damone-Mercury 70128

#### Country & Western

- 1. JUST WAIT 'TILL I GET YOU ALONE Carl Smith-Columbia 21087
- 2. SLAVES OF A HOPELESS LOVE AFFAIR

Red Foley-Decca 28567

#### The Operators Pick

#### Popular

- 1. APRIL IN PORTUGAL Dick Hayman-Mercury 70114
- 2. OH, JIMMY, JIMMY! Jane Turzy-Decca 28607

#### Country & Western

- 1. BRING YOUR SWEET SELF BACK TO ME Lefty Frizzell-Columbia 21084
- 2. THIS ORCHID MEANS GOODBYE Carl Smith-Columbia 21087

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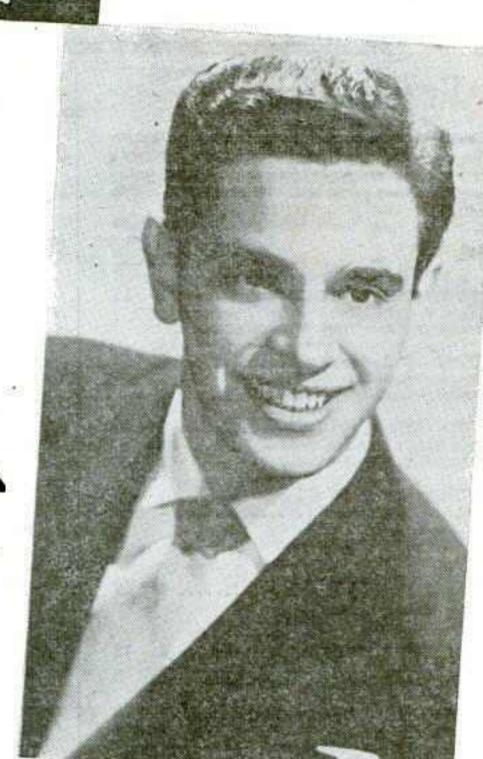
Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

#### JUKE BOX OPERATORS-

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.



# SITS JUST ANOTHIER POLKA



BICHARD HAT the way

SINGS IT!!!

FLIP SIDE . . . "TRUST ME" . MERCURY 70147 . 70147X45



# MORE BEST SELLERS AND MORE COMING UP!

- 1. DOGGIE IN THE WINDOW

  Jealous Eyes ......PATTI PAGE...No. 70070\*
- 2. SEVEN LONELY DAYS
  If You Take My Heart Away......GEORGIA GIBBS...No. 70095\*
- 3. CARAVAN
  While We Dream......RALPH MARTERIE...No. 70097\*

- 7. TELL ME YOU'RE MINE
  Aye, Aye, Aye......THE GAYLORDS...No. 70067\*
- 8. RAMONA
  Spinning A Web.....THE GAYLORDS...No. 70112\*
- 10. I'M WALKING BEHIND YOU
  April in Portugal......VIC DAMONE...No. 70128\*

- 11. OO, WHAT YOU DO
- 12. BIG MAMOU
  Tell Me Why, Why, Why......RUSTY DRAPER...No. 70137\*
- 13. SAY YOU'RE MINE AGAIN
  Broken Wings .......EDDY HOWARD ... No. 70134\*
- Broken Wings ...... EDDY HOWARD...No. 70134\*

  14. ALMOST ALWAYS
- Am I Losing You......EDDY HOWARD...No. 70135\*
- 15. MY HEART IS FREE AGAIN
  1 Won't Believe It........ RONNIE GAYLORD...No. 70131\*
- 17. HITTIN' ON ME
  Ecstasy ......BUDDY JOHNSON...No. 70116\*
- 18. KNOTHOLE
  Leave That Liar Alone.....THE CARLISLES...No. 70109\*
- 19. COME A LITTLE BIT CLOSER
  She's Got To Go......THE RAVENS...No. 70119\*
- 20. YOU LET MY LOVE GROW COLD
  Ain't Nothin' Good.......DINAH WASHINGTON...No. 70125\*

Weeks

#### . . . for Week Ending April 18

#### The Billboard Music Popularity Charts

# 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 on Week Chart
1. DOGGIE IN THE WINDOW—P. P. My Jealous Eyes— Mercury(78)70070; (45)70070X45—ASCAP	
2. I BELIEVE—F. Laine	2 10
<ol> <li>PRETEND—Nat (King) Cole</li> <li>Don't Let Your Eyes Go Shopping— Cap(78)2346; (45)F-2346—ASCAP</li> </ol>	3 11
4. SONG FROM MOULIN ROUGE— P. Faith Swedish Rhapsody— Col(78)39944; (45)4-39944—BMI	444
5. TELL ME A STORY—  F. Laine-J. Boyd  Little Boy and the Old Man—  Col(78)39945; (45)9-39945—BMI	4 . 7
6. TELL ME YOU'RE MINE—Gaylord Aye. Aye. Aye. Mercury(78)70067; (45)70067-45—BMI	ls 6 19
7. YOUR CHEATIN' HEART—Joni Ja Pil Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI	ames. 8 10
8. TILL I WALTZ AGAIN WITH YO T. Brewer	P 00
9. RUBY—R. Hayman	9 811
10. APRIL IN PORTUGAL—L. Baxter Suddenly— Cap(78)2374; (45)F-2374—ASCAP	
11. CARAVAN—R. Marterie While We Dream— Mercury(78)70097; (45)70097X45—ASCAP	
12. SEVEN LONELY DAYS—G. Gibbs If You Take My Heart Away— Mercury(78)70095; (45)70095X45—ASCAP	13 7
13. WILD HORSES—Perry Como I Confess— V(78)20-5152; (45)47-5151—ASCAP	9 11
14. SAY YOU'RE MINE—Perry Come My One and Only Heart— V(78)20-5277; (45)47-5277—ASCAP	···· 1
15. SIDE BY SIDE—K. Starr	100
16. SPINNING A WEB—The Gaylords Ramona— Mercury(78)70112; (45)70112X45—BMI	
17. HOT TODDY—R. Flanagan  Serenade— V(78)20-5095; (45)47-5095—ASCAP	16 14
18. CAN'T I?—Nat (King) Cole  Blue Gardenia— Cap(78)2389; (45)F-2389—BMI	17 2
19. SOMEBODY STOLE MY GAL—J. 1 Glad Rag Doll— Col(78)39961; (45)4-39961—ASCAP	Ray19 2
20. DON'T LET THE STARS GET IN Y EYES—P. Como	

# Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in fuke boxes thruout 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	on Chart
1. DOGGIE IN THE WINDOW—Patti Pa My Jealous Eyes— Mercury(78)70070; (45)45-70070—ASCAP	ge. 1	12
2. YOUR CHEATIN' HEART—Joni Jam I'll Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI	es. 3	10
3. TILL I WALTZ AGAIN WITH YOU- T. Brewer		20
4. PRETEND—Nat (King) Cole  Don't Let Your Eyes Go Shopping— Cap(78)2346; (45)F-2346—ASCAP	4	10
5. TELL ME A STORY—F. Laine-J. Boyo Little Boy and the Old Man— Col(78)39945; (45)4-39945—BMI	d 6	5
6. SEVEN LONELY DAYS—G. Gibbs If You Take My Heart Away— Mercury(78)70095; (45)70095X45—ASCAP	8	7
7. I BELIEVE—F. Laine	5	7
8. TELL ME YOU'RE MINE—Gaylords.  Aye. Aye. Aye— Mercury(78)70067; (45)70067X45—BMI	6	16
9. WILD HORSES—Perry Como  1 Confess— V(78)20-5152; (45)47-5152—ASCAP	9	10
Texarkana Baby— Mercury(78)70077; (45)70077X45—BMI	11	7
11. I'M SITTING ON TOP OF THE WORLD—L. Paul-M. Ford Sleep—Cap(78)2400; (45)F-2400—ASCAP	10	4
11. SIDE BY SIDE—K. Starr Noah—Cap(78)2334; (45)F-2334—ASCAP	12	12
13. SOMEBODY STOLE MY GAL—J. Ra Glad Rag Doll— Col(78)39961; (45)4-39961—ASCAP	ay.17	2
14. DOWNHEARTED— E. Fisher-H. Winterhalter How Do You Speak to an Angel?— V(78)20-5137; (45)47-5137—ASCAP	13	9
While We Dream— Mercury(78)70097; (45)70097X45—ASCAP	18	2
16. DON'T LET THE STARS GET IN YOUR EYES—P. Como Lies—V(78)20-5064; (45)47-5064—BMI	13	20
17. APRIL IN PORTUGAL—L. Baxter Suddenly—Cap(78)2374; (45)F-2374—ASCAP		1
18. HOT TODDY—R. Flanagan	16	2
19. RAMONA—Gaylords	15	3
20. HAVE YOU HEARD—J. James		16

# Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows thruout 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 on Week Chart
1. DOGGIE IN THE WINDOW—P. I My Jealous Eyes— Mercury(78)70070; (45)70070X45—ASCA	ăi -
2. I BELIEVE—F. Laine	6 8
<ol> <li>PRETEND—Nat (King) Cole</li> <li>Don't Let Your Eyes Go Shopping— Cap(78)2346; (45)F-2346—ASCAP</li> </ol>	3 10
4. YOUR CHEATIN' HEART—J. Ja I'll Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI	ames 5 9
5. TILL I WALTZ AGAIN WITH T. Brewer Hello Bluebird— Coral(78)60873; (45)4-60873—BMI	
6. CARAVAN—R. Marterie While We Dream— Mercury(78)70097; (45)70097X45—ASC	Mary
7. APRIL IN PORTUGAL—L. Baxt Suddenly— Cap(78)2374; (45)F-2374—ASCAP	er15 3
8. SONG FROM MOULIN ROUGE- P. Faith Swedish Rhapsody— Col(78)39944; (45)4-39944—BMI	1
9. SEVEN LONELY DAYS—G. Gib If You Take My Heart Away— Mercury(78)70095; (45)70095X45—ASCA	
10. TELL ME YOU'RE MINE—Gayl Aye, Aye, Aye— Mercury(78)70067; (45)70067X45—BMI	nameters and present
11. TELL ME A STORY—  F. Laine-J. Boyd  Little Boy and the Old Man—  Col(78)39945; (45)4-39945—BMI	11 5
12. RUBY—R. Hayman Love Mood— Mercury(78)70115; (45)70115X45—ASCA	
13. SIDE BY SIDE—K. Starr Noah—Cap(78)2334; (45)F-2334—ASCAP	7 15
14. WILD HORSES—Perry Como 1 Confess—V(78)20-5152; (45)47-5152—AS	
15. I'M SITTING ON TOP OF THE WORLD—L. Paul-M. Ford Sleep—Cap(78)2400; (45)F-2400—ASCAP	17 4
I6. SOMEBODY STOLE MY GAL—J Glad Rag Doll— Col(78)39961; (45)4-39961—ASCAP	. Ray13 3
17. GOMEN NASAI—E. Howard  Kiss Your Tears Away— Mercury(78)70107; (45)70107X45—ASC	200 X 8 1 2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
18. DOWNHEARTED—  E. Fisher-H. Winterhalter  How Do You Speak to an Angel?—  V(78)20-5137; (45)47-5137—ASCAP	
19. I BELIEVE—J. Froman	1
20. HOT TODDY—R. Flanagan Serenade— V(78)20-5095; (45)47-5095—ASCAP	11 15

# Best Selling Popular Albums

Week This

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly st the nation's top volume pop record dealers representing ever market area. Separate charts, are listed for 331/2 r.p.m. an records.

200	C/2/7/11	portant	Î	Week
nd	100000	r.p.m.	Last   Week	1415000

M-G-M(78)11390; (45)K-11390-ASCAP

	33⅓ R.P.M.	
1.	HANS CHRISTIAN ANDERSEN-D. Kaye-G. Jenkins-Dec DL-5433 1	1:
2.	ARTHUR GODFREY'S TV CALENDAR SHOW-A. Godfrey and His Friends-Col CL-5212	
3.	MUSIC FOR LOVERS ONLY-J. Gleason-Cap H-352 4	15
4.	SWEETHEARTS-M. Marlowe and F. Parker-Col CL-6241	5
5.	STARS AND STRIPES FOREVER-A. Newman-M-G-M E-176 5	15
6.	LIBERACE AT THE PIANO-Liberace-Col CL 6217	35
7.	KAY STARR STYLE-Kaye Starr-Cap H-383 7	1
8.	CALL ME MADAME. Merman-D. Haymes-E. Wilson-G, JenkinsDec DL-8035; Dec DL-5304	50
8.	BENNY GOODMAN 1937-'38 JAZZ CONCERT NO. 2-B. Goodman-Col(33)SL-180	20
10.	I LOVE MELVIN-D. Reynolds-D. O'Conner-M-G-M E-190 8	
	45 R.P.M.	
1	HANS CHRISTIAN ANDERSEN-D, Kaye-G, Jenkins-Dec 9-364 2	13
2.	ARTHUR GODFREY'S TV CALENDAR SHOW-A. Godfrey and His Friends-Col G-4-18 1	
3.	SWEETHEARTS-M. Marlowe and Frank Parker-Col B-331	5
4.	MUSIC FOR LOVERS ONLY—J. Gleason—Cap EBF-325 4	10
4.	STARS AND STRIPES FOREVER-A. Newman and 20th Century-Fox Studio Ork-	
525	M-G-M K-176 6	10
6.	LIBERACE AT THE PIANO-Liberace-Col B-308 8	
7.	KAY STARR STYLE—Kay Start—Cap EBF-363	10
8.	JAZZ SINGER-D. Thomas-F. DeVolV EPB-3118	925
9.	WITH A SONG IN MY HEART—J. Froman—Cap KDF-309	4

9. BACCHANALIA-B. May-Cap EBF-374 .....-

# Best Selling Children's Records

title indicates the made between record speeds. Rumoer arter	Weeks on Chart
PETER PAN (2)—B. Driscoll-Original Cast—V(78)VY-4001; (45)WY-4001	1 9
HANS CHRISTIAN ANDERSEN (4)-D. Kaye-Decca(78)A-919; (45)9-364; (33)DL-5433	2 9
BOZO HAS A PARTY (2)-B. May Ork-P. Colvig-Cap(78)DBX-3133; (45)CBXF-3133	8 33
DOGGIE IN THE WINDOW (1)-P. Page-Mercury(78)70070; (45)70070X45	- 1
PETER PAN (2)-J. Arthur-B. Karloff-Col(78)MJV-92; (45)J-1526	7 5
PETER AND THE WOLF (2)-Sterling Holloway-V(78)Y-386; (45)WY-386	6 96
TWEETY PIE (I)-M. Blanc-B. May-Cap(78)CAS-3074; (45)CASF-3074,	- 115
UGLY DUCKLING (1)-S. Freberg-D. Wilson-Cap(78)CAS-3153; (45)CASF-31531	3 3
IT'S HOWDY DOODY TIME (1)-Howdy Doody and B. Smith-V(78)Y-446; (45)WY-446	- 13
CINDERELLA (2)-I. Woods and Others-V(78)Y-399; (45)WY-399	- 165
BOZO UNDER THE SEA (2)-Vance (Pito) Colvig-Alan Livingston-Cap(78)DBX-99; (45)CBXF-3031; (33)HX-3065	3 12
TRAIN TO THE ZOO (1)-N. Rose-Children's Guild(78)1001; (45)1001-45	9 21
NEVER SMILE AT A CROCODILE (1)—H. Winterhalter-J. Vakebtube—V(78)Y-463; (45)WY-463	1
ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Cap(78)DBN-3138; (45)CBXF-3138	5 33
BOZO ON THE FARM, (2)-P. Colvig-B. May-Cap(78)DBX-3076; (45)CBXF-3076	5 67
	record dealers through 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.  PETER PAN (2)—B. Driscoll-Original Cast—V(78)VY-4001; (45)WY-4001.  HANS CHRISTIAN ANDERSEN (4)—D. Kaye—Decca(78)A-919; (45)9-364; (33)DL-5433.  BOZO HAS A PARTY (2)—B. May Ork-P. Colvig—Cap(78)DBX-3133; (45)CBXF-3133.  DOGGIE IN THE WINDOW (1)—P. Page—Mercury(78)70070; (45)70070X45.  —PETER PAN (2)—J. Arthur-B. Karloff—Col(78)MJV-92; (45)J-1526.  PETER AND THE WOLF (2)—Sterling Holloway—V(78)Y-386; (45)WY-386.  TWEETY PIE (1)—M. Blanc-B. May—Cap(78)CAS-3074; (45)CASF-3074.  —UGLY DUCKLING (1)—S. Freberg-D. Wilson—Cap(78)CAS-3153; (45)CASF-3153.  1IT'S HOWDY DOODY TIME (1)—Howdy Doody and B. Smith—V(78)Y-446; (45)WY-446.  CINDERELLA (2)—I. Woods and Others—V(78)Y-399; (45)WY-399.  BOZO UNDER THE SEA (2)—Vance (Pito) Colvig-Alan Livingston—Cap(78)DBX-99; (45)CBXF-3031; (33)HX-3065  TRAIN TO THE ZOO (1)—N. Rose—Children's Guild(78)1001; (45)1001-45.  NEVER SMILE AT A CROCODILE (1)—H. Winterhalter-J. Vakebtube—V(78)Y-463; (45)WY-463  ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Csp(78)DBX-3138, (45)CBXF-3138

Records are ranked in order of their current national selling importance at

# "money songs" ARE ON RCA VICTOR RECORDS

\*Thanks to Arnold Shaw, author of the new Tin Pan Alley novel, "The Money Song"

## **NEW RELEASES**

WHAT A CRAZY GUY (Dufo)

POPULAR

RCA VICTOR RELEASE #53-17

78 | 45

This Week's RCA Victor Best Sellers

#### THERE IS A TAVERN IN THE TOWN Wally Cox with Orchestra directed by Bernard Green 20-5278 (47-5278)\* Two Great Parodies—Two Great Pop-Country Hits by

HOMER AND JETHRO PORE OL' KOO-LIGER and

(How Much Is) THAT HOUND DOG IN THE WINDOW RECORD No. 20/47-5280

TWO LOVERS USKA DARA—A TURKISH TALE Eartha Kitt Hugo Winterhalter/Henri Rene Orch. 20-5284 (47-5284)\*

WALTZ OF PAREE PADAM ... PADAM (How It Echoes the Beat of My Heart) The Melachrino Strings Conducted by George Melachrino 20-5285 (47-5285)\*

RUBY (Theme Melody from the film "Ruby Gentry") LESS THAN TOMORROW (But More Than Yesterday) Vaughn Monroe and his Orch. 20-5286 (47-5286)\*

A LA BILLY MAY—Mambo Subv BEAUTIFUL—Suby Perez Prado "The King of Mambo"

20-5281 (47-5281)\* and his Orch.

AUDRIE'S POLKA MAMBO POLKA

Lawrence Duchow and his Red Raven Orch. Accordion Solo: Dick Metko Vocal Refrain: Frenchy Boutan 20-5282 (47-5282)\*

COUNTRY-WESTERN JIMMIE THE KID MY BLUE EYED JANE Hank Snow and the Rainbow Ranch Boys 20-5220 (47-5220)\* WHEN JIMMIE RODGERS SAID GOODBYE TREASURE UNTOLD Hank Snow and the Rainbow Ranch Boys 20-5221 (47-5221)\* THE SOUTHERN CANNONBALL ANNIVERSARY BLUE YODEL (Blue Yodel No. 7) Hank Snow and the Rainbow Ranch Boys 20-5222 (47-5222)\* WHY DID YOU GIVE ME YOUR LOVE MISSISSIPPI RIVER BLUES Hank Snow and the Rainbow Ranch Boys (Above sides from "Hank Snow Salutes

Salutes Jimmy Rodgers" Album P/EPB/LPM-3131 20-5223 (47-5223)\* SLEEP, LITTLE ONE, SLEEP All That You Gave Was MOCKING BIRD LOVE Wilf Carter (Montana Slim) 20-5276 (47-5276)\* YOU CAN'T PULL THE WOOL OVER MY EYES FAN IT

Hank Penny \* 45 rpm cat. nos.

20-5283 (47-5283)\*

POPULAR		78	45
MY ONE AND ONLY HEART/SAY YOU'RE MINE Perry Como20-5277	AGAIN (47-5277)		
WILD HORSES/I CONFESS Perry Como	(47-5152)	2	ER M
HOT TODDY/SERENADE Ralph Flanagan	(47-5095)	2	
HOW DO YOU SPEAK TO AN ANGEL/DOWNHEA Eddie Fisher 20-5137	RTED (47-5137)		
APRIL IN PORTUGAL/PENNY WHISTLE BLUES Freddy Martin	(47-5052)		

DON'T LET THE STARS GET IN YOUR EYES/LIES

SWEET THING/WHY COME CRYING TO ME

A-L-B-U-Q-U-E-R-Q-U-E/MQON

I'M WALKING BEHIND YOU/JUST ANOTHER POLKA 

MY SWEETHEART MAMIE/THERE'S PLENTY OF FISH IN THE OCEAN Dennis Day-Freddy Martin . . . . 20-5265 (47-5265)

LULU HAD A BABY/THE BOYS IN THE BACK ROOM

THE SONG FROM MOULIN ROUGE/STREET OF SHADOWS Henri Rene .................20-5264 (47-5264)

NOW HEAR THIS/APRIL IN PORTUGAL 

LITTLE RED MONKEY/ANNA HIGH SCHOOL/IS IT ANY WONDER

#### COUNTRY-WESTERN

THE MISSOURI WALTZ/MOONLIGHT AND ROSES 

YOU ALWAYS HURT THE ONE YOU LOVE/I'M GONNA LOCK MY HEART Eddy Arnold .................20-5193 (47-5193)

THE GLORY LAND MARCH/IN DADDY'S FOOTSTEPS Hank Snow-The Jordanaires...20-5249 (47-5249)

BROKEN WINGS/THE CANNONBALL YODEL 

A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN' 

#### RHYTHM-BLUES

I WANNA KNOW/LAUGHING BLUES The Du Droppers .......20-5229 (47-5229)

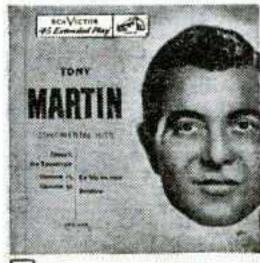
I'M WITH YOU/LAST STOP 

ALL NIGHT BABY/OH WHY 

#### "45 EXTENDED PLAY" ALBUMS MEAN EXTRA PROFITS



EPA-422





**EPA-417** 



TODAY!

EDDIE FISHER IS BACK-with a smash hit!



I'M WALKING BEHIND YOU and Just Another Polka

-News Flash-

The sensational distributor and deejay response to Eddie Fisher's first release since returning to civilian life indicates that this will be a runaway hit . . . the biggest the singer has ever had. Get your order in by phone, wire or mail today!

record no. 20/47-5293

It's Weird ... It's Wonderful ...



USKA DARA

a Turkish Tale (sung in Turkish) and

record no. 20/47-5284





The Rillboard's Music Popularity Charts

. . . For Week Ending April 18

# 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.

Chicago

Boston ... SPINNING A WEB

Boston ... SWEDISH RHAPSODY Gaylords, Mercury 70112

P. Faith, Columbia 39944

Chicago Seattle Detroit Atlanta Cincinnati

St. Louis.... SAY YOU'RE MINE AGAIN

P. Como, V 20-5277

Atlanta

R. Marterie, Mercury

5. Tell Me You're Mine

Gaylords, Mercury

J. Froman, Capitol

8. Your Cheatin' Heart

J. James, M-G-M

T. Brewer, Coral

10. Seven Lonely Days

G. Gibbs, Mercury

1. Doggie in the Window

2. Song From Moulin Rouge

P. Page, Mercury

3. April in Portugal

P. Como, Victor

7. Seven Lonely Days

G. Gibbs, Mercury

Caravan

6. Anna

8. Ruby

9. Pretend

3. Can't I?

5. I Believe

Can't I?

Wild Horses

P. Faith, Columbia

L. Baxter, Capitol

R. Marterie, Mercury

S. Mangano, M-G-M

R. Hayman, Mercury

Nat (King) Cole, Capitol

Nat (King) Cole, Capitol

Seattle

Doggie in the Window

2. Song From Moulin Rouge P. Faith, Columbia

Nat (King) Cole, Capitol

F. Laine-J. Boyd, Columbia

Dallas-Ft. Worth

?. Till I Waltz Again With You

Nat (King) Cole, Capitol

P. Page, 'lercury

4. Tell Me a Story

6. Hello, Sunshine

F. Laine, Columbia

N. Brooks, Zodiac

P. Como, Victor

7. Say You're Mine Again

1. Doggie in the Window

P. Page, Mercury

T. Brewer, Coral 3. Seven Lonely Days

4. Pretend

5. I Believe

7. I Believe

8. Wild Horses

G. Gibbs, Mercury

F. Laine, Columbia

6. Your Cheatin' Heart

J. Froman, Capitol

J. James, M-G-M

P. Como, Victor

7. Say You're Mine Again

(Nat (King) Cole, Capitol

Till I Waltz Again With You

Washington—Baltimore

J. James, M-G-M 11470

B. Eckstine, M-G-M 11439

# Los Angeles

1. Doggie in the Window

P. Page, Mercury 2. Song From Moulin Rouge P. Faith, Columbia

Chicago

1. Doggie in the Window

2. Song From Moulin Rouge

P. Page, Mercury

P. Faith. Columbia

R. Marterie, Mercury

S. Mangano, M-G-M

6. Say You're Mine Again

F. Laine-J. Boyd, Columbia

5. Tell Me a Story

7. Spinning a Web

8. I Believe

10. Wild Horses

9. Ruby

P. Como, Victor

Gaylords, Mercury

F. Laine, Columbia

P. Como, Victor

R. Hayman, Mercury

3. Caravan

4. Anna

3. I Believe F. Laine, Columbia

4. Tell Me You're Mine Gaylords, Mercury 5. Ruby

R. Hayman, Mercury 6. Pretend

Nat (King) Cole, Capitol 7. Anna

S. Mangano, M-G-M 8. Tell Me a Story

F. Laine-J. Boyd, Columbia 9. Your Cheatin' Heart

J. James, M-G-M

10. Say You're Mine Again P. Como, Victor

#### Cincinnati

1. Doggie i: the Window P. Page, Mercury

2. Your Cheatin' Heart J. Jam s, M-G-M

3. Pretend

Nat (King) Cole, Capitol

4. I Believe

F. Laine, Columbia

5. Ruby R. Hayman, Mercury

6. Seven Lonely Days G. Gibbs, Mercury

7. Till I Waltz Again With You

T. Brewer, Coral

8. Somebody Stole My Gal J. Ray, Columbia

Say You're Mine Again

P. Como. Victor

10. Caravan

R. Marterie, Mercury

Philadelphia

1. Doggie in the Window P Page, Mercury

2. I Believe

F. Laine, Columbia

3. Song From Moulin Rouge P. Faith, Columbia

4. Seven Lonely Days G. Gibbs, Mercury

5. Tell Me a Story F. Laine-J. Boyd, Columbia 6. Till I Waltz Again With You

T. Brewer, Coral

7. Your Cheatin' Heart

J. James, M-G-M 8. Somebody Stole My Gal

J. Ray, Columbia

9. Pretend

Nat (King) Cole. Capitol

10. April in Portugal

L. Baxter, Capitol

#### Boston

1. Doggie in the Window P. Page, Mercury

2. Spinning a Web Gaylords, Mercury

3. Pretend Nat (King) Cole, Capitol

4. Ruby

R. Hayman, Mercury

5. I Believe

F. Laine, Columbia 6. Swedish Rhapsody

P. Faith, Columbia 7. Say You're Mine Again

P. Como, Victor

8. Tell Me a Story F. Laine-J. Boyd, Columbia 9. Tell Me You're Mine

Gaylords, Mercury 10. Somebody Stole My Gal Johnnie Ray, Columbia

## Pittsburgh

1. Doggie in the Window

P. Page, Mercury 2. Ruby

R. Hayman, Mercury 3. I Believe

F. Laine, Columbia 4. Pour Me a Glass of Tear Drops

B. Williams, M-G-M 5. Ramona

Gaylords, Mercury 6. Tell Me a Story

F. Laine-J. Boyd, Columbia

7. Anna

S. Mangano, M-G-M 8. April in Portugal

L. Baxter, Capitol

9. Can't I?

Nat (King) Cole, Capitol

10. Is It Any Wonder J. James, M-G-M

#### Detroit

1. Doggie ir. the Window

P. Page, Mercury 2. April in Portugal

R. Hayman, Capitol

3. Song From Moulin Rouge P. Faith, Columbia

4. I Believe F. Laine, Columbia

5. Tell Me a Story

F. Laine-J. Boyd, Columbia 6. Ruby

R. Hayman, Capitol 7. Less Than Tomorrow

H. Menzies, Decca 8. Spinning a Web

Gaylords, Mercury 9. Your Cheatin' Heart

J. James, M-G-M

10. Say You're Mine Again P. Como, Victor

# ASCAP in New Pubber Hassle

NEW YORK, April 18.—Beset with the problem of keeping some of its lesser-light members in line, the American Society of Composers, Authors and Publishers has a new hassle on its hands, all stemming from a check for \$17 and change. Latest altercation involves Alamo Music, ASCAP subsidiary of Hill & Range, powerhouse Broadcast Music, Inc. combine.

Several weeks ago Alamo received the aforementioned check for foreign income of the firm's nearly 100 copyrights. Payoff included income from four European and four South American countries and was for varying periods ranging up to two years. Missing, however, was accounting of the total amount, showing a breakdown by country and tune.

Publisher Jean Aberbach immediately returned the check and asked for an accounting of the amount. ASCAP sent the check back with the statement that it was too expensive for the Society to make the accounting for such a small sum and added that any such accounting would have to be made at Alamo's expense.

Not satisfied, Aberbach returned the check a second time and is insisting on a breakdown of the sum. He says that he will fight for this as a matter of principle, citing that a proper accounting is a normal procedure of any good business organization.

"How would a writer react," Aberbach asks, "if I just mailed him a royalty check without accounting for each individual tune?" According to Aberbach, this ASCAP procedure is just another instance of how the Society kicks little publisher members around.

# Victor Signs Martin, King

NEW YORK, April 18.-RCA Victor re-signed contracts this week with Freddy Martin and Wayne King. Martin has now been under contract to the label for 15 years, the longest continuous stretch of any of its current pop artists. Terms and length of the contracts were not disclosed.

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# MUSIC 60 Best Sellers THE GLOBE TROTTERS SATAN TAKES A HOLIDAY DARKTOWN STRUTTERS' 1188 and 45-1188 BONNIE LOU DANCIN' WITH SOMEONE SCRAP OF PAPER 1213 and 45-1213 TOMMY PRISCO LET'S LIVE FOR LOVE PEACE OF MIND 1191 and 45-1191

# Pittsburgh.... IS IT ANY WONDER? St. Louis ... COQUETTE Territorial Best Sellers 1. Doggie in the Window P. Page, Mercury 2. April in Portugal L. Baxter, Capitol

Caravan

4. Pretend

6. I Believe

1192 and 45-1192 WAYNE RAMEY BETRAYED WALTZ FALLING 1187 and 45-1187

SEVEN LONELY DAYS

JUST OUT OF REACH

JIMMIE OSBORNE NAG, NAG, NAG I'M SCARED TO GO HOME 1193 and 45-1193

BONNIE LOU

CHARLEY GORE & LOUIE INNIS MEXICAN JOE YOU AIN'T GOT NOTHIN'

1212 and 45-1212

HAWKSHAW HAWKINS BARBARA ALLEN THE LIFE OF HANK

WILLIAMS 1190 and 45-1190

Rhythm/Blues

TINY BRADSHAW SOFT STRANCE 4577 and 45-4577

ROY BROWN CAMBLIN' MAN MR. HOUND DOG'S IN

4627 and 45-4627

WYNONIE HARRIS WASN'T THAT GOOD? MAMA, YOUR DAUGH-

TOWN

4620 and 45-4620 NRY GLOVER

THROUGH MY FINGER 4618 and 45-4618

TER'S DONE LIED TO ME

SONNY THOMPSON CLEAN SWEEP INSULATED SUGAR 4613 and 45-4613

ITTLE ESTHER HOUND DOG 12126 and 45-1212c LITTLE WILLIE LITTLEFIELD

PLEADING AT MIDNICHT

K.C. LOVING

12110 and 45-1211C. THE FOUR INTERNES DO UNTO OTHERS 'M USING MY BIBLE FOR A ROAD MAP

DISTRIBUTED BY

12124 and 45-12124

9. Hot Toddy R. Flanagan, Victor Caravan R. Marterie, Mercury

P. Como, Victor

# St. Louis

1. Song From Moulin Rouge P. Faith, Columbia

2. Doggie in the Window P. Page, Mercury 3. Ruby

Listings are based on late reports secured via Western Union messenger

service from top dealers in each of the markets listed

R. Hayman, Mercury 4. April in Portugal L. Baxter, Capitol 5. Say You're Mine Again

P. Como, Victor 6. Coquette B. Eckstine, M-G-M

7. April in Portugal R. Hayman, Mercury 8. Anna

S. Mangano, M-G-M

9. If I Were King Hilltoppers, Dot 10. I Believe

#### F. Laine, Columbia Denver

1. Doggie in the Window

P. Page, Mercury

2. Pretend Nat (King) Cole, Capitol

3. I Believe F. Laine, Columbia

4. Your Cheatin' Heart J. James, M-G-M

5. Till I Waltz Again With You T. Brewer, Coral 6. Tell Me You're Mine

Gaylords, Mercury

7. Tell Me - Story F. Laine-J. Boyd, Columbia

#### New Orleans

1. April in Portugal L. Baxter, Capitol Doggie in the Window

P. Page, Mercury Pretend Nat (King) Cole, Capitol

4. Anna P. Weston, Columbia 5. I Believe

F. Laine, Columbia 6. Seven Lonely Days G. Gibbs, Mercury

7. Tell Me a Story F. Laine-J. Boyd, Columbia 8. Pour Me a Glass of Teardrops

B. Williams, M-G-M 9. Side by Side K. Starr, Capitol

10. Somebody Stole My Gal

# J. Ray, Columbia

New York 1. Doggie in the Window P. Page, Mercury

2. Pretend Nat (King) Cole, Capitol 3. Wild Horses P. Como, Victor

4. I Believe F. Laine, Columbia 5. Till I Waltz Again With You T. Brewer, Coral

6. Song From Moulin Rouge

7. April in Portugal L. Baxter, Capitol 8. Tell Me You're Mine Gaylords, Mercury

P. Faith, Columbia

J. James, M-G-M 10. Anna S. Mangano, M-G-M

9. Your Cheatin' Heart

His First Solo Smash Release...

# Romie GAYLORD

: \* : singing:



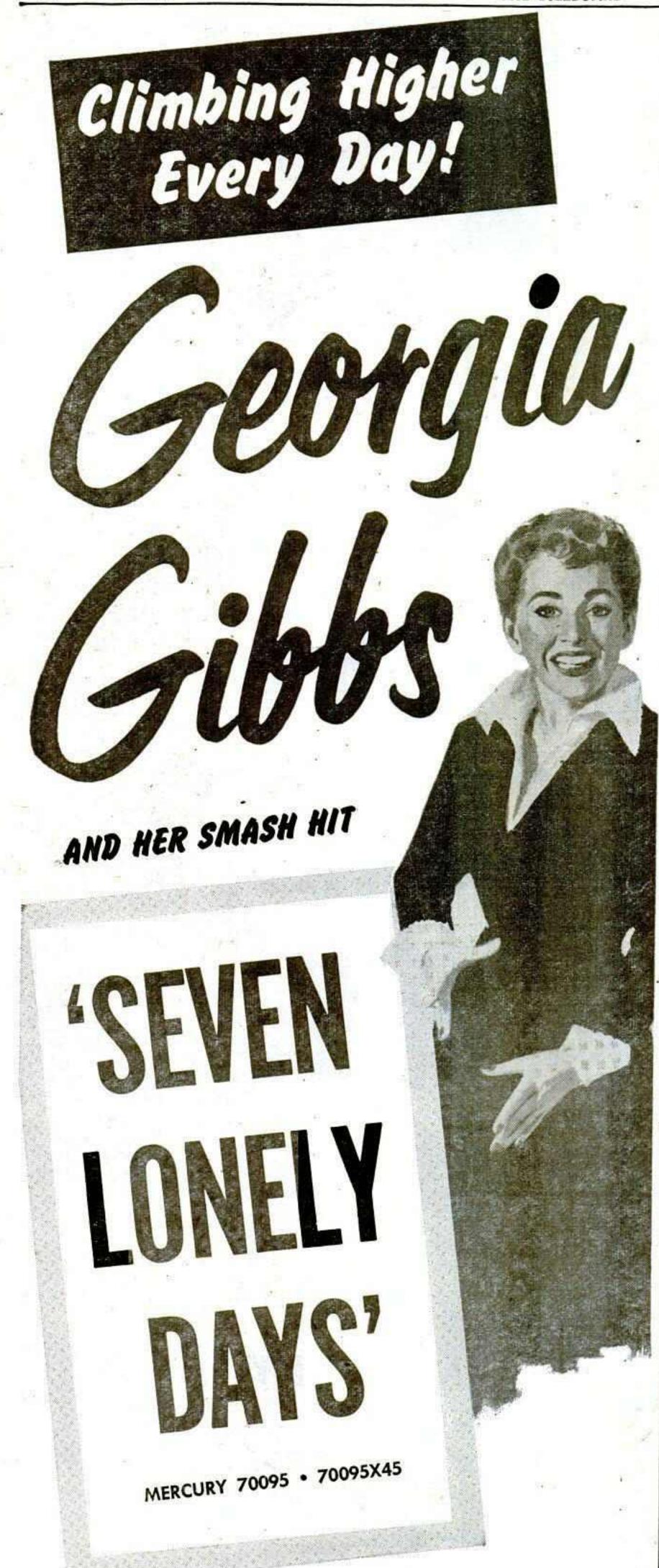
HEART S
FREE
AGAIN

I WON'T BELIEVE IT

#70131

Mercury 1

Therefore excords chicago his at therefore process of campus in the process cannot



# **VOX JOX**

By GENE PLOTNIK

#### Sounds

Jerry Kay, WWEZ, New Orleans, has come up with the meaning of "Big Mamou." Remember, Tom Edward, WERE, Cleveland, queried on that in April 11 column. Edward thought it meant "grand-mother." Says Kay, "Actually, I don't think there is any translation for the word. Mamou is in reality a small town in the heart of the French Cajun country in Louisiana. Link Davis, who wrote the song, hails from there."

... Nelson King and Marty Roberts, WCKY, Cincinnati, have been pitching "Scrapbook of Hillbilly and Western Stars"

Roberts, WCKY, Cincinnati, have been pitching "Scrapbook of Hillbilly and Western Stars" on their "Jamboree" show. Many of the letters sent them asking for the book also request tunes. One such letter, which the pair will never for-

#### YESTERYEAR'S TOPS-

The nation's top tunes on record as reported in The Billboard

- APRIL 24, 1943
  1. I've Heard That Song Before
- 2. Brazil
- 3. As Time Goes By
- 4. That Old Black Magic
  5. You'd Be So Nice to Come
  Home To
- 6. For Me and My Gal
  7. Don't Get Around Much
  Anymore
- 8. It Started All Over Again 9. Velvet Moon
- APRIL 24, 1948 1. Now Is the Hour
- 2. Manana
- I'm Looking Over a Four Leaf Clover
- 4. Beg Your Pardon
- 5. Baby Face 6. Sabre Dance
- 7. Toolie Oolie Doolie (The Yodel Polka)
- 8. You Can't Be True, Dear
- 9. The Dickey-Bird Song

10. But Beautiful

get, asked them to play two records, "On Your Honey-moon" and "Doing What Comes Naturally." . . . Lee and Lorraine Ellis, WINZ, Miami, Fla., recently played Harry

Grove's disking of "Little Red Monkey," without giving the title. They asked listeners to write in whatever title the music suggestd to them. Among the best write-ins were "Dead Love," "Tiptoeing to Heaven" and "Sahara." But first prize went to the gent who sug-gested: "An Inebriated Man Trying to Find His Home in a Housing Development." . . . Bob Drepperd and Lee Leonard, WLOW, Norfolk, are running a "dishrag hat" contest via their "Bob and Lee" show. The best looking and most practical hat concocted by listeners from dishrags will be chosen by the WLOW staff on May 2. The winners will get a \$100 diamond ring.... Phil Haines, WTRC, Elkhart, Ind., received a letter from a lady thanking him for making her little parakeet, Bobo, so happy. Seems whenever Phil plays peppy music, Bobo clicks his little tongue and rocks his little head back and forth to rhythm, in a manner "too cute for anything."

#### Chatter

Wayne Owens has moved from KSWM, Joplin, Mo., to KSOK, Arkansas City, Kan., as nighttime deejay.... Ray Brock, WHBY, Appleton, Wis., has added "C and W Chuckwagon Jamboree," half hour daily, to his spinning chores. ... Vern Bruggeman, Honolulu, Hawaii, disk jockey, formerly working under the name Vern Bari, has switched from KULA to KGMB-AM-TV. He'll do two quiz shows daily on radio and an afternoon quiz show daily on TV.... Eugenie Baird, Mutual Broadcasting System fem deejay, has been named Records Editor of Silver Screen magazine. . . . Jack Ellsworth, WALK, Patchogue, N. Y., has started a new "Memory in Melody" weekly show. It will feature interviews of guest stars.... Norma Martinez has bowed on KIWW, Spanish language outlet in San Antonio. She's the only fem deejay in that city.

# DEALER DOINGS

By BQB FRANCIS

In re nuisance moppets in record stores, Herbert Grey, of the Music Box, Hillsdale, N. J., has this to add: "As far as pesky kids are concerned," writes Grey, "I pick out the most expensive album that the kid is apt to like. I lock 'em up with it in a listening booth with a lollypop and instruc-tions to call me. Then I ask, if they like the platter. If answer is affirmative, I ask that they take the matter up with their mothers. If, on the other hand; the kid doesn't like the record I have a small, handy, rubber mallet wherewith to bop the little stinker over the head. Perhaps, mothers lose more that way, but I lose less records." Grey suggests that this is a fine notion, but that a dealer could carry it to an extreme which might have him selling records jail-wise.

Ferguson's Record Shop, Memphis, has this beef: "Why," asks the outlet, "according to figures furnished Fortune mag by Lyrichord Records, does it cost only about a third as much to make and press LP's from European masters as from American masters? Sup posedly, that is why Remington and Plymouth (plus Victor's Bluebird series) can be sold so cheaply. But, if Remington and Plymouth can make money on this basis (also RCA's Bluebird series; at \$2.99 and \$3.10), then how come Vox, Westminster, Urania, Lyrichord, etc., charge \$5.95 for their LP's? Why can't they price their lines on a more competitive basis and give smaller dealers a chance to sell a few of these indie labels at a fair mark-up?"

#### Here and There

I. J. Arends, of Arends' TV Center, Shanendoah, Ia., would

like to have Mercury and Coral put distributors in Omaha or Des Moines. Thinks both would sell a lot more platters if they had a closer distributing point than Minneapolis, which is 400 miles from his local outlet. Arends says that a big stock of jazz collectors' items has built up a steady sale. . . . While the Avenue Shop, North Miami, Fla., claims nothing new in the way of sales gimmicks, it wants to report that a "record club" pitch, started last October, has built excellently. Both wordof-mouth plugs, plus teenster enthusiasm for a free platter with every 10 purchases, is a top business help. . . . Don Bertch, of the Record Bar, Kalamazoo, Mich., writes: "Since we have never tried extensive, self-service display, we were astounded at the extra sales brought about by a full display of EP's. We are now going ahead with remodeling and conversion to complete self-service, with two less clerks. Pittman, N. J., "There should be a good article for your pa-

per in the new company in Philly, called 'Music Mer-chants.' It is headed by Elliott Wexler, formerly with Kayler Company. This outfit is tied up with such chains as Woolworth, etc., and provides record-buying service for them. Whether this is bad for the record business and the retailer remains to be seen." . . . Turntable Record Shop, Columbus, O., wants to express its praise of Capitol distributors service in Cincinnati. "Never have we seen such service in many a month." Also the outlet is happy to announce the opening of a new record shop about mid-April in downtown Columbus. Mrs. Marjorie Wallace will be manager.



over 100,000 in 15 Days

BILL HALEY

AND HALEY'S COMETS

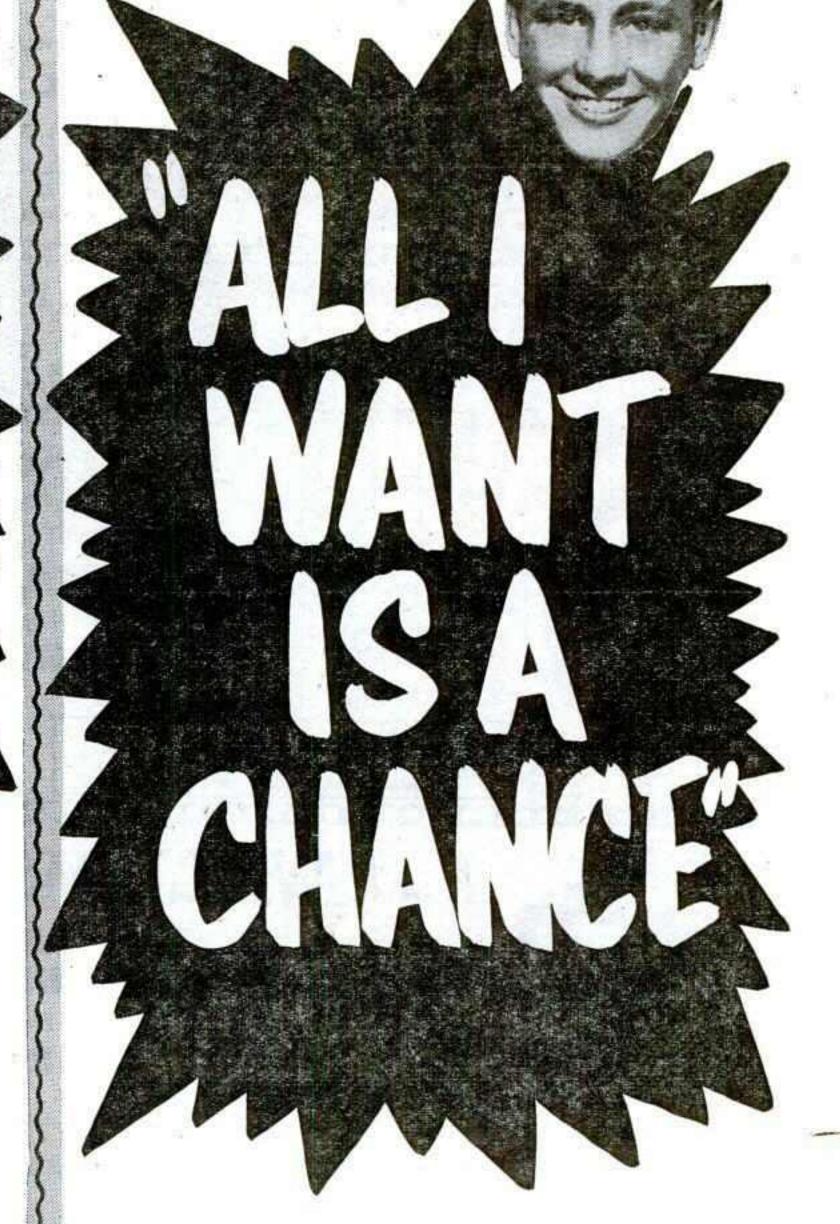
b/w What'cha Gonna Do ESSEX 321



Picked by the nation's D.J.'s as the SUMMER SMASH BALLAD!

DICK LEE

with the Incomparable Arrangements of MONTY KELLY singing . . .



ESSEX RECORDS

3208 S. 84th Street Philadelphia 42, Penna. Phone: Belgrade 2-6250

Manufactured and Distributed by Palda Record Company

b/w The Show Has Ended ESSEX 322

THE SPOTLIGHT ON MGM RECORDS



billy ECKSTINE
COQUETTE

MGM 11439 78 rpm



RHYTHMIC! INFECTIOUS! SENSUOUS! UNUSUAL!

silvana

with his erchestra

MY FLAMING HEART MGM 11472 78 rpm K 11472 45 rpm



A PUPPET ON A STRING

I CHALLENGE YOU



NOW THAT I'M IN LOVE

GHI-LI, GHI-LI, GHI-LI



tommy EDWAR]

**PAGING** MR. **JACKSON**  CHAINS From My

HEART

K 11485 45 rpm MGM 11485 78 rpm

I LIVED WHEN I MET YOU

AU REVOIR

K 11465 45 rpm MGM 11465 78 rpm \*SIMULHIT



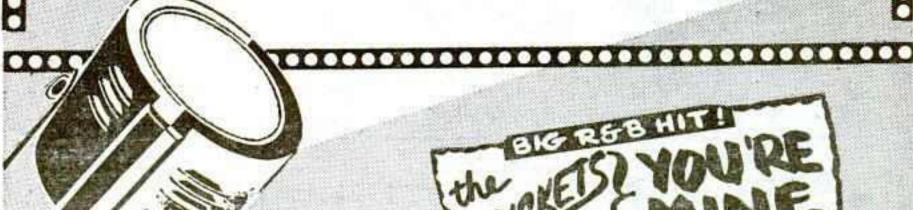
hank WILLIAMS

RAMBLIN' MAN

TAKE THESE CHAINS From My

HEART

MGM 11479 78 rpm K 11479 45 rpm



M'G'M RECORDS IN ENTERTAINMEN THE GREATEST NAME



The Billboard's Music Popularity Charts

# Classical Records

. . . For Week Ending April 18

# Best Selling Classicals

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 thruout the country with a high sales volume in classical records. Separate charts are listed for 331/2 and 45 r.p.m. records.

33 1/3 R.P.M.

Week

8

Chart

1. BEETHOVEN SYMPHONY, NO. 9-E. Farrell, N. Merri- 1 man, J. Peerce, N. Scott, R. Shaw, Chorale; NBC Symphony Ork, A. Toscanini, conductor.....V(33)LM-6009

2. RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis 2 Symphony Ork, Dorati, conductor, Mercury (33) MG-50009

3. OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, 3 

3. BERLIOZ: HAROLD IN ITALY-W. Primrose, Sir -Thomas Beecham, conductor, Royal Philharmonic Ork... 

 VERDI: IL TROVATORE—Z. Milanov, J. Bjoerling, F. — Barbieri, L. Warren, R. Shaw, Chorale; RCA Victor 

45 R.P.M.

1. ROSSINI: WILLIAM TELL OVERTURE-NBC Symphony Ork, A. Toscanini, conductor....V(45)WDM-605

2. RACHMANINOFF: CONCERTO FOR PIANO—A. Rubinstein, NBC Symphony Ork......V(45)WDM-1075

3. TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, 3 conductor, Philadelphia Ork......V(45)WDM-1020 4. MUSIC OF JOHANN STRAUSS-Minneapolis Sym- 4

phony Ork, E. Ormandy, conductor....V(45)WDM-262

4. BEETHOVEN: SYMPHONY NO. 9—E. Farrell, N. Merriman, J. Peerce, N. Scott, R. Shaw, Chorale; NBC Symphony Ork, A. Toscanini, conductor....V(45)WDM-6009

# Reviews of the Current Classical Releases

BEETHOVEN: SONATA NO. 23 IN F MINOR ("APPASSION-ATA"); SONATA NO. 2 IN A MAJOR, OP. 2, NO. 2—Robert Casadesus, Piano (1-12") ...... 77

Columbia (33) ML 4622

Robert Casadesus is well known as one of the world's outstanding pianists, and he adds another garland to his reputa-tion with this magnificent interpretation of Beethoven's So-nata No. 23, "The Appassionata." This work, which reveals the composer in all his strength and power, is a challenge to any pianist, and Casadesus makes the most of it, turning in an out-standing performance. On the second side, the pianist shows off his musicianship and piano technique on the charming Bee-thoven Sonata No. 2. There are many waxings of "The Appas-sionata" now on the market, but this version should have strong appeal.

BRAHMS: PIANO CONCERTO NO. 1 IN D MINOR, OP. 15-Friedrich Wuehrer, Piano: Vienna State Philharmonia: Hans Vox (33) PL 8000

Unlike Brahms' later effort in the form, his first piano concerto has yet to receive extensive representation on LP. There is only one competing version, and many collectors should find the Wuehrer reading to their taste. His is a thoroly mu-sicianly job. Swarowsky appears to be in full interpretative agreement with the soloist, and their sensitive collaboration leads to happy results. Sales of this set should be good.

BEETHOVEN OVERTURES: CORIOLAN, EGMONT, LEO-NORE NO. 3, PROMETHEUS-Vienna State Philharmonia, Vox (33) PL 8020

Vox has packaged four of Beethoven's best-known overtures on this platter, and the intelligent programing should help this LP rack up steady sales. The four overtures are played as we have come to expect these works to be performed, with spirit and vigor, under the steady leadership of Jascha Horenstein. The Leonore No. 3 receives an outstanding interpretation by the ork. Recording is very good.

RESPIGHI: THE BIRDS, ANCIENT AIRS (SUITE NO. 2)—
Vienna State Opera Orchestra; Franz Litschauer, Cond. (1-12") 74 Vanguard (33) VRS 433

Two works of great charm are coupled on this disk. Both comprise arrangements of short works by early composers, almost forgotten today. For the growing group of Respighi enthusiasts, this bright performance of the appealing scores should prove highly attractive. Recording is live and full of presence. A natural for dealers to offer patrons who want some modern music but want the pill sugar-coated.

8th CENTURY GLASS INSTRUMENT—Ejnar Hansen (1-10") Banner BC 2000

Here's a bit of esoterica that should interest collectors looking for the unusual in records. Ejnar Hansen plays a set of glasses by rubbing them on their rims, thereby producing a flute-like tone. One side of the platter contains short pieces by Mozart, Beethoven and Gossec, said to have been written for the medium. Flip holds several charming folk songs.

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.

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# The MILLS MILLS BROTHERS sing...

Vocal with Orchestra directed by Sonny Burke

Decca 28670 (78 rpm) and 9-28670 (45 rpm)

Americas Tastest

Selling Records





# ALL ALONE, ALL ALONE

AL ROYER

and

# TOO BLUE TO CARR

Capitol 2435

Going Big with the D.J.'s

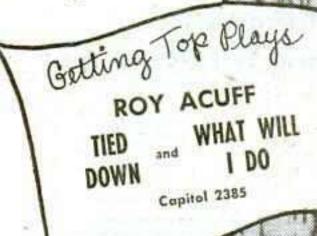
SONNY LAMES
singing

SOMEBODY ELSE'S HEARTACHE

THE ONE I CAN'T

FORGET

Capitol 2399





The Billboard's Music Popularity Charts

# TOP C&W RECORDS

. . . For Week Ending April 18

#### National Best Sellers

This w	the second of the second secon	Last Week	Weeks on Chart
	W-LIGA—Hank Williamsur Cheatin' Heart—M-G-M(78)11416; (45)K-11416—ASCAP	. 1	10
	HELP WANTED—Carlisles	. 2	13
	JR CHEATIN' HEART—H. Williams	. 3	10
	KICAN JOE—J. Reeves	. 4	3
	T WALTZ—W. Pierce	. 4	5
6. FOO	L SUCH AS I—Hank Snow	. 6	14
	HELP WANTED, NO. 2—u're a Real Good Friend—Dec(78)28634; (45)9-28634—BMI	. 8	2
	OTHOLE—Carlisles	. 9	2
	MMING AROUND—T. T. Tyler	-	1
10. NO 1	HELP WANTED-H. Thompson	-	2

# Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey. This among disk jockeys who specialize in country and western week records.	Last Week	Weeks   on   Chart
1. KAW-LIGA—Hank Williams	•••	1 10
2. NO HELP WANTED—Carlisles	•••	2 16
3. YOUR CHEATIN' HEART—H. Williams	•••	3 7
4. MEXICAN JOE—J. Reeves	•••	4 4
5. GOIN' STEADY—F. Young	••••	5 15
6. KNOTHOLE—Carlisles		8 3
7. FOOL SUCK AS I—H. Snow	•••	7 12
8. I COULDN'T KEEP FROM CRYING-M. Robbins Col(78)21075; (45)4-21075-BMI	•••	- 1
9. LAST WALTZ—W. Pierce	1	0 2
10. I HAVEN'T GOT THE HEART-W. Pierce		6 2

# Most Played in Juke Boxes

Dec(78)28594; (45)9-28594-BMI

	MI AT		
This Week	Biliboard's weekly survey among operators thruout the country	Last	Weeks   on   Chart
	W-LIGA—Hank Williams	1	10
	OUR CHEATIN' HEART—H. Williams	2	2 9
N	HELP WANTED—Carlisles		
4. ME	EXICAN JOE—J. Reeves	4	. 4
5. BU	MMING AROUND—T. T. Tyler	8	3 2
5. LA	ST WALTZ—Webb Pierce		- 1
	COULDN'T KEEP FROM CRYING—M. Robbins	6	5 5
F	L NEVER GET OUT OF THIS WORLD ALIVE- Hank Williams		- 11
9. НО	NEYMOON ON A ROCKET SHIP—H. Snow /(78)20-5155; (45)47-5155—BMI	. =	. 1
9. HO	OT TODDY—R. Foley	•••	



recording exclusively for DOT RECORDS

# CATALOG LISTING OF MAC WISEMAN DOT RECORDS

- 1062 'Tis Sweet To Be Remembered Are You Coming Back to Me
- 1075 Little White Church I'm a Stranger
  (45-1075)
- 1091 I Still Write Your Name in the Sand Four Walls Around Me (45-1091)
- 1092 Georgia Waltz Dreaming of a Little Cabin (45-1092)
- Nou're the Girl of My Dreams
   I Wonder How the Old Folks
   Are at Home
  (45-1115)
- Ooing To See My Baby (45-1126)
- 1131 By the Side of the Road Waiting for the Boys (45-1131)
- 1146 Six More Miles
   It's Goodbye and So Long to
   You
  (45-1146)

CURRENT MAC WISEMAN

GOIN' LIKE WILDFIRE

SHACKLES AND CHAINS

YOU'RE SWEETER THAN HONEY

and .

DON'T LET YOUR SWEET LOVE DIE

DOT 1158;, 45-1158

For Personal Appearances, Contact

**RANDY WOOD** 

Personal Manager . . . Gallatin, Tenn.



Exclusively on . . .

# The Billboard Music Popularity Charts . . . for Week Ending April 18

# TOP COUNTRY & WESTERN RECORDS

AND TUNES

# 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.

Houston...BLUE LETTER

R. Foley, Decca 28567 New Orleans ... JUST WAIT TILL I GET YOU ALONE C. Smith, Columbia 21087 TIME CHANGES THINGS

L. Frizzell, Columbia 21084

# 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 joke box operators in each of the markets listed.

#### Dallas-Ft. Worth

- Mexican Joe
- J. Reeves, Abbott
- 2. Kaw-Liga H. Williams, M-G-M
- 3. Your Cheatin' Heart H. Williams, M-G-M
- 4. No Help Wanted Carlisles, Mercury
- 5. Knot Hole
- Carlisles, Mercury 6. Bumming Around
- J. Dean, Four Star
- 7. Bumming Around T. T. Tyler, Decca
- 8. No Help Wanted, No. 2 R. Foley & E. Tubb, Decca
- 9. I Couldn't Keep From Crying
- M. Rebbins, Columbia. 10. Honeymoon on a Rocket Ship
  - H. Snow, Victor

#### Nashville

- 1. Last Waltz
- W. Pierce, Decca 2. No Help Wanted
- Carlisles, Mercury 3. I Haven't Got the Heart
- W. Pierce, Decca 4. Your Cheatin' Heart
- H. Williams, M-G-M
- 5. I Couldn't Keep From Crying M. Robbins, Columbia
- 6. Knot Hole Carlisles, Mercury
- 7. Bring You Sweet Self Back to Me
- L. Frizzell, Columbia 8. Kaw-Liga
- H. Williams, M-G-M
- 9. No Help Wanted, No. 2
- R. Foley & E. Tubb, Decca 10. This Orchid Means Goodbye Carl Smith, Columbia

# Cincinnati

- 1. Kaw-Liga
- H. Williams, M-G-M
- 2. Mexican Joe J. Reeves, Abbott
- 3. Singing Teacher in Heaven
- Skinner, Capitol Your Cheatin' Heart
- H. Williams, M-G-M.
- 5. I Couldn't Keep From Crying 10. Death of Hank Williamss M. Robbins, Columbia

- 6. No Help Wanted Carlisles, Mercury
- 7. Fool Such as I H. Snow, Victor
- 8. No Help Wanted, No. 2 R. Foley & E. Tubb, Decca
- 9. Paying for That Back Street Affair
- K. Wells, Decca
- 10. Knot Hole Carlisles, Mercury

#### Houston

- 1. Mexican Joe J. Reeves, Abbott
- 2. Kaw-Liga
- H. Williams, M-G-M 3. I Haven't Got the Heart
- W. Pierce, Decca
- 4. Slaves of a Hopeless Love Affair
- Red Foley, Decca 5. I Couldn't Keep From Crying
- M. Robbins, Columbia
- 6. Knot Hole Carlisles, Mercury
- 7. Blue Letter R. Foley, Decca
- 8. After You Leave
- M. Robbins, Columbia
- 9. Bring Your Sweet Self Back to Me
- L. Frizzell, Columbia
- 10. Last Waltz
- W. Pierce, Decca

#### New Orleans

- 1. Kaw-Liga
- H. Williams, M-G-M 2. No Help Wanted
- H. Thompson, Capitol 3. Just Wait Till I Get You
- Alone
- Carl Smith, Columbia 4. This Orchid Means Goodbye
- Carl Smith, Columbia
- Time Changes Things
- L. Frizzell, Columbia
- 6. Your Cheatin' Heart
- H. Williams, M-G-M
- 7. Playing Dominoes and
- Shootin' Dice J. Dolan, Capitol
- 8. So Long
- M. Mullican, King
- 9. No Help Wanted, No. 2 R. Foley & E. Tubb, Decca
- J. Cardwell, King

### JUST RELEASED And Headed for The Top of The Charts

b/w "Cold and Lonely Heart"

"YOU'VE BEEN HONKY TONKIN'"

Sung by JOE (CANNONBALL) LEWIS Kentucky Record #574

Order Direct or

PER ST



From Your Local

Distributor

#### Lloyd Payne, top country man of Chattanooga's WDXB until stricken with polio several months back, recently went to the Warm Springs Foundation in Georgia for several months of treatments. Payne's wife, Betty,

Nashville

and his two children are there with him. Latest reports are that his paralyzed legs will be usable again, and he's looking forward to being back at the turntables around July or August. He'll appreciate hearing from his friends and fellow jocks-Box 15, Warm Springs, Ga. . . . The Dooley Family recently did sessions for International Sacred Records in Hollywood. The group is well known for their singing from KFAB, WLS, WLW and WBBM in Chi-

Carolina areas, is set to do Decca sides in the near future. . . . Smiley Burnette is busy with Midwestern personals while doing 30 new 15-minute transcriptions for Radiozark in Springfield, Mo. "The Burnette's Cook-

cago in the past. . . . Marie Bell,

well know for her country piano

playing in the Washington and

book" written by wife, Dallas, will be off the presses soon. Both of them are well known for their extraordinary kitchen arts. Capitol's Martha Carson recently played in Patterson, Ga.,

with an attendance of 1,071. The

interesting fact is that the population of Patterson is only 720. She's set for appearances in Corpus Christi, Tex., and Houston during the week April 27 thru May 1. . . . Skeets McDonald is completing two weeks' run at Detroit's Roosevelt Lounge; Victor's Ken Marvin comes in for two

weeks beginning May 1. . . . Decca's Jimmie Davis recently headed a group from Shreveport, La., on a goodwill tour for his home city. . . . The potbellied stove recently presented to Ernest Tubb, Hank Snow and Lew Childre on their return from a

month's Korean tour has taken a prize spot in Tubb's Record Shop. The stove was presented by Railey's Record Shop, of Richmond, Va., and was covered with autographs and filled with wellwisher's letters that had come in to the shop's WXOI "Pops Country Store" show that uses the by-

line "Around the Potbellied Stove." . . Artists have been the recipients of many congratulatory honors since returning from the overseas tour the first of April.

Bradley Kincaid, who first be-

came known as "The Kentucky

Mountain Boy" from his WLS Chicago broadcasts from 1926 to 1931, returned to the station April 11 to help celebrate the station's 29th anniversary of WLS "Na-tional Barn Dance." Kincaid is now president of WWSO in Springfield, O. . . . Nashville's Isaac Litton High School gym will be the scene of a benefit show for 15 - year - old Robert Neely Crecelius who was paralyzed last fall in a gun accident. Nashville musicians and artists headed by Moon Mullican, Roy Acuff, Tommy Sosebee, Owen Bradley and Cousin Minnie Pearl are donating their services, with Hugh Cherry and Fred Waller the emsees. . . . Homer and Jethro delighted Boston's Symphony Hall audiences recently with their hilarious parodies and original country ditties. . . . Captain Stubby and the Buccaneers, of WLS' "National Barn Dance," provided the music for a recent cancer fund show at Milwaukee's Wisconsin Theater, with a bill of Dennis Morgan, Van Heflin and Connie Russell. . . Lulu Belle and Scotty were in Detroit last week for barn dance entertainment at United Auto Workers Hall. .

Chicago visitors spied the lifesize cut-out of Bob Atcher in the window of the Chicago's Visitor Center in the Loop inviting passers-by to see the WLS "National Barn Dance" every Saturday night at the Eighth Street Theater. . . . M-G-M ran Nashville sessions past week with Claude Casey, of WGAC, in Augusta, Ga.,

and Pete Hunter, of Baytown.

Tex. . . . Owen Bradley is being

switched from Coral to the Decca

label by Paul Cohen.

# FOLK TALENT C& W Record Reviews

Continued from page 54

POLLY POSSUM

Don't Talk to Me About Men ......77 COLUMBIA 21090 — The chantress has a good side here and one that could get some action. The thrush tells, with a tear in her voice, of the troubles men have caused in her life. The tune is melodic, and the lyrics are clever. Side could pull spins and plays with exposure. It's a strong performance by the thrush, and a good side.

Sin in Satin....73 A Salvation Army type effort about sin in the big city receives an effective vocal from Polly Possum over spritely backing by the Joe Wolverton ork. A cute side.

DONNA JEAN

As God Is My Witness ......74 GRENOBLE 1801-Donna Jean displays a lot of warmth as she sings this weeper. Material here stacks up as strongly as her performance. There's a lot of potential here if the label can push it.

The Bride's Bouquet ... 68 Tex Wheeler joins Donna Jean in a lachrymose duet. Nice instrumentation adds flavor.

LESTER FLATT-EARL SCRUGGS Thinking About You ......72

COLUMBIA 21091-A pleasant side by singers Flatt, Scruggs and Cruley Seckler, featuring good fiddle and guitar work by the Foggy Mountain Boys. Back country areas should like this side.

Flatt and Seckler do the vocal on this

clear, but the string band lends good

lively effort over hoedown backing. What they sing about is not very

support. For rural areas.

Why Did You Wander? .... 86

JACK AND DANIEL DECCA 28661 - Romantic ditty is chanted in close harmony by the twosome over spirited backing by the string band. Could do well in rural

areas. Every Day We're Apart .... 69 Country weeper is projected appeal-

DON RENO-RED SMILEY A Pretty Wreath for Mother's Grave ... . 70 KING 1199-The duet delivers the A Rose on God's Shore....70

Semi-religious ditty gets a heartfelt

Another good rural platter

PAUL & ROY

reading.

of reading on a good country ballad.

Don't Ever Tell Me .... 68 Routine ditty gets a good performance.

LARRY WAYNE

ARCADE Til-Okay reading of a better than okay country ditty. Take Me Back to Dreamland .... 62

DEWEY GROOM

type of waltz ballad.

Mexican Joe ...... RICHTONE 352-Tune now creating a lot of action in the field is sung adequately by Groom over hoedown accompaniment. Side is probably too late and too weak to catch much of

Semi-country reading of a routine

Teardrops in the Chapel .... 50 An insufferably sad weeper about heartbreak at a wedding is monotoned listlessly by Groom.

**CURT HINSON** 

CAROLINA 1001-Hinson does an okay job on this appealing country weeper. Warbler's style is rather close to Ernie Tubb's.
Let's See You Smile ... 50 .
Same comment.

GENE STERLING

chanted with sincerity. Limited pros-

# Popular Record Reviews

Continued from page 54

waxing that should win quick deejay exposure and resultant loot.

Kentucky .... 72 Quiet and pleasant, this smooth etching by the ork, with Morgan warbling unobjectionably, is danceable and

MICKEY KATZ ORK How Much Is That Pickle

CAPITOL 2456 - Fun-loving Katz turns in a good parody of the number one tune of the country. His fans will like it, and jocks will get a boot

out of it. Wild Corsets .... 76 Ditto this side.

FRANK SINATRA CAPITOL 2450 - Frank Sinatra makes an okay debut on the label with his reading of the pretty new ballad. The warbler sounds a bit tired, and the old charm isn't on the slicing, in spite of a good backing by the Alex Stordahl ork. Tune has been sliced by Fisher and Damone, and this version will have a tough time

jock spins. My Lean Baby....75 The swingy Billy May riff effort, which also scored with the Illinois Jacquet ork cutting, now has a set of lyrics, and Sinatra sings them in fair style on this bouncy side. The lyrics are nothing to get excited about, and Sinatra's vocal is not strong enough to overcome this factor. Backing is

fighting the others, tho it should get

MITCH MILLER ORK

first-rate

COLUMBIA 39982 - A persistent tom-tom beat paces this interesting instrumental by the Miller ork. Horns, a triangle and Stan Freeman at the harpsichord combine intriguiingly for a slicing that should earn deejay spins. Oriental Polka....72

A slighter effort, but still listenable.

VAUGHN MONROE ORK

V 20-5286-Tune's a good one for Monroe, and gives it an effective reading-getting the most out of the Mitchell Parish lyrics. Will catch some coin.

Less Than Tomorrow (But More Than Yesterday .... 71 Vaughn gives this ballad his usual muscular reading.

DICKIE VALENTINE

All the Time and Everywhere .........75 LONDON 1325 - This one bears watching. Valentine has a most interesting sound-with just the right amount of sex, while the Bob Merrill ditty is a good one. Tune was cut by Mindy Carson a few months ago.

Broken Wings....75 The English click is handed another and the present a fig.

fine reading by chanter Valentine. Tune is a good one and could get some action.

THE STARGAZERS

LONDON 1327 - Strong version of the current English favorite with the provocative title. This could stir up some excitement in this country.

The Rumbleseat Song....63 The Four Stars

Ditty on the "Come Josephine" kick gets a cute barbershop quartet read-

EAWRENCE WELK ORK CORAL 60973 - Ballad is from the legit show "Wonderful Town," Welk gives it a sweet, danceable reading, with tuneful vocal by Roberta Linn.

Rinthmic novelty from "Wonderful Town," Vocal chorus by the Sparklers and Welk's measured beat are

(Continued on page 71)



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The Billboard's Music Popularity Charts

. . . For Week Ending April 18

# TOP RHYTHM & BLUES RECORDS

3. Crawlin'

5. I'm Mad

7. Red Top

10. Soft

Week

Week Char-

Clovers, Atlantic

Clovers, Atlantic

W. Mabon, Chess

6. Daughter, That's Your Red

S. Kari-B. Irving, States

King Pleasure, Prestige 8. I Played the Fool

Clovers, Atlantic 9. Whoopin' and Hollerin'

E. Forrest, Duke

T. Bradshaw, King

4. Hey, Miss Fannie

Wagon

# National Best Sellers

Come to the Mardi Gres-Imperial 5231-3Mi

Most Played in Juke Boxes

high proportion of rhythm and blues records.

Records are ranked in order of the greatest number of plays

nationally in juke boxes. Results are based on The Billbourd's

weekly survey among operators throout the country using a

1. HOUND DOG-W. M. Thornton.....

WOKE UP THIS MORNING—B. B. King.....

CRAWLIN'—Clovers .....

24 HOURS—E. Boyd.....

7. LET ME GO HOME WHISKEY-A. Milburn.....

8. BABY, DON'T DO IT—Five Royales.....

9. I'M MAD-W. Mabon.....

This Week's Territorial

Best Sellers to Watch

Cincinnati ... SHIRLEY COME BACK TO ME

Territorial Best Sellers

New Orleans

W. M. Thornton, Peacock

Fats Domino, Imperial

R. Thomas Jr., Sun 4. Mama, He Treats Your

Daughter Means

B. B. King, RPM

Baby, Don't Do It

6. I Don't Know

W. Mabon, Chess
7. Cross My Heart
J. Ace, Duke

8. Tell Me, Mama

Hound Dog

R. Brown, Atlantic 5. Woke Up This Morning

Little Walter, Checker

Five Royales, Apollo 10. Let Me Go Home Whiskey

Cincinnati

A. Milburn, Aladdin

10. TELL ME, MAMA—Little Walter.....

convenience of dealers and operators in other markets

Listings are based on late sales reports secured via Western Union messenger

service from top rhythm and blues dealers and tuke box operators in the

R. Brown..... 1 10

Records listed under "Territorial Best Sellers to Watch" have appeared to

the first time this week on any of the charts. These are spotlighted for the

2. (MAMA) HE TREATS YOUR DAUGHTER MEAN-

Take All of Me-Apolto 443-BMI

Peacock 1612-BM1

RPM 380-BMI

Atlantic 989-BMI

Chess 1533-BMI

Apollo 443—BMI

Chess 1538-BMI

Checker 770-BM1

Los Angeles

Chicago

Washington, D. C.

1. Hound Dog

3. Bear Cat

2. Going to the River

Atlanta....I'M MAD

Aladdin 3164-BMI

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with Weeks a high volume of sales in rhythm and blues records. The Last | on teverse side of each record is also listed. Week Chart 2. (MAMA) HE TREATS YOUR DAUGHTER MEAN-3. BEAR CAT—R. Thomas Jr..... Wa'kin' in the Rain-Sun 181-BMI CRAWLIN'—The Clovers..... Yes. It's You-Atlantic 989 5. LET ME GO HOME WHISKEY—A. Milburn...... 5
Three Times a first—Maidin 3161—BMI 8. WOKE UP THIS MORNING-B. B. King..... Don't Have to Cry-RPM 380-BMI 9. GOIN' TO THE RIVER—Fats Doming.....

# Los Angeles

1. Hound Dog W. M. Thornton, Peacock 2. Soft

T. Shadshaw, King 3. Crawlin'

Clovers, Atlantic 4. I'm Mad

W. Mabon, Chess 5. (M ma) He Treats Your

Daughter Mean R. Brown, Atlantic 6. Red Top

K. Pleasure, Prestige 7. Pappa

B. Brown, Gotham 8. Baby, Don't Do It

Five Royales, Apollo 9. You're Mine

Crickets, M-G-M 10. Let Me Go Home Whiskey A. Milburn, Aladdin

#### New York

1. Hound Dog W. M. Thornton, Peacock 2. (Mama) He Treats Your Daughter Mean

R. Brown, Atlantic 3. Let Me Go Home Whiskey A. Milburn, Aladdin

4. Pretend Nat (King) Cole, Capitol 5. Red Top

King Pleasure, Prestige 6. Baby, Don't Do It Five Royales, Apollo

7. Dream Girl Jesse & Marvin, Specialty 8. Can't I Nat (King) Cole, Capitol

9. Soft T. Bradshaw, King 10. I Don't Know W. Mabon, Chess

#### Catotte

1. et Me Go Home Whiskey

A. Milburn, Aladdin 2. Going to the River Fats Domino, Imperiar

3. Hound Dog W. M. Thornton. Peacock 4. (Mama) He Treats Your

Daughter Mean R. Brown, Atlantic

5. Pappa B. Brown, Gotham 6. Daughter, 'hat's Your Red

G. Irving-S. Kari, States 7. Baby, Don't Do It

Five Royales, Apollo 8. 24 Hours

E. Boyd, Chess 9. I Don't Know W. Mabon, Chess

Nobody Loves Me Fats Domino, Federal

#### St. Louis

1. Hound Dog W. M. Thornton, Peacock 2. (Mama) He Treats Your Daughter Mean

R. Brown, Atlantic 3. Red Top King Pleasure, Prestige Crawlin'

Clovers, Atlantic 5. I'm Mad

W. Mabon, Chess 6. Bear Cat

R. Thomas Jr., Sun 7. My Hat's on the Side of My Head

Four Blazes, United Whoopin' and Hollerin' E. Forrest, Duke

9. Baby, Don't Do It Five Royales, Apollo 10. Woke Up This Morning B. B. King, RPM

#### Atlanta

1. Hound Dog W. M. Thornton, Peacock

2. Woke Up This Morning B. B. King, RPM 3. Let Me Go Home, Whiskey

A. Milburn, Aladdin 4. (Mama) He Treats Your

Daughter Mean R. Brown, Atlantic 5. Crawlin'

Clovers, Atlantic

6. I Wanna Know Du Droppers, Victor

7. Bear Cat R. Thomas Jr., Sun

8. I'm Mad W. Mabon, Chess

9. Nine Below Zero Sonny Boy Williamson, Trumpet

10. I Believe E. James, Meteor

#### Philadelphia 1 4 1

1. Red Top King Pleasure, Prestige

2. Hound Dog W. M. Thornton, Peacock 3. Let Me Go Home Whiskey A. Milburn, Aladdin (Continued on page 73)



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B. B. King, RPM

6. What's the Matter Now

L. Price, Specialty

7. Shirley, Come Back to Me Shirley & Lee, Aladdin 8. Hittin' on Me

Shirley & Lee, Aladdin 3173

W. Mabon, Chess 1538

B. Johnson, Mercury 9. 24 Hours

E. Boyd, Chess 10. My Kind of Woman

E. Slay, Savoy

# Washington—Baltimore

1. Hound Dog W. M. Thornton, Peacock 2. I Wanna Know

Du Droppers, Victor 3. Going to the River

Fats Domino, Imperial 4. Crawlin'

Clovers, Atlantic 5. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic

6. Red Top King Pleasure, Prestige 7. You're Mine

Crickets, M-G-M 8. I'm Mad

W. Mabon, Chess 9. Is It a Dream Vocaleers, Robin

#### Chicago

1. Hound Dog W. M. Thornton, Peacock 2. (Mama) He Treats Your

Daughter Mean

R. Brown, Atlantic

# RHYTHM & BLUES NOTES

By BOB ROLONTZ

to have featured Nat Cole, Sarah Vaughan and the Billy May ork, closed this week after nine performances. Cole was forced to withdraw from the show due to illness, and a replacement could not be obtained in time. (See separate story.) The other Gale Agency package, "The Biggest Show of '53," with Frankie Laine, Ella Fitzgerald, Louis Jordan and the Woody Herman ork, is doing very well on its trek eastward, playing one-nighters in the large cities.

Erroll Garner opens at the Yankee Inn in Akron, April 27, for a week after the completion of his current stand at the New Show Bar, St. Louis. Garner has cut the tune "Lullaby of Bordland," in honor of the New York club, as one of his tunes on his forthcoming Columbia EP re-lease. . . . Raleigh Music is the pubber of the Five Bills' latest tunes on Brunswick Records. The ditties are "Waiting, Wanting" and "'Til Dawn and Tomorrow." . . . The Benny Goodman-Louis Armstrong road unit, which fea-

tures the two all-star orks, is

racking up solid grosses at the

"The Record Show," which was | show is booked by the Associated Booking Corporation.

Ruth Brown opens at the Town Casino, Buffalo, May 18. This will take place after the thrush's appearance at the Y Circus, St. Louis. The chantress had her tonsils out this week and is feeling well. . . . Lowell Fulson, T-Bone Walker and Lloyd Glenn start on a Southwest tour, April 30, beginning in Houston, and ending May 23 in Albuquerque, N. M. They return to California via Denver.: . . Floyd Dixon will return to California on May 1 to open the 54 Ballroom. . . . Amos Milburn starts at the Howard Theater, Washington, May 15. . . . Amos Milburn, Linday Hayes and The Orioles grossed \$2,500 for promoter Teddy Powell in Newark, N. J., Saturday (11).

Henry Marcus, Columbia, S. C., who had been associated with the late Ralph Weinberg for many years, has joined with Eli Weinberg in a new promotion firm to be called Weinberg and Marcus. They will do Southern bookings for the r.&b. agencies, taking out tours thru Dixie. First booking for the new firm is the Amos kick-off of its six-week tour. The Milburn-The Clovers package.

# Rhythm & Blues Record Reviews

Continued from page 54

#### TAMPA RED

Got a Mind to Leave This Town ......76 V 20-5273-Tampa Red does a very effective job with this slow blues as he tells why he wants to leave town. His vocal has feeling and warmth, and his piano work is bright and cheerful A good side for Southern markets.

I'll Never Let You Go .... 74 Some more good vocal work as well as lively piano work by Red. This side is not as strong as the flip, but it should interest Red's fans,

#### THE ROBINS

All Night Baby .......76 V 20-5271-Group drives on this one. It's the usual blues but done, with lots of verve.

Oh Why?....73 Group has the sound all right, and the material is okay too. Could get some action with enough exposure.

#### FLETCHER SMITH

SWING TIME 329 - Fletcher Smith comes thru with a strong vocal on a bouncy blues ditty, singing it neatly while the ork sends out the beat behind him. A good side that could pull spins and loot.

Brand New Neighborhood....69 Routine blues is handed an okay performance by the warbler, with the vocal being much stronger than the material.

#### CHARLIE (LITTLE JAZZ) FERGUSON

APOLLO 815-Here's a wild effort that goes. Ferguson leads his crew thru this hefty rocker with spirit, while the sidemen back him up thruout. Side has excitement and could get coins.

Big 'G' .... 74 A pleasant riff is performed vigorously by the Ferguson crew over a good beat, with the saxist turning in some effective solo work. A platter that should earn some decjay atten-

# Harry James Tour

Continued from page 44

nighters, the James troupe has set concerts in Dallas at Fair Park Auditorium, May 27; the follows ing night in Fort Worth's Will Rogers Auditorium; Municipal Auditorium, Oklahoma City, May 29, and Municipal Auditorium, Beaumont, Tex., James' home town. Promoters in each of the concert cities are supplying supporting acts.

Dates also include appearances at seven armed services installations. These include Keesler Air Force Base, Biloxi, Miss.; Maston Air Base, Laurinburg, N. C.; Fort Bragg, N. C.; Shaw Air Force Base, Sumpter, S. C.; U. S. Marine Base at Camp Lejeune, N. C.; Breezy Point Naval Air Station, Norfolk, and Langley Air Force Base, Newport News, Va.

Following its Astor Hotel stint, the band returns to the West Coast in time for a Lake Tahoe, Calif., engagement, July 10 to 24, Band has already been set for two weeks at Las Vegas' El Rancho Vegas Hotel. Troupe returns to Los Angeles August 12 for a four-week lay-off.

While in New York James will make television appearances. Only definite commitment is for-May 24 on Ed Sullivan's "Toast of the Town."

#### DEEP RIVER BOYS

Oo-Shoo-Be-Do-Be ..... 74 V 20-5268-Nonsense type reading of the boppish-born rhythm ditty. Could get some action, too. Tho it is rather late.

The Biggest Fool....73 The group tackles a good ballad here for a neat slicing.

#### CAMILLE HOWARD

Excite Me, Daddy ......74 FEDERAL 12125-Sexy blues ditty is warbled in suggestive style. Beat is solid, and the side ought to cadge juke coin

I'm So Confused .... 67 Miss Howard sings of her troubles, in okay fashion. Tune penned by the thrush is pleasant.

#### JOHN GREER

Ride, Pretty Baby ......73 V 20-5269-This one starts out in routine fashion and then brightens up via Greer's vocal. It should have appeal, tho the warbler has had stronger sides previously.

Don't Worry About It ... . 69 The blues shouter sells this effort strongly, but he doesn't have very much to sell.

#### LOWELL FULSON

The Blues Come Rollin' In ...........72 SING TIME 330 - Routine blues material gets a typical Fulson reading. Should please his fans. I Love My Baby .... 72

More routine stuff - at a faster tempo.

#### RENE HALL ORK

V 20-5274-Courtland Carter warbles the vocal to this lively blues with spirit, selling the tune brightly. It's a good vocal, and the warbler has a style. Ork backing is hefty. Voodoo Moon....62

The Hall ork has some fun on this weird, bluesy instrumental effort which doesn't go anywhere.

#### Les Harris Amapola

V 20-5270-The warbler turns in an okay reading of the pop standard, with most of the excitement stemming from the pounding ork arrangement. Platter could get some spins.

Nobody Else But You....65 Les Harris explains that he's a onewoman man on this new blues effort.

#### DO RE ME TRIO

I'll Never Stop Being Yours ..........68 BRUNSWICK 80218 - A slight bounce effort is sung with a beat by the trio. Nice side that could get deejay spins. I'm Only Human....65

The trio explains that they are only human on this unexciting platter. Boys are okay, but material isn't.

#### THE EMANON TRIO

SWING TIME 328-Slow, evocative blues is played persuasively by the small instrumental group. Good afterhours wax.

E-e-e-zy....59 Okay instrumental is listenable.

#### AL SEARS SWINGS

V 20-5272—Musically this could be of interest, but commercially it might be just a bit too easy, Ernie.

In the Good Old Summer Time .... 64 The Sears group opens with a gangsing vocal on the oldie and moves into it. It's good, subdued stuff.

#### CHARLIE BRANTLEY ORK

Movin' On Now ......60 KING 4619-The Brantley ork plays this wild opus with spirit, and Clarence Jolley handles the vocal. Tune,

Fog Horn....58 Instrumental effort is handed a loud reading by the ork, but again the tune just goes on and on and never arrives anywhere.

# Popular Record Reviews

#### Continued from page 68

#### THE MELACHRINO STRINGS

V 20-5285-Somewhat late to hit the market, but this instrumental version of the ballad is played with unusual effect by the Melachrino group. A beautiful slicing that might still eke out a little attention. Waltz of Paree....72

The pretty melody is played attractively by the string ork, somewhat too fast for comfortable dancing, but mighty easy to listen to. Good program wax,

#### BENNY GOODMAN ORK

I'll Never Say

COLUMBIA 39976-With the Goodman ork now back in action, the diskery has released these singles cut in February. It's in the old Goodman style, and it features a vocal by thrush Helen Ward, plus some solo clarinet by B.G. Side swings, but sounds a bit old-fashioned. However, it will interest the multitude of B.G.

What a Little Moonlight Can Do....72 The ork comes thru with another crisp, old-time reading of another old ditty. Helen Ward sings it brightly, and B.G. solos neatly. Ork's speededup rendition of the tune gives it the old-fashioned sound.

#### PEREZ PRADO ORK

Beautiful ..... 73 V 20-5281-The big Prado ork comes thru with an exciting mambo side that seems due for plenty of attention from the afficiandos. Hesitation gimmicks add interest.

A La Billy May....70 An interesting novelty It shows Prado can make his ork sound like May's. However, many will feel it

sounds better when it sounds like Prado's.

#### Al Martino

I'm Afraid ......73 JUBILEE 6034—Ballad with a Latin beat gets a nice reading from Al Martino, with tasteful accompaniment by ork and chorus.

Give Me Back My Lonely Heart....70 Ballad gets a routine reading. These sides were waxed previous to Martino's Capitol contract.

#### WALLY COX-BERNARD GREEN ORK,

What a Crazy Guy .......73 V 20-5278-This side is a Wally Cox monolog depicting life among the rough, tough kids of a big city. It has humor, pathos and the ring of truth. A very entertaining disk for a specialized market, especially for kids. There Is a Tavern in the Town....70

Wally Cox, star of TV's "Mr. Peepers'" does a gimmicked novelty reading of the oldie.

#### PETULA CLARK

CORAL 60971 - Opens like movie sound track to set a mood. Quickly develops into a lovely, tender ballad. Petula Clark sings it with grace and feeling.

Tell Me Truly .... 64 Pretty lyric and tune departs from Tin Pan Alley style. Side has a simple charm.

#### LEON BERRY

DOT 15063-Leon Berry and his pipe organ deliver a nice tango-good sound and a feel for the hesitating beat. Side could pull juke loot. Watch it. Misirlou....65

The Eastern melody gets a routine reading by Leon Berry at the pipe

#### EUGENIE BAIRD

Be Good to Yourself ......72 VINROB VR4-Pubbery owned label recently bowing into the field has come up with a fine early effort in this reading of a bouncy ditty Miss Baird hands the ditty a first-rate professional chanting job.

Why Should I Want You?....72 A strong ballad effort here by Miss Baird and the lush ork backing. More good listening.

#### MORT LINDSAY

JUBILEE 5116 - Clever ditty about directions to relieve a persistent itch makes a good novelty fare. Side could earn spins and some juke loot. Jeepers Creepers....71

Novelty oldie is pleasantly chanted to jazzy backing. A listenable effort.

#### JOHNNY DESMOND

Danger ..... 72 CORAL 60978-Elaborate ditty (can't be whistled) built over the theme of the title television show is projected with dark and moody colorations, It's due for some tie-in publicity that might help stimulate action.

The Japanese Sandman....70 Orient-slanted oldie is sung smoothly by Desmond. Backing has gongs and wheezy strings to help create the Eastern filusion.

#### ERNIE RUDY ORK Ott in a Eddo ......72

CORAL 60970 - Novelty with a happy, lively beat and a set of nonsense lyrics. Will get some deejay action and box spins.

You Took the "Sweet" Out of Sweetheart .... 65

Sugary and tearful ballad cets a saccharine reading by Ernie Rudy's ork, composed of ex-Sammy Kaye men. Style is similar. There's a vocal by Don Rogers and the Three Merry-

#### JIMMY YOUNG

(Dancing With Someone)

Longin' for You ......71 LONDON 1315-The widely recorded waltz ballad gets another fine effort. I'm Not Very Lucky....67

Young delivers a soulful tune pleas- \*

#### JEAN PERRY

Too Many Parties ......70 MARVEL 10505 - The Ted Herbert ork comes up with one of its better disk efforts in this reading of an attractive new waltz ballad. Miss Perry's vocalizing is better than okay,

Written Guarantee .... 69

Cute bounce item in a shuffle beat is handed a danceable and listenable reading by the ork and chirp Perry.

#### FOUR JACKS AND A JILL

JUBILEE 6037-Story song is set to a driving beat with one of the Jacks taking the lead and the others filling in. Devil naturally refers to "woman." Jocks could be attracted by this, and there's box potential.

I Wish You'd Make Your Mind Up .... 68 New group displays nice style in its cheerful interpretation of this ditty. Gal carries the lead.

#### ELAINE CARVEL

Loved and Lost ......70 MERCURY 70122, - New thrush on the label does an effective job on her first waxing. Chantress has a good sound, and her style is somewhat similar to Georgia Gibbs. Tune is melodic, and the ork supports her

grandiosly. Then Something Happened to Me....68 New ballad is handled nicely by the canary over a big ork arrangement.

#### MAT MATHEWS QUINTET

JUBILEE 6035-A smooth instrumental version of the standard by the Mat Mathews Quintet. Group is of the type preferred in swank bistros, and music has a society jazz flavor.

Elegie .... 66 Same comment.

#### EUGENIE BAIRD

VINROB VR3-The cute oldie about different ways to "yes" is handed an engaging reading by the sweet-voiced thrush. A good waxing that could move well with exposure.

Hootin' Holler ... 65 Up-beat opus is delivered in bouncy fashion by Miss Baird and a large

#### MAE WILLIAMS

TEMPO 1292-This intimate warble by Miss Williams has some sexy moments that should attract repeat spins on the boxes.

Pizza Polka....67 Rhythmic novelty which mentions many Italian delicacies in the lyrics is cheerfully sung by the gal to swingy backing by the ork.

#### EARTHA KITT

Two Lovers .......68 V 20-5284-Eartha Kitt's chanting of this unusual song has an eeric quality, which is abetted by Hugo Winterhalter's backing. Perhaps more inter-

esting than commercial Uska Dara-A Turkish Tale....68 Eartha Kitt chants a Turkish folk song and interrupts the native verbiage now and then to do a couple of explanatory English choruses. The tambourines add to the Eastern

#### ANN LEAF

In a Little Spanish Town.........68 KING 1196-Miss Leaf shows nice technique as she turns in a jazzy organ interpretation of the oldie. Rhythm section backs her up with a Latin beat.

Tambo . . . . 65 More sparkling organ interpretations by Miss Leaf.

#### SHIRLEY ABICAIR

Your Mother and Mine ......68 LONDON 1326 - The "Peter Pan" lullaby is done in lullaby style by the hush-voiced Miss Abicair for a listen-

able side. I'd Love to Fall Asleep .... 63 More quiet stuff. Miss Abicair on this side impresses as a sexless April

#### MAC MAGUIRE-MARION CARUSO

Wanted ..... ASTOR 15075 - Philadelphia deejay Mac Maguire and thrush Marion Caruso team up to turn in a pleasant reading of the tune co-authored by Al Alberts of the Four Aces. Side has some charm and could catch

spins. Ooh, Honey, How I Love You .... 55 Maguite and Caruso read this vaudeville-type effort lightly over organ backing.

#### DOLLY DAWN

Oodle I Ay ......67 JUBILEE 6036-Tune has the flavor of an old-time folk ballad. It's a tale about a Pied Piper who attracts damsels with a gleam in his eye instead of mice. It's a nice perform-

It's Too Soon to Know .... 65 Songstress gets a lot of heart into her performance of this ballad. She's aided by a tasteful orking.

JIMMY BROWN

What's a Boy Got, What's a Girl Got, When They Haven't Love? .... 66 Material is so-so, and Brown handles the lyric capably, but the top honors go to the Henry Levine ork backing,

MUSIC

Love's an Old Meanie ... 64 Done as a dance band disk, this serves the purpose. Brown handles the vocal chorus.

#### JOHNNY HOLIDAY

Why Should I Cry? ......65 UNITED 1284 - Young singer turns on a heavy vibratto as he gives out with this one. Lush backing is provided by Dennis Farnow

With All My Heart .... 64

Gypsy-type love song is orchestrated well. Holiday shows that he has a potentially good voice, but there are spots where he overdoes the emoting, A more natural approach might be helpful.

#### CAL CALA

Pretend ..... VANITY 511-Cal Cala hands the hit pop tune a warm vocal reading over quiet backing by the Justin Leonard ork. This cover waxing is so late, however, that it hasn't much chance of catching any of the loot.

For the Life of Me ... 60 A new Latin-styled ditty is sung calmly by Cala, while the ork supports him neatly.

#### FRED DARIAN

I Can't Forget You......65 VOGUE 1023 - Previously reviewed on Whirl label.

Strange Bells .... 55 A weird story-ballad is sung powerfully by Darian over a strange assortment of sounds, including bells, voices and a multi-fiddled ork. The whole thing is merely pretentious.

#### TEX WHEELER & TRIO

GRENOBLE 1802 — Rhythmic item bounces along quite merrily. A cute countryish effort that might attract some juke nickels.

Old Roses .... 59 Sultry - voiced thrush showcases the sentimental ballad neatly. Pleasant listening.

JOE FOLEY CORAL 60972 - Warbler Joe Foley does routinely with a routine tune.

Don't Listen to Anyone

#### but Your Heart ... 60 Same comment.

BUD SLOAN The Garden Ball ......60 MECCA 101 - Sloan's pipe organ

instrumental makes for good back-It Seems Like a Dream .... 60

#### More of the same. BETTY CLOONEY

You're the One ......50 ROUND 101-Songstress turns on a full stream of sex appeal on this offering. The approach seems overdone in spots.

An Onion and You...40 This was written by a grocery clerk which probably explains the references to foodstuffs. Side was cut before thrush's recent pact with

# Licensing Nix

 Continued from page 44 clusive right to their respective

writings and discoveries." Schaeffer claims that the author no longer has exclusive right if he agrees to let a specific recording company do the tune. Any other recording company can do the same by securing a license.

he contends. Schaeffer quoted an article by Charles W. Joiner, which appeared in ASCAP's second annual Nathan Burkan Memorial Competition edition of 1940, relative to the allegation of unconstitutionality which reads:

"Constitutionality of the compulsory licensing provision-the constitutionality of this provision has never been tested in the 30 years that the law has been in effect. This perhaps seems peculiar when there is almost unanimity of opinion among those who have studied the subject that the present act, in this relation is unconstitutional. However, by looking at the act itself, an explanation may be had. If it were declared uncontitutional by the Supreme Court of the United States, what rights would the authors, composers, and owners of musical copyrights have? It would take from them the partial protection the law now gives them, and the slight renumeration, however unfair it may be, that they can get from the compulsory licensing plan, and would place them in the same position they were in before the act was passed in 1909. It would make public domain of all music written as far as mechanical compositions are concerned."

Schaeffer contends that an owner of a copyright should have the constitutional right to allow or not allow the material to be recorded, and if allowed, the owner should have the right to say who could and who could not record it.

Copyrighted material

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MUSIC



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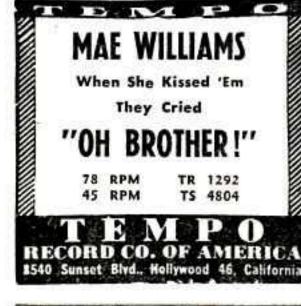
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# Music as Written

**HURST AND GRADY** PACTS RENEWED . . .

Ed Hurst and Joe Grady, Philadelphia deejays who have been on Station WPEN for many years, have just been renewed on TV Station WPTZ for another 13 weeks. The jockey duo indicated its bobby-sox appeal last month on TV when it moved 16,000 pair of bobby-sox, on which the deejays collected a royalty per pair, via their TV seg.

**GAMMA ISSUES** FIRST DISK . . .

A newly-formed indie, Gamma Records, has released its first disk, featuring "The Only One in Love," chanted by Ray Shaw, partner with Norman Kaye in the diskery enterprise. National distribution is being handled by Paul Levy, of Midwest Distributing in St. Louis.

'RUBY' IS THEME FOR MERCER . . .

Thrush Ruby Mercer, who starts a new weekly deejay show today (18) over the full Mutual radio network, will use the film ditty, "Ruby," as the airer's theme. Big Three affiliate Miller Music, which owns the tune, stands to rack up tremendous ASCAP performance credits, since "Ruby" is already an established pop and full credits are awarded for each spin. The Les Brown Coral waxing will be used.

HERB GOTTLIEB BECOMES A DADDY ...

Polyclinic Hospital Wednesday (15). He's the Gottlieb's first off-

JONI JAMES VOTED DJ QUEEN . . .

Joni James was voted Queen of Deejay Brad Phillips' Singing Battle Royal Coronation by WINS listeners. Kings elected were Eddie Fisher and Perry Como. The three will receive their awards on April 22.

DAVE KAPP VISITS COAST ...

Dave Kapp, pop a.&r. head for RCA Victor, and his wife left Wednesday (15) for a West Coast trip. He'll vacation for a few days in Palm Springs and then spend two weeks in the firm's Hollywood office.

BILL KENNY MAKES P.A.'S IN MIDWEST . . .

out the welcome mat for Bill (14) Bill Kenny Day. . . . Top made p.a.'s in the area last week. tributor for Florida. The outlet claimed Tuesday (14) Bill Kenny ville. . . . Sidney Mills has sold Day, making the announcement four pop sides he cut with The on Al Morgan's Monday night Starnoters, pacted to his Amerishow over WLW-T. In the promotion set up by Herbert Liebeck, of Philadelphia diskery, B B. S. . . . Cincy's Decca Distrbiuting Corpo- Audivox Records, formed reration, Kenny appeared on all radio stations and made appear-Louisville. While there he visited the Armory Home Show and sang Herb Gottlieb, auditor for the a number with Billy Logsden, Big Three, and his wife, Ger- Decca h.b. artist. Kenny, whose trude, are being congratulated on latest release is "Who's to

Any Old Record Won't Do

Continued from page 44

business."

Pubbers Will Wait

just for the sake of having a rec- handing the tune to another artist ord, has become passe with the instead of the one promised. alert publishing firms. Pubbers will wait until they can get their ber this way, there is much tune waxed with the right artist, gnashing of teeth on the pubber meaning a Patti Page, an Eddie side and a tendency for the pub-Fisher, a Jo Stafford, etc., and occasionally with a lesser known making an exclusive deal with artist who they feel will interpret that a.&r. man again. the tune best.

tunes that I think are set with man does not get excited about it top artists in major diskeries, but I'm not certain that any or all will mind. "If I find the a.&r. man come thru. Sometimes I get a bit does not view the tune with suffianxious and think that I ought to cient excitement, I then try to run out and get some records. with any artist. But then I think pletely by telling him it wasn't it over and decide to sit tight, no matter how long I have to wait."

There is another reason why the pubbers point their material at a specific artist, and wait until that artist is available rather than take anyone. If a tune is waxed by a lesser known, a new or a cold artist, and nothing happens to the record, the tune is relatively dead for three to five years, as a gen-

When the pubber goes to other a.&r. men they usually point to the disk and say "The tune died with so and so, why should I record it?"

Willing to Trade

The pattern of exclusives, which has grown up over the past few years, also points up the trend of pubbers pointing their material at certain artists. Pub-

# Name Still Draws

Continued from page 45

he played great trumpet and sang in his own inimitable style, aided by such great jazzmen as Trummie Young, Barney Bigard, Cosey Cole, and the fine piano of Joe Bushkin. Louis had the crowd wanting more, especially on "The Bucket's Got a Hole in It," and his solos with Velma Middleton, the thrush with a bundle of

energy. The potent Goodman - Armstrong package should rack up solid grosses on it's one-nighter they listen to a good tune, they trek, and it will certainly attract have to decide whether the ditty every loyal B.G. fan from here to should go to one of their potent California. As a one-nighter pack- stars, or hand it to one of the new age, it does not have the produc- youngsters who needs a good tion of other road units, nor is it a tune to get some attention. The pendent distributor if a franhave been even more potent with its future hits and its future stars, a name singer, and an act or two, and the choice made is also most which it will need if it is put on important to the publisher of the again in the fall.

waxing I can in order to stay in tune, for letting one diskery have the tune exclusively. This doesn't work out the way it is supposed In other words, having a record, to, with a.&r. men occasionally

If the a.&r. man crosses a pubber to be most cautious before

As one pubber looks at it, he As one pubber said, "I have six will pull back a tune if the a.&r. for the artist the pubber has in cool the a.&r. man off on it comso good in the first place. Then I still have my copyright for another day."

Other Factors

There are many other factors that have helped stiffen the spine of the once supine publisher in the majors to wax it. "Oh Happy Day," which sold about 1,000,000 records (on five different labels), and sold 200,000 copies of sheet music, was started on the Triple A and the Essex label originally. "Don't Let the Stars Get in Your Eyes" started on Four Star. Dot Records started the tune "Trying" a few months back, and this song made The Billboard best selling sheet music chart for many weeks.

Many pubbers turn to the small labels with their tunes, if they cannot get them waxed by the right artist with the major labels, since today it is possible for indie labels to bust thru into the best selling class. And the pubbers who have started their own labels to exploit their tunes, or who make their own demos and sell them to major diskeries, are grow-

The a.&r. men, of course, have a larger problem than just to select the right tune for the right artist. All diskeries have their top or potent artists, and their upcoming youngsters who they desire to make into top stars. When tune.

the birth of a boy, Edward, at | Blame?" backed by "I Keep Thinking of You," also visited the New Albany (Ind.) High School and later cut a tape for broadcast over the school's radio station.

#### New York

Jimmy Hilliard, Decca a.&r. chief, leaves Monday (20) on a business trip to the Midwest. He's skedded confabs with Bill Claseman, head of Decca's North Central division; Ted King, Cleveland branch manager, and Henry Droz, Detroit branch topper. . . Mack Stark, Mills general man-ager, left Thursday (16) for Milwaukee to attend meetings of the Music Educators National Conference. . . . Buddy Greco's Coral slicing of "You're Driving Me Crazy" has been tagged "Hit Tune of the Month" by Cleveland juke operators. . . Decca's Hamish Menzies is in the East for personal appearances. . . . The Mayor Cincinnati and environs rolled of Cincinnati proclaimed Tuesday Kenny, of the Ink Spots, who Tunes has been named Coral dis-Cincinnati's Mayor Carl Rich pro- has offices in Miami and Jacksoncently by Raymond Scott, Doro-Cincinanti and Middletown, O., thy Collins and Leonard Wolf, will release its first sides early in ances and calls on stations in May. Some of the initial disks will feature the "Sound Enhancement System," a recording technique developed by Scott. . . . plugging her latest Capitol disk-Dana Records' Ted Powers ork ing of "Goodbye, Charlie, Goodwas voted top polka band by lis-teners to WFRO, Tremont, O.

Manie Sacks, is marrying Walter the reactivated Master label, at make every song count, and I bers are usually willing to trade the Madison Avenue Presbyterian guests were Bill Wells, Jay Trommust get the best potential hit getting the right artist for the Church, with a reception at the peter. Ted Travers, Linn Burton, Colony Club

> next week for a deejay trip thru the Midwest to plug the Hamish Menzies Decca waxing of "Less Than Tomorrow." . . . Columbia Records will release its first pair-"Little Josey." . . . Jack Fuller is the vocal. Columbia Record's new merchandising manager for the diskery's pop and folk releases. . . .

brarian at the station, working under Bob White. . . . Herb Montai, of Johnstone-Montai Music, leaves for the Coast after three weeks here on business. . . .. Eydie Gorme, Coral Records' thrush, is doing two Camel Caravan radio shows this week, one at Brown University (16) and another at Amherst (17). Canary did two Caravan shows just a week ago, setting a record of four guest appearances out of five consecutive shows. . . . Deejay Don James, of WORZ, Orlando, Fla., just closed a five-week run at the Fort Gatlin Hotel in Orlando starring on the organ and piano. . . . Warbler Russ Landi has just waxed "Don't Break My Heart Again" and "Cheek to Cheek" for Seger Records. Sides will be released April 20. . . . The "Spring Round-Up" and Breakfast Dance of the Negro Actor's Guild of America, Inc., will be held on Friday, April 24, at the Savov Ballroom here. . . . Sammy Kaye will start a new feature on his weekly NBC-TV show next week. It will concern background stories of his records which have been top-sellers. First show will present Mitch Miller, Columbia waxing head, and the record spotlighted will be Kaye's "Harbor

Virginia Wicks has been handling publicity for the Goodman-Armstrong tour with Nat Shapiro handling advance roadwork. . . . Bob Pare, owner of Portem Distributors, back from a week's rest. . . . Billy Eckstine will do six days in St. Louis' Kiel Auditorium beginning April 27.

Lights" of two years ago.

#### Chicago

Vickie Young in town for a few days with Al Latauska and Don Foreman, of Capitol Records, bye" backed with "I'm Wonder-in"." . . . Marvin Enterprises and Brandom Music Publishers feted Caroline Triplett, secretary to Al Saber, first artist to appear on Briggs, non-professional, on April a cocktail party last week at Linn Marty Hogan, Jay Smith, Jim Lounsberry, and Saxie and Claire Chester Conn, of BVC, leaves Dowell, all disk jockeys. Members of United Film & Recording Studios, parent company of the Master label, and members of Marvin Enterprises were also present. Saber's first release is ing of Rosemary Clooney and "Love Me, Love Me" backed with Jimmy Boyd next week. Tunes "What Is There To Say?" David are "Dennis the Menace" and Lewinter and his orchestra back

Ish Kabibble, former Kay Kyser comic vocalist, in town. . . . Bert Siegalson, of WMCA, was Eddy Howard, Mercury, appeared promoted to assistant record li- at the Autorama show in Daven-

## RCA Goes on Multi-Label

Continued from page 44

receive top level blessing, how-ever, it is probable that the label sulting firm three years ago. At the face of a.&r. men. There is, a.&r. and sales staff, so that bel had given the proposal his for instance, the growing number greater concentration could be blessing. Whether or not label of indie diskeries on whose labels achieved. Victor's r.&b. opera- "Y" materializes, one thing is certhey can start a tune, and force tions, both in the a.&r. and sales tain-RCA Victor plans an inthe hillbilly field under the supervision of Steve Sholes and Bob McCluskey, respectively.

> Should label "Y" materialize, it would be marketed thru the present franchised RCA Victor distributors, according to a spokesman for the label. This source further stated that it was felt that a change in name could conceivably help spark added sales plus offer any distributor who preferred not to partake of r.&b. potion to abstain.

It can be logically deducted, however, that the desire to introduce label "Y" could have broader implications. With a separate label, it might be possible for RCA Victor to place present distributors on a produceor-else basis. While some distributors, particularly those in the South and Southwest, have always had a considerable part of their billing in r.&b. disks, it is known that other distributors have not produced in this area, despite their market potential and the fact that RCA Victor's r.&b. volume has risen considerably in the past year. With label "Y" it might be legally possible to pass the line on to an indeductive after a trial period.

r.&b. label which could be mar-keted by independent distributors TV licence.

label "Y" proposal had not yet in some cases together with a been submitted to top manage- separate a.&r. and sales staffs ment for approval. Should this had been recommended to RCA would operate with a separate that time an attorney of the laareas, are now dovetailed with creased effort in the r.&b. field.

#### Camden Label

The fate of the Camden label contemplated by the custompressing division may be decided Monday (20). By drawing on old Victor masters, this label could conceivably compete with both the parent label and label "X." Several weeks ago, for example, George Frazier was appointed to head up special projects for RCA Victor, with part of his responsibilities being to cull the catalog for suitable re-issues. Should Camden be approved, it is believed that Orrin Keepnews and Bill Grauer, owners of the Riverside label and publishers of Record Changer, would be retained as consultants.

## Rights Studied

Continued from page 45

and have been forced on several recent occasions to change production ideas in order to take the music presentation out of the dramatic rights category.

The publishers, as a rule, have never complained that the TV licensees exceeded the definition of performance rights as defined in the license. Show writers, howspectacular type of show. It might choice is important to the diskery, chised wholesaler proved unpro- ever, have become more senstive to what they consider violations The desirability of a separate of the present definition of small

MUSIC

port, Ia., last week. Kenny Myers, Publicity director of Mercury, went along for the first day. . . Patti Page, another Mercury ment at the Chicago Theater beginning April 24. Balaban & Katz is holding 15 contests in is holding 15 contests in as many theaters in Chicago in which kids will name "The Doggie in the Window." Grand winner will receive Patti's personal dog which she will use her appearance at the Chicago.

Margaret Frye, record librarian at WIND, will leave that station here, now a publisher representa-Burton Music. . . . Milt Gabler in with Ernie Rudy. . . . Georgia this week. Carr, Capitol artist, after a lastminute opening at the Black Orchid, is doing fine in spite of little preparation. . . . The Four Freshmen close the Blue Note this week and move east to join Stan Kenton at Birdland. . . Rocky Rolf, RCA Victor, stated period than last year, according that Eddie Fisher has been to the board. booked into the Chicago Theater for an early date.

Louis P. Wunsch, former maestro, and Katherine H. Schey are forming the Wolverine State Music Publishing Company, to operate in the popular music field.

# R&B Territorial Best Sellers

Continued from page 70

- 4. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic 5. Crawlin'
- Clovers, Atlantic 6. Please Believe Me D. Brown, Gotham
- 7. You're Mine Crickets, M-G-M 8. Is It a Dream
- Vocaleers, Robin
- 9. Bells Dominoes, Federal
- 10. Honey Jump O. McLollie, Modern

#### Detroit

- 1. Hound Dog W. M. Thornton, Peacock 2. Crawlin'
- Clovers, Atlantic 3. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic 4. I Wanna Know
- Du Droppers, Victor 5. Let Me Go Home Whiskey A. Milburn, Aladdin
- 6. Bear Cat R. Thomas Jr., Sun 7. Woke Up This Morning B. B. King, RPM
- 8. Baby, Don't Do It Five Royales, Apollo 9. Can't I
- Nat (King) Cole, Capitol 10. Red Top King Pleasure, Prestige

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# Disk, Sheet 1st 2 Months

WASHINGTON, April 18. -Phono disk and sheet music sales in 120 selected department stores to take up similar duties at in February topped February, WCFL, the end of May. . . . Sam | 1952, sales by 4 per cent, but com-Evans, well known in radio circles bined sales for January and February represented a decline of tive for Villando, Village and 7 per cent from sales for the corresponding period last year, the town for a Coral recording session Federal Reserve Board reported

A survey of 173 department stores revealed that radio, phonograph and television set sales in February were 10 per cent lower than in February, 1952, and 7 per cent lower for the two months'

# Late Reports on Recent 'Best Buys'

Popular

Continued from page 56

LESS THAN TOMORROW Hamish Menzies—Decca 28601

Also a spotty picture at the moment. Same recommendation as above.

#### Country & Western

Continued from page 56

national charts. Has been top country record for the label for past three weeks.

SLAVES OF A HOPELESS LOVE AFFAIR BLUE LETTER

Red Foley-Decca 28567 Continues to hold its selling power in all areas returning reports. Both sides appear on the Houston territorial chart.

## Rhythm & Blues

Continued from page 56

SHE'S GOT TO GO The Ravens-Mercury 70119 Action is strong in Detroit and Cincinnati and good in almost

all other areas checked. SHIRLEY, COME BACK TO Shirley and Lee-Aladdin 3174

Record continues to show good activity.

# B'way Music In Vogel Suit

NEW YORK, April 18.-Broadway Music Corporation has filed suit in New York Federal Court against Jerry Vogel Music Company, Inc., and cleffer Jack Norworth. Action seeks to void a 1936 agreement between Broadway and Vogel whereby both shared income from the four tunes. It also seeks to establish that the plaintiff is owner of the renewal rights to the tunes, besides seeking cancellation and voiding the registration of renewal copyrights and assignments. Lastly, it directs Vogel to account for funds collected since 1936. Songs involved are "Honey Boy," "Smarty," "Take Me Out to the Ball Game" and "Good Evening, Caroline."

Tunes were written by Norworth and Albert Von Rilzer, who assigned their original rights to the York Music Company in 1908. Thereafter, all rights of York were transferred to Broadway Music.

The complaint alleges that in 1935 Norworth and Vogel agreed that Norworth's renewal rights would be assigned to Vogel. The complaint charges that Norworth did not have the right to apply and obtain renewal of copyright for the four tunes, and had no rights which he could transfer or assign to Vogel.

The complaint alleges that in May, 1936, an agreement was reached to co-operate in the publication of the four tunes upon the basis that the plaintiff was the transferee owner of the renewal rights obtained by Von Tilzer and Vogel was the transferee owner of the rights of Nor-

In the said 1936 agreement, the complaint alleges, the plaintiff and defendant Vogel undertook to share the receipts and benefits available to publishers.

The complaint further states Placed on the Houston, New that the sole consideration and Orleans and Nashville terri- inducing cause for the making of torial charts and just off the the agreement by the plaintiff was the joining and combining with plaintiffs' ownership and rights and those claimed by Vogel as belonging to it. That Broadway executed such an agreement, the complaint alleges, was in the mistaken belief that Vogel was the true and lawful owner of certain copyrights renewals, whereas in truth and in fact, Vogel had no such valid rights or claims.

The complaint claims that the plaintiff continued in its ignorance of the actual conditions affecting the parties to such an agreement until in or about June, 1952, when it discovered the documents and records which show and explain the actual rights of the parties as they existed prior to and at the time of the agreement of May, 1935. It is claimed that since 1936 Vogel has been receiving and sharing profits and benefits of the publications of the tunes, to the loss and detriment of the plaintiff.

# Rainbow's Pot o' Gold

Continued from page 40

have in part reached what TV's miliar to spectral composition. first objective should be-to increase quality and reduce costs.

Revolutionize TV

know it now. far toward our objective that already we are considering the companion color problem.

Color and tape go together, in to successful TV color. And this we know-that color TV may be

The impossible takes a it longer to accomplish. The comthe electronic intracacies of this next fabulous chapter in TV recording is too involved and technical to explain here. Our electronic color is not one that with good shows, in full color at the photographer, the engraver low cost-produced on magnetic or the painter might reconcile. tapes with thousands of low cost Color in the electronic world reprints for showing anywhere. pigments — those factors so fa- to believe.

Scientific Approach

Let us define the search for electronic color as somewhat The assumption may be made similar to the scientific approach. that Bing Crosby Enterprises The scientist isolates the virus will be prepared to market or before seeking the cure. We lease thru the Ampex Electric have isolated the electronic Corporation, VTR recorders that color and defined its pulsation will revolutionize TV as we in the magnetic field. This "os-Undoubtedly cillation" is as definite as that others may achieve similar re- of basic electronic recording. In sults in the not-too-distant fu- a sense, color has a personality ture. But we have traveled so all its own and we are currently enjoying its company.

In conclusion, we invite the industry to present its best color process for television. We will our appraisal, like peaches and record it on tape and undoubt-cream. Color TV needs tape re- edly in the final analysis, convTR is the only feasible answer eral success of the whole venture thru a process that is simple and less costly than any recorded magnetically on tape! yet devised. It will be color that will be storable. We think it is conceded that color that can't be plicated process of explaining stored, can't fit any budget, whether it is the advertiser or the TV producer.

We feel that a millenium for television is on the horizon-

doesn't acknowledge prismatics, The promise is more immiemulsions, color separations or nent than anyone might be led

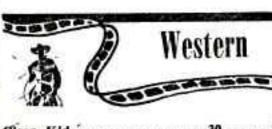
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# Syndicated Series Showings

Continued from page 31



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Dist.: United Artists Television CURRENTLY SHOWING IN: Akron, Amarillo, Beaumont, Boston, Cincinnati, Columbus, Dallas, Decatur, Detroit, Duluth, Flint, Houston, Indianapolis, Kansas City, Louisville, Memphis, Minneapolis, Muskogee, Nashville, New York, St. Louis, Sedalia, Springfield, Toledo, Wichita

Hopalong Cassidy ....... 30......26 Dist.: NBC Film Syndication Sales CURRENTLY SHOWING IN: Baltimore, Binghamton, Buffalo, Erie, Johnstown, New York, Philadelphia, Pittsburgh, Rochester, Schenectady, Syracuse, Washington, Boston, New Haven, Providence, Atlanta, Charlotte, Creensboro, Jacksonville, Louisville, Memphis, Miami, Nashville, Norfolk, Albuquerque, Dallas, New Orleans, Oklahoma City, Phoenix, San Antonio, Tulsa, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Grand Rapids, Kansas City, Milwaukee, Omaha, St. Louis, St. Paul, Toledo, Hollywood, Salt Lake City, San Francisco, Seattle, Albu-City, San Francisco, Seattle.

Dist.: NBC Film Syndication Sales CURRENTLY SHOWING IN: Amarillo, Colorado Springs, Denver, El Paso, Lawton, Lincoln, Lubbock, Honolulu, Mobile, Oshkosh, Portland, Pueblo. Reading, Roanoke, San Diego, Sioux Falls, Spokane, Tucson, York.

Tales of Famous Outlaws ... 15......13 Dist.: Western Adventure Productions CURRENTLY SHOWING IN: Los Angeles, New Orleans, Philadelphia, San

The Buster Crabbe Show.... 30......26 Dist.: Film Vision Corp. CURRENTLY SHOWING IN: Chicago. The Gene Autry Show......30......52

Dist.: CBS Television Film Sales CURRENTLY SHOWING IN: Altoona, Amarillo, Baton Rouge, Beaumont, Birmingham, Colorado Springs, Dallas-Fort Worth, Denver, El Paso, Erie, Honolulu, Huntington, Indianapolis, Jackson, Kalamazoo, Lansing, Los Angeles, Lubbock, Memphis, Minneapolis-St. Paul, New Haven, Omaha, Peoria, Providence, Memphis. Minneapolis-St. Paul. New Haven, Omaha, Peoria, Providence, Roanoke, Rochester (Minn.), Salt Lake City. San Diego, San Francisco, Seattle, South Bend, York.

Dist.: CBS Television Film Sales CURRENTLY SHOWING IN: Amarillo, Atlanta, Bangor, Beaumont, Boston, Chicago, Cleveland, Colorado Springs. Columbia, Dallas-Fort Worth, Davenport. Denver, El Paso, Honolulu, Houston, Indianapolis, Jackson, Lincoln, Los Angeles, Lubbock, Minneapolis, New Britain, New Orleans, New York, Omaha, Philadelphia, Phoenix, Portland, Providence, Salt Lake City, San Diego, San Francisco, Seattle, Tucson, Wash-



CURRENTLY SHOWING IN: Charlotte, Minneapolis, New York City, Oklahoma City, Portland, Richmond, Roanoke, Salt Lake City, San Francisco,

Dist.: Telenews Productions

In the Fashion Spotlight .....5......65 Dist.: Du Mont Television Network

The Feminine Angle........15.......13 Dist.: United Artists Television CURRENTLY SHOWING IN: Port-

#### RCA Subsids Get 2 New Directors

NEW YORK, April 18. - The election of William E. Robinson and John K. West as members of the boards of directors of RCA Victor and the National Broadcasting Company, respectively, was announced today by Brig Gen. David Sarnoff, chairman of the board of the Radio Corporation of America.

Robinson is executive vicepresident and a member of the board of The New York Herald Tribune. He was formerly advertising director of the newspaper. West is currently vice-president in charge of the Western division of NBC. He formerly was vicepresident in charge of public relations for RCA Victor.

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Minimum \$3

52 CONSECUTIVE insertions,

#### DISPLAY CLASSIFIED

Any advertisement using display make-up or white space. Figure space between cut-off rules, I pt. rule borders permitted only on ads of 28 lines or more, 3 or more CONSECUTIVE or 26 insertions, per agate line ...... .95

52 CONSECUTIVE insertions, 

# Hocus-Pocus

By BILL SACHS.

Kahne, Dell O'Dell, Max Terhune,

Charles Carrer, Johnny Mack and

Neil Foster. Several other name

performers are expected to add

their presence to the bill. Irwin

Parnes is promoting, and the

show committee is made up of

Jim Sherman, Ray Muse, William

Larsen, Max Terhune, Merv Tay-

lor, Fred Rickard and Jack

Schneider. . . . Marvin Roy has

added a new feature to his "Artis-

try in Light" act that has been

winning him salvos. Injected in-

to the turn during his recent ap-

ovation. What is it? Merely the

and Betty Johnstone are in the

chased a new home in California's

to move in around May 1. . . .

the Blue Room at Mery Taylor's

magic emporium. Nearly 100 at-

tended. Leslie had a busy time

while here. His appearance on

TV's 'You Asked for It' was satis-

factory and helped us kick off

Brison, magicker and Side Show

manager with the Hagen Bros.'

Circus, enjoyed a visit from Mr.

and Mrs. Irvin recently in Chick-

asha, Okla. The Irvins are play-

ing schools in that area with

H'wood Shows

HOLLYWOOD, April 18.-

Within less than a week two

thrushes have been forced to bow

mutually acceptable bow-out was

Miss Boyer was reported to

have been ill during the five

nights she played the Grove. She

was advised by her physician to

halt work for an indefinite time.

It's reasonable to assume the

laryngitis was a decided handicap

to the singer, accustomed to more

the Cavernous Room. Her open-

ing night's performance was proof

of that. Cancellation of her re-

maining performances was amica-

Boyer's eleventh-hour replace-

of thrush's original engagement.

a headliner on night of Miss Lan-

chester's attack. Singer Freddie

Stewart, on same bill but slated

to be off Wednesday night, was

hurriedly summoned to perform.

Also called at the last minute was

comic Lord Buckley, who's ap-pearing at Sunset Strip's Cre-

scendo across town. Nitery since

has inked Alice Tyrrell and her

spouse. Dick Winslow, to fill out

the engagement - which ends

WASHINGTON, April 18.—The

nation's eating and drinking spots

did a \$964,000,000 business in Feb-

ruary to top by 2 per cent the

February, 1952, take of \$946,000,-

The Bar of Music was without

ble and mutually acceptable.

given as singer's laryngitis.

magic and puppets.

because of illness.

nitery stint.

THOMAS MAGRUM is on are Aubrey and Company, Harry the last lap of a 26-week trek for School Assembly Service, Chicago. Starting last September, Magrum covered on an average of 550 miles per week. By the time the tour ends May 5 he will have made some 250 appearances in an area from Fort Dodge, Ia., to the Pennsylvania border and from Sioux Ste. Marie, Mich., to Cape Girardeau, Mo. Horace Marshall caught the Magrum turn in Akron; Mr. and Mrs. Finis Robinson, in Waterloo, Ia.; Mrs. Emily Stanley, in Detroit; Earl Schnoor and V. V. Headland, in Muscatine, Ia., and Edward Freeman, at Rock Island, Ia., Magrum's home village. This marks Magrum's second tour for the Chicago agency. ... Duke Montague and Myrnella, late of the Tilton Players in Iowa, are appearing for the Graham Music and Lyceum Bureau out of Salt Lake City. . . . Famous O'Connor, the magical bartender, is reported working the Salt Lake City area. . . . Houdeen, magician and vent, assisted by his wife, Linda Raye, and son, Jack Crest, magical juggler and unicyclist, has just concluded a swing thru the Middle West and is currently plying his wares along the West Coast. . . . Lieut. Lee Allen Estes, Safety First Magician of the Kentucky State Police, and wife, Kathryn, were Cincinnati visitors last week-end (11-12) to take in several performances of the Shirne Circus at Cincinnati Garden and to cavort with Cincy magic friends. They departed early Monday (13) for Indiana where the Loot had a string of school dates booked. Kathryn made the trip with him as part of her vacation. . . . Elmer Newman (Newdini) is presenting a full evening turn to good result in and around his home town of Orange, Va. . . . Doc Weiss presented his combination magic, mental and escape turn for the Juvenile Apparel Salesmen's Association at the Capitol Hotel, New York, Monday night (20).

A MONG the acts engaged for the ninth annual Night of Magic show to be presented at Philharmonic Auditorium, Los Angeles, April 24-25, by Assembly No. 22, Society of American Magicians,



Luce Press Clipping Bureau is now the largest in the country. Our LUCE offices are ideally located to insure prompt saturation coverage of big city and grass roots newspapers, daily and weekly national consumer and business publication—every periodical you use.

Write for Details of This New Low-Cost Service

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For Night Clubs, Banquets, Conventions. Also Outdoor Acts for My

RAY S. KNEELAND 751/2 W. Chippewa St., Buffalo 2, N. Y.

Summer Season. Send Photo, Sala-

Dye Drops, Flat Sets, Cyclorama Draw Curtains, Operating Equipment.

Schell Scenic Studio 581 S. High Columbus, O.

#### WANTED

Singles, Duos, Trios, Quartets. Organized Units only for location work. Send pic-tures, publicity and all particulars.

JOHNNY COON AGENCY Merchandise Mart

Kansas City, Mo.

# Minstrels' Costumes & Accessories

April 29.

COSTUMES

-Clowns For all other occasions. Get in touch with THE COSTUMER

238 STATE ST. SCHENECTADY 5, N. Y. DENVER BOOM?

# **Tourist Rush** Talk Affects Acts Slightly

DENVER, April 18. - Night clubs in the Rocky Mountain area are looking forward to the best season since the end of World War II. The State of Colorado has increased its tourist advertising, and private companies have joined in promoting Colorado vapearance before 700 Shriners cations. There's talk among the at Biltmore Bowl, Los An- local cafe men of bidding for geles, the nifty brought him an name talent thruout the summer.

But if the hopes of better busiproduction of a chandelier of ness are high in this area, the poslights, all lighted. Roy opens sibility of sharply increased work Thursday (23) in Las Vegas, Nev., for performers doesn't keep pace for a two-week stand. . . . George with the hopes. -

The Park Lane Hotel, which midst of a fortnight's stay in Reno, buys semi-names during the sum-Nev. . . . Bob Haskell has pur- mer season, is confident that its policy will carry it thru for the San Fernando Valley and is slated forseeable future. The Broadmore, a year-around hotel opera-Ray Muse scribbles from Los An- tion, has in the past put in names geles: "Leslie P. Guest created a on a short-term basis. It has used fine impression among our group Edgar Bergen and Gordon Macduring his recent visit here. Rae, tho not on the same bill. Members of Assembly No. 22, Ordinarily, however, the hotel's SAM, tossed a shindig for him in show budget runs to about \$1,250 to \$1,500 weekly.

The Wolhurst Saddle Club, a fancy private club, a summer operation, has used names in the past and expects to do so this year. But it has nothing unusual our publicity campaign for our Philharmonic show." . . . Ray scheduled. It will take what's available.

Smaller Acts

Work for the smaller acts, however, may increase among the smaller clubs. Most of these are combination cocktail lounges and night clubs using either musical acts, novelties and strippers or all three. The Algerian Club has Chi-Chi, billed as "the Cuban bombshell," coming in. Abe Nieman's Show Bar expects to continue with the Tony Knight trio, plus Dreen Lee, Jeanne Andrews and Paula DuPreg.

At the Taylors Supper Club, Al Fiske with a revue which has done solid business all winter, will continue with the same show most of the summer.

out of nitery engagements here The newest club in Colorado Springs, Colo., is the House of Oscar. The room opened last Lucienne Boyer, French chanteuse, canceled out of her Cocoaweek with strippper Tempest nut Grove stint in the Ambassa-Storm, plus the Stepping Tones, dor Hotel after only five days of a musical combo, and is doing a scheduled three-week engagement. Principal reason for the big.

The Topics, owned by Warren St. Thomas, located on the out-Elsa La ichester underwent an skirts of Denver, was due to open e m e r g e n c y appendectomy when a fire temporarily knocked Wednesday night (15) at St. John's it out of the box. The room, using Hospital, Santa Monica. This strippers almost exclusively, is necessitated her withdrawal from being rebuilt and will probably the Bar of Music and the Turn- be ready for the influx of the about Theater, where she was heavy trade the area is looking starring simultaneously with her forward to.

# Seeks Revues For Europe

PARIS, April 18. - Jim Witteried is looking for two and a intimate bistros, in performing in half hour shows to play Paris and the European continent on a percentage basis. The package owner to pay all expenses, transportation, hotel, salary, etc. Witteried to furnish all theaters. He Jack Smith became Miss said he guarantees the best theaters in Paris, Brussels and Italy ment. He'll fill out the remainder

Major requirement is that show be a musical with little or no talking. Language barrier will keep comics out. Singers must be able to belt out. Witteried's terms and his split were not disclosed.

#### Club Board Fights Conn. Tax Issue

BRIDGEPORT, Conn., April 18. -The entire membership of the Bridgeport Restaurant Full Permit Association, headed by President Benjamin Bobowick, rein protest against the organiza-The Chamber claimed that this would bring \$4,000,000 in revenue to the State's general fund. to the State's general fund.

The Full Permit organization night club owners in this city.

# **Burlesque Bits**

Nanette, billed as "The Rage the Bal Taberin, New York, for of Paris," who worked athe Rip- an eight-week engagement. . . . tide, Calumet City, Ill., last year Jack Coyle and Herbie Barris will for nine months, is back there be a new straight man-comic now doing a double with Dick team for niteries over the sum-Bennett, former house singer at mer, after their respective Hirst the Alvin, Minneapolis. She is in units wind up for th current seaher 12th week and is featuring son. Also in the act will be Terry "The Girl and the Thing." . . . Booker Jack Lewis has transformed five chorus girls into strips and placed them in various New York niteries. They include to her audiences. A few weeks Donna Liso at the Ledo; Julie ago it was a novelty key ring. Gibson at the Nocturne; Shirley Her second is a pocket photo. Daye at the Harem, and Mickey Miles and Brandy Martin at the Del Rio. . . Joseph P. Ellul, owner of the Empress, Detroit, is returning there the latter part of May after an extended visit to Hollywood, Fla., where he makes his home. . . . Harry Conley signed for another tour of the Hirst circuit starting at the Grand, St. Louis, April 16. Other principals in the new unit are Charles Robinson, Danny Jacobs, Linda Leslie and Ann Powell. . . Katherine Harris, tap and toe dancer, opened at the Flamingo Hotel, Las Vegas, Nev., for three weeks. . . . Attending the midnighter and visiting Herbie Barris, comic, later backstage at the Hudson, Union City, N. J., April 10, were Milton Berle, Dagmar, Danny Shaw and Bobbie Sherwood, representing a party of seven. . . . Denise Dunbar, Parisian dancer who is making her home in Los Angeles with her ma, closed a run of five weeks at the Star, Portland, Ore. . . . Marcia Edgington, who was featured in given any attraction in recent stock at the Gayety, Detroit, years. moved to the Follies, Chicago, where Bonnie Boyia is back after a year's absence. . . . Winnie Gar-ret opens at the Gayety, Norfolk, May 3, for another return en-

Star, Portland, Ore., to Rafell's antees will depend on house ca-Club 150, San Francisco. . . . Mari- pacities. A deal is also pending lyn Drake, strip, opened a week's for Chicago. engagement at Minsky's Rialto, Chicago, April 16 thru Sunny Bernet. . . Red Marshall and Gaby Williams wound up their circuit tour at the Gayety, Detroit, April 1 and returned to their New York home. Danny Jacobs closed with the same unit and left for his home in Wilkes-Barre, Pa., for a visit, after which he returns to the road. . . . Lotus DuBois, who bowed at the Palace, Buffalo, April 10 as featured attraction, is a Cleveland girl discovered there by George Young and trained by Russell LaVelle when Young operated the Roxy and LaVelle was the producer. Roy Hudson, at that time a writer of burly reviews for Milt Schuster, recognized and publicized her talents. LaVelle is now producing at the Palace. . . . Co-featured at the Star, Portland, Ore., are Lorali and Coffee Royal. Other current principals include Lorena. Jerry Lave, Yvonne, Bobby Lynn, Mary Lynn and Donna. . . . The Six Montmarte Girls, can-can dancers; the DuBarry Trio, three girls doing ballet-comedy; Ting Alling, comedy-magic; Bob Bennett, singer, and Ruth Kelly, acro dancer, constitute a new package show booked by Jack Lewis into

gagement.

# Variety Club Gives Awards

NEW YORK, April 18. - A Milwaukee newspaperman and a Philadelphia staff photographer were the prize winners of the Variety Clubs International contest for the best human interest story and the best human interest picture. The judges consisted of trade paper reps who met at the Piccadilly Hotel, Thursday (16) to examine the entries submitted from all over the country.

The best story, entered by Hugo R. Vogel, Tent No. 14, Milwaukee, ran in the Milwaukee Journal and was written by Larsigned from the Bridgeport ry Lawrence. Vogel will get a Chamber of Commerce this week cuffo air ticket for the Variety international convention to be tion's recommendation to the held in Mexico City, plus all his State Legislature that the State convention expenses. The runnerliquor tax be increased from \$1 up was submitted by Noah Schecto \$1.50 a gallon as an alternative | ter, Tent No. 3, Cincinnati. Story

a Philadelphia Daily News lensrepresents 115 restaurant and man, Raymond Gathrid, who will get \$300.

The winning pic was taken by 

Miller. . . . Vicki Wells heads her own promotion department, the main ideas of which comprise the free distribution of Vicki gadgets Joe Louis Pulls

# 30G at Apollo

NEW YORK, April 13. - Joe Louis, ex-heavyweight champ, drew close to \$30,000 in his first full week at the Apollo Theater here, which is also the first big theater he played.

It is estimated that Louis walked out with about \$14,000 as his share of the box-office take. Louis' deal at the Apollo called for a \$7,500 guarantee, plus a split over \$10,000. The Apollo, a 2.000-seat house scaled at \$1.80 top, has done virtual capacity all week. In fact, business was so good that the theater tried to hold him over. Previous commitments. however, prevented it. Louis will come back May I, which is about as quick a return date theater has

After Louis finishes his second date at the Apollo, he'll probably do other theater dates. He's already set for the Royal, Baltimore, and the Howard, Washington. All his deals will call for Rita Ravell shifted from the guarantees, plus splits. The guar-

#### Injunction Denied

Continued from page 42

listening and writing down the names and amounts quoted by witnesses.

AGVA has maintained that neither it nor cafes which use talent are interstate commerce and so do not come under the T-H Act. To test that belief, several actions are also pending before the National Labor Relations Board on charges brought against AGVA by the Chicago cafe ops, Philly ops and Buffalo ops.

Four night clubs asked Jones to permit his people to go back to work. These were the Celebrity Club, Ciro's, Barton's Show Bar and Harry Carrolls. Before permission was granted, clubs had to sign letters agreeing that such return would not prejudice any rights actors or AGVA had in any proceedings against the night clubs now pending before the State Labor Relations Board.

AGVA has filed charges with the NLRB charging various night clubs with a lockout, nonpayment of salaries in accordance with previously signed contracts, and nonpayment of salaries for services rendered. Hearings on those charges will be heard here Tuesday (21).

When in BOSTON It's the HOTEL AVERY

Avery & Washington Sts. The Home of Showfolk

Be a Booster for MILTON SCHUSTER

People in all lines for Theatres and Clubs Jack Montgomery, Mgr. Club Dept. Chicago 2, Ill. 127 N. Dearborn St.

Emm ACTS WANTED

DA PONTES BOOKING AGENCY 26 Court St., Suite 1210 Brooklyn 2, N. Y.

#### **NEWS NUGGETS**

# Toledo Arena Books Lombardo, 'Ice Cycles'

spring engagement here.

The "Ice Cycles" show moves in for nine performances in seven days, starting May 25. The latest bookings give the Toledo area top notch entertainment all but manager of the Butte Civic Cenone week thru May. Horace ter, has received his orders to Heidt and his troupe play the rejoin the United States Air 1953" on May 2, and Ralph Flan- the rank of lieutenant colonel, agan and his orchestra for a expects to make a career of dance date May 8.

HAITIAN FIESTA

GROSSES \$2,650 ... ALL-AMERICAN CIRCUS SAN DIEGO — Jean Leon CLOSES WINTER TREK ... Destine and his dance group, "Fiesta in Haiti," grossed \$2,650 American Indoor Circus closed for its one-nighter Saturday (11) its winter tour here after playing The Union Critic and The Evening Tribune.

WATER FOLLIES TO PLAY FRED'TON . . .

FREDERICTON, N. B. - Sam Snyder's Water Follies are set to play the York Arena here May 27-29 under auspices of Fredericton Police Federal Protective Association.

BEGIN CONSTRUCTION ON DANISH ARENA . . .

HERNING, Denmark. - Work will start here next month on erection of a multi-purpose exhibition hall and arena which will cost \$116.000. The building will be completed by June, 1954. Herning is a textile center and holds an important annual textile fair which draws attendance from many parts of Europe. It is also important as a center for concerts and other events requiring a large hall. This will add one more to the extensive circuit of multipurpose halls built in large cities of Denmark since the war.

ESKEW RODEO OPENS FOR 23D SEASON . . .

PROVIDENCE - Col. Jim Eskew's J. E. Ranch Rodeo opened its 23d season Tuesday

# Dramatic & Musical Routes

Affairs of State: (Selwyn) Chicago, Ballett Sextet: (Playhouse) Wilmington, Del., 24. Benny, Jack, Show: (Curran) San Fran-

Borge, Victor: (Forrest) Philadelphia Can Can: (Shubert) Philadelphia. Call Me Madam: (Shubert) Chicago, Constant Wife, with Katharine Cornell: (Auditorium) St. Paul, 24-25. Deep Blue Sea: (Cox), Cincinnati, Dial M for Murder: (Harris) Chicago,

Farfel Follies: (Cass) Detroit. Fourposter: (Hartman) Columbus. O. Gigi: (United Nations) San Francisco, Good Night Ladies: (Her Majesty's) Mon-Guys and Dolls: (Auditorium) Denver.

I Am a Camera: (Royal Alexandra) To-Maid of the Ozarks: (WRVA) Richmond,

Male Animal: (Blackstone) Chicago. Masquerade: (Walnut St.) Philadelphia, Me and Juliet; (Hanna) Cleveland. Men of Distinction: (Locust St.) Philadel-

Mrs. McThing, with Helen Hayes: (Erlanger) Chicago. New Faces of 1952: (Shubert) Boston, Oklahoma: (Colonial) Boston, Pal Joey: (Shubert) Washington,

Point of No Return; (Geary) San Pran-Shakespeare Readings: (Ford) Baltimore,

South Pacific: (Keil Auditorium) St. Louis. Staing 17: (Nixon) Pittsburgh. Top Banana: (Orpheum) Kansas City, Mo.

#### Skating Shows

Ice Capades of 1953: (Memorial Collseum) Fort Worth, Tex., 20-22; (Stockyards Station) Denver, Colo., 24-28. Ice Cycles of 1953: Shawinigan Falls, Que., Can., 20-23; Quebec City 24-29; Chicou-timi 30-May 3.

#### Miscellaneous

Miller's, Irving C., Brown-Skin Models: fans in the Boston Garden. (Ritz) Monroe, Pa., 22; (Star) Shreve-

TOLEDO, April 18.—The Sports (14) in the Providence Auditori-Arena here this week announced um, the first of four spring the booking of Guy Lombardo engagements for the organizaand his orchestra and "Ice Cycles tion. Other stands include the of 1953." The Lombardo troupe Philadelphia Arena, April 22; will tenant the arena Saturday Pittsburgh Gardens, May 1-9, evening, April 25. With the band and the Cleveland Arena, May will be singer Kenny Gardner, 11-17. Foghorn Clancy is in the dancing Evans family and advance of the show. Other perhumorist Johnny O'Brien. It will sonnel includes Jack Mahoney, be Lombardo's third annual Dick West, Jim Eskew Jr., and Tom Mix Eskew.

#### BUTTE MANAGER JOINS AIR FORCE . . .

BUTTE, Mont. - Dick Shaw, soldiering. No successor has been appointed.

in Russ Auditorium. Booking was | 22 sponsored dates in buildings. handled by DeLannoy-Howarth The unit played in Tennessee, Theatrical Productions, this city, Kentucky and West Virginia and received good notices in both and, according to Byron Gosh, who booked the dates, business was successful. Gosh announced that bookings for next fall include 16 weeks of indoor dates starting in Oak Ridge, Tenn., in October.

# Trade Tributes To Walter Ware;

CHICAGO, April 18. — Leaders Ware, for 44 years president of Ware Bros.-Chicago Roller Skate Company, who died Tuesday (7) after a long illness in suburban Oak Park and was buried Friday (10). He was 73 years old.

Key people in the skating world credited Ware with having contributed greatly to the nation's youth thru the development in 1907 of 45-degree action rink roller skates, a development that was instrumental in making roller skating one of the country's major participation sports.

Others cited his foresight and leadership in nursing the Chicago Roller Skate Company from a small shop with a dozen employees to the present modern factory employing 275 people and capable of producing 4,000 pairs of skates per day.

Mechanical experts pointed to his vast mechanical and production knowledge. He helped develop standards that are now used in the screw machine and industrial fuse industries.

life was an ardent duck hunter, ets for funds. fisherman and sailboat enthusiast.

He was a member of the Peninsula Chapter, Alpha Delta Phi, class of 1905, University of Michigan; the Chicago Mederedosia Gun Club, the Belvedere Yacht Club, the Jackson Park Yacht Club.

Surviving are his widow, Ruth Scott; a daughter, Margaret W. Allen, Livingston, Mont.; a son, Gordon K. Ware, St. Charles, Ill., and a brother, Robert R. Ware, Oak Park.

# Trotters End Top Season

BOSTON, April 18 .- The Harlem Globetrotters closed their fifth and most successful, from attendance reports, series with the All Star basketball quintet here Masonite Corporation has issued Thursday night (16) before 13,900 a technical bulletin, No. A-211,

viewed 18 games played.

# Martin Preps Final Curtain for Arena

New Highway Calls for Garden Removal; **Explains Parent-Management Committee** 

of an era in American roller skatto cross Woodward Avenue, on the site of Arena.

Arena was opened in the middepression years by Martin, who returned here with a reputation as a top figure in skating. It soon arena tonight, followed by Lom- Force and is scheduled to leave became the point of organization bardo; the "Biggest Show of here July 31. Shaw, who holds for the RSROA, which held its for the RSROA, which held its first nuclear meetings here, established headquarters in the Arena, and held a number of American championships in the rink.

> RSROA headquarters are being moved to a northwest section location, as recently reported in The Billboard, with the move taking place in stages in order to avoid disruption of office routine. Martin has indicated no immediate plans. He has been busy buying a home. For years the Martins have occupied an apartment in the Arena.

#### Parent-Management Group

Plans for final closing of the Arena are proof of the value of agement—development of a Parof skaters at this rink, and has in the roller skating business this been one of the significant factors week joined in extolling Walter in building esprit de corps which characterizes the rink operation and its patrons.

The PMC was the result of serious consideration of rink relations by Martin, based on several decades of skating experience. It was unveiled September 16 at a buffet luncheon for about 50 parents of Arena skaters, and soon won wholehearted acceptance. It is a formal link between two interests-rink management, with a sincere interest in the skaters as well as obvious economic interest in successful patronage, and parents, interested in seeing that their youngsters enjoy skating under proper conditions and, in many instances, with a fair chance at achieving recognition in the amateur sport to which their own abilities and training entitle them. These objectives have been unified in the working of the committee.

#### Objectives

Fundamental objectives of the committee are: To send qualifying and deserving skaters to the Altho handicapped by the loss American meet, and to alleviate of one arm in childhood, Ware to a great extent the high cost of was a sportsman and thruout his reaching down into their own pock-

A decision to establish limited objectives, rather than too broad a program, was made. Specific goals were set at two, out of several that were enticing to PMC members: To raise funds for the the Oak Park Country Club and American championships and for the anti-polio campaign, which has long occupied a special niche in roller charity. By concentrating upon these, success in practical ways was assured.

> The committee consisted of 25 parents and the rink management, represented by Martin and King. Tho outnumbered, the owners felt at no disadvantage and relations

#### New Masonite Booklet

CHICAGO, April 18. - With roller rinks in many parts of the country using Masonite Tempered Presdwood for floor surfaces, giving recommended application New Orleans 25; (McKinley) Baton Rouge 28; (Palace)
Lake Charles 29; (Hollywood) Port Arthur, Tex., 30; (Booker T.) Galveston
May 1.

A total of 307,491 watched the just-completed standardization. The booklet is available free to operators who wise was in 1951, when 216,270
West-land Hollywood application directions with a view toward standardization. The booklet is available free to operators who wise was in 1951, when 216,270
West-land Hollywood application directions with a view toward standardization. The booklet is available free to operators who wise was in 1951, when 216,270
West-land Hollywood application directions with a view toward standardization. The booklet is available free to operators who wise was in 1951, when 216,270 Washington Street, Chicago 2.

DETROIT, April 18,-The end have consistently been harmonious. "By getting together, we have the towns. ing has been set for Sunday, May been able to co-operate," Martin 3, when Arena Gardens, operated said. "It has made for better by Fred A. Martin, president of championships. We have just held the Roller Skating Rink Operators' a marvelous State meet at the Association, and Earl King, closes Arena. Everyone co-operated with its doors for the last time. Mu- the management and helped put nicipal progress has necessitated this over. This was done both. The rink is in a new brick the doom of Arena, with the new morally and physically. The par- building owned by and built for Edsel Ford Superhighway planned ents pitched in to assist. They the diocese. It opened to capacity helped handle operation of the business, with both Canadian and meet, especially in general super- U. S. residents attending. The vision and some of the checking skating floor is 60 by 100 feet, and special details essential to a with mezzanine floor six feet successful meet."

#### Initiations To All

Original invitations to establish the committee went to parents of all contestants, and from this group the PMC was formed. Officers were elected-Frank Cook, president; Thomas Martino, secretary, and E. Kromis, treasurer. Among the first major activities of the PMC were the annual revues, held on December 16 and January 20. This was a united selling endeavor, with the objective of raising funds for the aforesaid purposes, and proved very successful. A special sales inducement was the award fo a pair of passes to members for each 10 tickets sold.

In other ways the PMC has worked closely with management the past nine months. The pracwhat is perhaps Martin's crowning tical result for parents, whether achievement in the field of man- PMC members or not, has been provision of a larger fund for ent-Management Committee. This traveling for competitors, and the started only last fall, but has ma- resultant decreased financial strain tured to the point where the PMC when the youngsters have a chance is taking joint responsibility with to get into a regional or American the Arena management for "liqui-dation" of patronage—recommend- the facilities of his establishment ing that skaters patronize specific for PMC affairs at minimum cost. rinks in Detroit in order to con- and is able thus to encourage his tinue the progress the youngsters own skaters to aim at the chamhave made at Arena. The prob- pionships, with the assurance that ably unequalled accumulation of there will be funds enabling those trophies won by Arena skaters is qualifying to go to the meets. Emsolid evidence of the achievements phasis, according to Martin, is: strictly on viewing sktaing as a family sport.

With funds raised by the Arena shows now on hand, allocation of this money will be made by the PMC. Distribution has been a problem of management in the past, but having the decision made by the committee relieves management of the difficulties and sometimes embarrassments of deciding between potentially conflicting

The PMC has been formed somewhat after the model of Parent-Teacher groups found in schools. With closing of Arena definitely set for May 3, Martin and King are planning a grand finale show,

#### Canadian Diocese **Operates Skatery**

EDMUNDSTON, N. 3., April 18.-The first roller rink to be owned and managed by a Catholic diocese has been opened at this U. S.-Canada border location opposite Madawaska, Me., on the St. John River, which forms the boundary line. A bridge connects

The rink was instituted under the direction of Rev. S. Theriault, who has been named manager and chaplain of the rink and connecting cafeteria.

wide for spectators.

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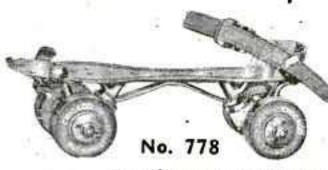
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double stitched longer counter for comfort

 grained leather insole FREE Write Today for FREE Rink Equipment Catalog

ROLLER DERBY SKATE COMPANY LITCHFIELD, ILLINOIS

# The Final Curtain

ASHE-William J.

32. former circus trapeze performer and clown, April 16 in Tolego, (Details in Circus Section.)

BENEDICT-Sydney,

66, outdoor showman with organizations in the Los Angeles area for the past 20 peace, in that city Tuesday (14), Sarvived by his widow. Mary, and a signer Lona. Burial in Pacific Coast Shewmen's Association plot in Evergreen Cometty Friday .17.

BRINSFIELD-George H. (Dad).

78, at Crumpton. Md., of a heart attack, In 1927 and 1928, Brinsfield was boss canyasman for Downie Bres. Circus. Later he founded Dad & Bill's Amulement Company, which operated rices in Mareland and Delaware until 1940. His widow, three sons and a daughter sur-

COUGHLIN-James,

67. April 6 in Big Rapide, Mich, A comedian, he started in show tusiness with minstrel and repertoire abows in 1991. He was a featured comin with Columora burlesque wheel shows for many years. Later he played the Keith and Oroheum circuits with his wife, Bertha Bangor, in his own act, "The Rest Cure," More recently he entertained armed servicemen in Europe. Surviving are his widow: a sister, Tish Cornalla, and a bruther, Bill, both of Hollywood, and two other brothers, Dick and Jack, of Stout City, Ia.

DAHL-Carl Harvey,

72, formerly a ride man with the Johnny J. Jones Exposition, recently following an illfless of two years. Survived by his widow, Eather; a brother, Andy Carson, and a sister, Emily Priedenheim, Los Angeles. Masonic services at Pairview Cemetery, Jonita, Mo.

DAVENPORT-Norma,

\$2, former circus performer and widow of Ameri (Stick) Davenport, April 5 in Chicago, (Details in Circus Department.)

He was vice-president of Alabama State

Elks Assn., a member of Motile Lodge of

DRYSOALE-Harry H., 59, retired outdoor amusements promoter and top announcer of the "megaphone" days, in Mobile, Ala., April 12 from injuries received in an auto wreck.

#### EDUCAT'N, RELIG. INDUS'Y SERVICE.

Continued from page 30

Lutheran Church Missouri Synod

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New York State Dept. of Commerce 40 Howard St., New York, N. Y. Official Films

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Wartele Film Productions 1838 Gerda Terrace, Orlando, Fla. Yugoslav Information Center 816 Fifth Ave., New York, N. Y.

Elks, the American Legion Moose, Vetcrans of Foreign Water and Knights of Columbus. Survivoes technic a daughter. Mrs. Earle Revece; a sto ec. Mrs. Fannic Karter, Mobile, and celatives in Biloxi. Miss,, and Bullimore, Bucial April 16 in the National Cemetery with military

EARNSHAW-Harry Affred,

74. retired radio writer and producer, April 14 in Hong Memocial Hospital, Costa Mesa, Calif. He resided in Balboa. Calif., and was a native of Detroit, going to Hollywood in 1923. He headed Earnshaw-Young Productions and retired in 1939, He leaves his widow. Vena: a daughter, Mrs. Gertrude Jobe; two sons, Harry L., Balboa, and Fenion, Hollywood, and two brothers Waller, of La Crescenta, Calif., and Arthur. of Scranton, Pa. Interment in Forest Lawn Memorial

ENCK-Martin J.

62. a biliposter with the Hagenback-Watlace Circus, sea ont of 1912-'14, and for many years owner of the Vandalia Poster Advertising Company, Vandalia, Ill., April 10 in Mark Hospital of that city following an illness of several years, He was a veteran of World War I and formed his poster company, which empraced every phase of outdoor advertising, following discharge from the Army. He was born October 10, 1890, in Vandalia, Enck was a member of the Vandalia Chamber of Commerce, American Legion, Lions Club and had served several terms on the city board. He is survived by his widow: a daughter, Mrs. Haroll Har wick, and two grandchildren. Services Antil 12 and burial in Fatrlawn Cemetery, Vandalia.

ACK-Valeria Bell,

72. one of the origina: Ploradora girls, April 16 in Hollywood after a 10-year illness. She superred in the first stage production of 'Tue Red Mil." musical comedy of 50 years ago, Mrs. Jack had once been the wife of Frank Palmer, musical director for the late Flo Ziegfeld, and was the widow of George Jack, Iowa business executive, who was her third husband. Survived by a prother, Ira Johnstone.

LAUGHLIN-Airia G.,

71. in Los Angeles, In addition to directing musical comedy stock in St. Louis and Kansas Suz, Ma, he also produced unit shows for the Oroheum Circuit. on the Pacific Coast, for many years. Burial in Valhalla Cemetery. Los An-

LITHGOW-Mcs. Etta Murdock.

73. actress. April 13 at the name of her son in Winthesp, Mann, A native of Charleston, Mass, she received her early training under John Drew and continued acting for 50 years. Last summer she appeared in productions in Pennsylvania, Prior to that she played many engagements at the Weston Theater in Vermont. and was widely known for her summer stock work. Her son Francis, survives

46, Hollywood strocoes of Columbia Broadcasting System and assistant secretary of CBS, Inc. of a heart attack in his Pasadena home April 12, He previously served as a Depute District Attorney, Deputy City Attorney and Deputy County Counse of Los Angeles, During World War II he serred in the South Pacific as a Navy Lieutenant commander. He joined CBS in 1945 His widow. Lots and four children. Peier. Michael, Wil-

McEVOY-Ernest Simon.

59, actor and singer, Analy, 14 in Los Angeles. Born in New York, he was a World War I vetecta He leaves his wife, Margaret, and a brother, Harry Price, Interment in Parest Lawn Memorial Park

MILLER-Phil.

61. president of Motor Creations, Chicago jewelry firm Anci! 16 in Chicago. MYERS-Thomas J.

86, for many year, suffix for the O N. Crafts Shows, April 6 in Merriti Hospital, Oakland, Calif., after a long illness. He retired about three years ago. He started in the theatrical business at the old Bush Street Theater. San Francisco, with his friend, the late David Warfield, and before entering the carnival business managed several Puntages theaters on the West Coast and had served as manager of the Oroheum Theater in Kansas Cliv Prior to his Crafts connection. Meers had served as auditor for the D. D. Murphy and Beckmann & Gerety shows and treasurer for the Norris & Rowe and Sells-Floto circuses. He was a member of the Pacific Showm'n's Association and Etks Lodge No. 99. Los

Angeles. Survived by a daughter. Hazel

M. Johnston, Oakiand, Services April 8.

O'CONNELL-William.

70, former circus acrobat, was found dead in a hotel room in Rochester, N. Y., April 15. He traveled many years with the Buffalo Bill show and the Ringling Bros. Circus.

POSTANCE-William C. F.,

78, veteran of 167 plays, figuring as producer, actor, stage manager or director, April 14 in Hoboken, N. J. At 13 he was a callboy for Sir John Hare, actor-manager, and later joined Olga Nethersole on tour of the British Isles and the U. S. He also served as William Gillette's secretary for 40 years, starting in 1894, and appeared in the New York production of Gillette's "Sherlock Holmes," as well as directing the show in revival in 1929. As an actor he appeared in "The Littlest Rebel." "Officer 666." "Madame X." "The Giri of the Golden West," "The Fortune Hunter," "The Lady of the Orchids," "The Distant Shore," "A Touch of Brimstone," "Gentlemen Prefer B'ondes" and "The Man Who Came to Dinner." His stage career began in 1888 in Sardou's "La Tosca." As a director besides the "Holmes" chore, he staged "Diplomacy" for a command performance for Queen Victoria and also a New York revival of "The Adm!rable Crichton" In 1931. He was said to have given Charles Chaplin his first stage job, assisted in building the career of Henry Fonda and counted Sir C. Aubrey Smith as one of his cricket companions. Among his many friends were Sir Henry Irving. Sir Johnsion Forbes-Robertson Charles and Danlel Froham, Charles Dillingham Helen Hayes. Lee Shubert. Sir Arthur Pinero. Ethel Barrymore, Robert Montgomery, Monty Woolley, Roland Young, Jane Cowl, Edmund Gwenn, Tallulah Bankhead. Ann Sothern, and Edgar and Archie Selwyn, In 1902 he married Sybit Campbell, of London, who died in the 1930's. For the past 10 years Postance has been employed by The New York



My Beloved Husband SELTZER April 24, 1951

The one who thinks of you today is who loved you best. The day you left me in tears was the raddest day in the year, but loving memories will be everlasting in my

**Babe Patricia Powers** 

SNYDER-Gene.

45, co-director of the Radio City Music Hall Rockettes, April 15 at Roosevelt Hospital. New York after a long filness. He was born in Fatefax. Minn., and attended the University of Minnesota, He became a stage dancer in the early 1930's and later served as a dance director for M-G-M. He did choregraphy for several shows. "It Happened on Ice" and an Eleanor Powell production. He also did "Top of the Town" for Universal Pictures, At his death he was co-director of the Rockettes with Russell Markert originator of the famed precision troupe A sister, Mrs. C. M. Purves, Washington,

THOMAS .- Mrs. Maidel Turner. 72, stage and screen actress known pro-

fessionally as Maidel Turner, April 12 in Ocean Springs, Miss, She had been seen on the New York stage in "The Charm." "Tommy."
"Kick In." "Angel Book of Charm." Strings," "Kick In." "Angel Island," "Welcome to Our City," "What a Life." "Dark of the Moon" and "Another Language." Among her many film roles were portraits in "It Happened One Night." "Here Comes the Groom" and "State of the Union," in the last of which she played the same role she created on Broadway.

ZWEIFEL-Fred R.

87, retired theatrical manager of more than 50 years in show business, April 10 in New York. He had been associated with Sam Shubert for 11 years, managing road shows, and was in charge of cross-country showings of Bir h of a Nation," He had been associated with comic Ed Wynn off and on from 1919 until 1945; had managed 74 male stars, 93 female stars, and more than 40 shows. His widow, former actress Gracie Russell; a son and a daugh-

# 13-City Feb. ARB Ratings

Continued from page 20

SPORTS. Roller Derby ..... Ll TV Exploitations KGO, 10-10:30, Mon WESTERN Cisco Kid ......31.0 Ziv Television Programs KRON, 7-7:30, Thurs. The Range Rider ......25.5 CBS Television Film Sales KPIX., 7-7:30, Tues. NBC Film Division KGO, 6:30-7, Thurs. KGO, 7-7:30, Thurs.

#### WASHINGTON, D. C.

(WTTG, WNBW, WMAL-TV, WTOP-TV) ADVENTURE J. Walter Thompson Company WNBW, 10:30-11, Thurs. Dangerous Assignment ...........11.4 NBC Film Division WMAL, 9:30-10, Wed. Dick Tracy ......10.9

Ramar of the Jungle ...... 8.9

China Smith ..... 8.2

United Television Programs

WTTG, 5:30-6, Sun.

Arrow Productions

WNBW, 6-6:30, Sat.

PSI-TV. Inc. WTTG, 9:30-10. Fri.

CHILDREN'S

Time for Beany (Avg.) ......13.4 Paramount TV Productions, Inc. WTTG, 6:45-7, Mon.-Fri.

DOCUMENTARY

March of Time, Inc. WTOP. 10:30-11. Tues.

DRAMA Little Theater ..... 6.4 Tee Vee Company

WNBW, 7:15-7:30, Mon. NEWS United Press Movietone News (Avg.) 3.9 United Press Movietone

WTTG, 11-11:15. Mon.-Fri. QUIZ Movie Quick Quiz (Avg.) ..... 5.4 Walter Schwimmer Productions

WNBW, 7-7:15. Mon., Tues., Thurs. WESTERN Hopalong Cassidy ......19.6 NBC Film Division WNBW, 2-2:30, Sun.

The Cisco Kid ......17.7 Ziv Television Programs WNBW, 6:30-7, Sat. CBS Television Film Sales

WTOP, 7-7:30. Sun.

WOMEN'S Feminie Touc! (Avg.) ..... 0.5 Sterling Television Company KPIX, 9:15-9:30 a.m., Mon.-Pri.

#### PROGRAM SERIES DISTRIB FIRMS

Continued from page 30

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MCA-TV 598 Madison Ave. New York, N. Y.

NBC TV Film Division 30 Rockefeller Plaza New York 20. N. Y.

Official Films 25 W. 45th St.

New York 36. N. Y. Paramount Television Productions Inc. 1501 Broadway New York 18, N. Y.

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1000 Cahuengo Blvd. Hollywood 28, Calif. Tee-Vee Company 445 Park Ave.

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New York, N. Y Telescene Film Productions 217 First Ave. New York, N. Y.

17 E. 45th St. New York, N. Y Texas Film Enterprises

Television Screen Productions

1112 Prospect, Houston, Texas J. Walter Thompson Co. 420 Lexington Ave. New York 17, N. Y.

20th Century-Fox TV Productions 444 W. 56th St. New York, N. Y

Tyme Productions 8 W. 40th St. New York, N. Y. United Artists Television 729 Seventh Ave. New York, N. Y.

United Press-Mayletone News 460 W. 54th St. New York, N. Y. United Television Programs 444 Madison Ave. New York, N. Y.

United World Films 445 Park Ave. New York, N. Y. Videopix, Inc. 717 Liberty Ave. Pittsburgh 22, Pa

Vitapix Corp. 509 Madison Avenue New York, N. Y. Vogue-Wright Studios 469 E. Ohio St. Chicago, fff. Louis Weiss & Co.

655 N. Fairlas Ave. Los Angeles 36, Calif. Western Adventure Productions 120 S. Poplar St. Charlotte, N. C.

Ziv Television Programs 488 Madison Ave. New York, N. Y.

#### FEATURE, SHORTS AND CARTOONS

Continued from page 30

Times Tele. Corp. I. E. 57th St. New York, N. Y. Trafalgar Enterprises 400 Madison Ave. New York, N. Y. 20th Century-Fox Television Productions 444 W. 56th St. New York, N., Y. Unity Television Corp. 1501 Broadway New York 36, N. Y. Vitapix Corp. 509 Madison Ave. New York, N. Y. Louis Weiss & Co. 655 N. Fairfax Ave. Los Angeles 36, Calif. Williams Productions 1041 N. Formosa Ave. Hollywood, Calif.

Zach Baym Fum

13 E. 37th St. New York, N. Y.

Ziv Television Productions

488 Madison Ave.

New York, N. Y.

# Drivin' Round The Drive-Ins

DAUL KUPCHUNOS, of the East Windsor, Conn., Drive-In Theater Corporation, has been named chairman of the South Windsor (Conn.) Town Plan and Zoning Commission. . . . Lockwood & Gordon Theaters have reopened their Connecticut drive-ins. Managerial assignments include Jack O'Sullivan, Danbury; William Daugherty, Torrington, and William Hayes, Norwalk. . . . Bowing for 1953, Charles Lane, of New Hayen Drive-In, North Haven, Conn., offered free cigarettes and hot coffee to patrons on opening night. . . . Joseph E. Tinty, owner of the Plainville, Conn., Stadium, has disclosed plans for construction of an 800-car capacity drive-in theater, on Route 72, between Plainville and New Britain, Conn. The theater would be part of a massive shopping center. . . . George Lougee has been named manager of E. M. Loew's Milford. Conn., Drive-In Theater. . . . William Daugherty, manager of the Lockwood & Gordon, Torrington, Conn., Drive-In Theater, has been promoted to manager of the circuit's Webb Playhouse, Wethersfield, Conn., succeeding Russell D. Ordway, promoted to district manager of circuit theaters in Massachusetts and Rhode Island. Ordway replaces Richard Darby, resigned. . . . Bel-Air Drive-In Theaters. Inc., newly organized, has announced plans for a \$120,000 drive-in theater in Nashville. Charles Henritz, former part owner of the Colonial Drive-In Theater, is president of the new corporation. Spot is to h ve space for a 700-car capacity. It is expected to be completed June 1. Associated with Henritz is Charles Kuertz and James Ferguson.

# Roadshow Rep

MADGE TOMLINSON, formerly

rep and dramatic stock leading woman and widow of Cash Tomlinson, for many years a leading man in stock, recently became the bride of Homer E. Palmer, nonpro, and is settled in the role of housewife at 2015 North Ellis Street, North Las Vegas, Nev. . . . Willard Dow is mulling a shortcast unit to play E. F. Hannan's "The Sneezer" in New England this summer. . . . Walter Kirby. who has been promoting amateur shows in Southwestern Pennsylvania, will finish his season soon and get his museum-trailer show ready for showing in Eastern resort spots. He plans to vacation briefly in Chester, Pa., before starting out again. . . . Earle Corey comes thru with the following fron. Baltimore: "I was more than disappointed when I read of the closing of Billy Bailey's Minstrels. I caught them in Florida and was hoping that the Happy Kellems show would stay out until the tent season came around. When I saw the show the second part was a bit weak, but I understand that a good showboat piece was added. I heard that it was the old John Van Arnam piece. If it was, I don't see how they could miss with it. Van Arnam used it with his tent minstrels and his show was as good eas any that ever took the road. It is difficult these days to make a roadshow pay with a cast of any size. Someone wrote sometime ago about having a concert down for tent minstrel shows and I second the idea."

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GEORGE C. ROBERSON PLAYERS 615 Locust St., Evansville, Ind. P.S.: Can use Hammond Organist year

round.

OUTDOOR

# Battle Is On for Slashing of Taxes

NAAPPB's Huedepohl Requests That Industry Be Given Chance to Be Heard

Continued from page 1

Park, Pa. for some on the municipal level."

congressmen who have requested to make appearances are the following: Rep. James E. Van Zandt (R., Pa.), Rep. Homer Thornberry (D., Tex.), Rep. Wictor Wickersham (D., Okla.), Rep. Leroy Johnson (R., Calif.), Thomas G. Abernathy (D., Miss.), Rep. Wayne N. Aspinwall (D., Colo.), Rep. William F. Lantaff (D., Fla.), Rep. James W. Trimble (D., Wash.), Rep. John J. Dempsey (D., N. M.), Rep. Emanuel Celler (D., N. Y.), Rep. Emanuel Celler (D., N. Y.), Rep. Emanuel Celler (D., Ala.), Rep. Laurie C. Battle (D., Ala.), Rep. Laurie C. Battle (D., Ala.), Rep. Laurie C. Battle (D., Ala.), Rep. Harlan Hagen (R., Utah), Rep. Eugene J. Keegh Minn.), Rep. Eugene J. Keegh Minn.) Minn.), Rep. Eugene J. Keogh of financial troubles. Certainly our welcomed by the Arena Mana- launched two seasons ago by the (D., N. Y.), Rep. H. R. Gross (R., legislators never intended that the gers' Association and a strong AMA to produce its own extrava-Ia.), Rep. Charles S. Gubser (R., simple, wholesome amusements nucleus of a planned 25-week ganza, and the group was re-Calif.), Rep Clair Engle (D., Calif.), Rep. John J. Rhodes (R., Ariz.), Rep. John L. McMillan (D., S. D.), Rep. Donald W. Nicolson (R., Mass.), Rep. Joseph F. Holt (R., Calif.), Rep. James C. Davis (D., Ga.), Rep. Wayne L. Hays (D., Ohio), Rep. Robert E. Jones Jr. (D., Ala.), Rep. Edward J. Bonin (R., Pa.) and Rep. Earl Wilson (R., Ind.).

The committee announced that no opponents are scheduled to be heard at the one-day hearing, pointing out that it has received no requests from anybody to be heard specifically against the Mason Bill, which is the only piece of legislation up for dis-cussion at the hearing. The committee was strongly urged by the National Association of Amusement Parks, Pools and Beaches to extend relief from the admissions taxes to other segments of the amusement industry. In a brief filed with the committee by Paul E. Huedepohl, executive sec-retary of NAAPPB, the organization requested that "our industry a similar capacity for other large- in front of the Ak-Sar-Ben grandbe given an opportunity to present scaled civic celebrations thruout stand. our case to your committee at the nation. the same time that the motion picture operators testify." The beginning in late spring and conbrief stated that the NAAPPB, tinuing thru the early fall, are

bert E. Sindlinger, of Ridley "whose membership consists of many small amusement park Spokesmen for the American owners thruout the United States, Municipal Association will testify has likewise been severely burto the committee that the tax dened by a tax on all admissions. exemption for the movie theaters The type of recreation and amuseis needed as economic relief for ment as provided by our industry "an industry which has been in a has always been an integral part slump." A spokesman for the of the American life and has been AMA indicated, however, that if considered a necessity—certainly the federal government eliminates not a luxury. It is the oldest film theaters from the tax, this would not preclude the possibility by many years the movies, the that cities might impose such a automobile and currently popular tax on the theaters. Some cities sports." The brief continued in do so now. AMA witnesses are part as follows: "The federal govunlikely to mention this point in ernment spends many millions of direct testimony. One spokesman of dollars to provide and maintain yet been made on Western Can- Fla., quarters. The last half of said: "We'd be less than frank recreational facilities for the peoif we didn't admit that with fewer ple. Municipalities provide public start its Dominion run at Quebec the Big One last year after the federal taxes there might be room bathing beaches, swimming pools, City and come out at Detroit. Pre- first half under canvas had

of the wage earner and his children should be grouped in the same tax structures as imported

Stern Maps Plans

For '54 Omaha Cele

# Big One Routes Canada, Slashes Eastern Dates

Industrial, Video-Saturated Areas Nixed as RB Seeks More Dollars

nation's economic pulse which has | East pays off. brought it profitably thru more than 60 years of touring, the Ringling Bros. and Barnum & Bailey Circus this season will virtually abandon the highly industrialized and television-saturated Northeast and head for Canada and then the hinterlands where it is still the Goliath of show business.

A month-long investigation of the earnings potential led to the abbreviated routing thru the East and the inking of three weeks in Eastern Canada. No decision has

NEW YORK, April 18.-Long sumably it may tackle the long-proved a bloomer. The Garden noted for an astute taking of the jump Western territory if the profits, the best each year, had to

> 40-day run at Madison Square date. Garden here. The routing thru all of New England has been slashed stand under canvas in Brooklyn to one week. Only four dates are was abandoned at the 11th hour. set for Pennsylvania, a few more The good four-day Long Island for New Jersey and a couple for stint of recent years was also Ohio.

go to the West Coast and cut This one will be held in abeyance, across the Southwest in Southern however, with a revival likely territory en route to its Sarasota, ada, with the show scheduled to the season made for profits for

move the mammoth enterprise. For the first time New York Obviously, every effort is being State is out of the route entirely, made to hold on to the earnings with the exception of the current from this year's lucrative Garden

A lengthy effort to revive a passed up by mutual agreement West Coast In

With the sponsoring 50-plus combined American Legion posts. next year.

The contracting agents are going thru their heaviest workout in years, with a number of new towns already set and many more contemplated. F. A. (Babe) Boudinot, general agent, said that the booking pattern was weeks be-hind schedule, but shaping up well now. Boudinot has his towns well tagged and can give a clear economic picture of the localities and a concise and knowledgeable analysis of their worth at the time the Big Show is scheduled

#### to play them. Video a Factor?

While circus execs don't label television as a box-office bugaboo, the fact remains that the route as it stands now excludes much of the top video areas. The New York Safety Code applying to the performance of aerial acts and providing criminal responsibility on the part of managers in case of accidents to performers, was said to have no influence on the decision to by-pass New York. Actually, an amendment signed last month by Governor Dewey (Continued on page 80)

# for some on the municipal level." Scheduled to speak on behalf of the Allied Theater Owners of the Gulf States, is Abe Berenson. Stifling competition to the free enterprise system upon which our of New Orleans. In the line-up of th

season is already set.

The show will feature "Dancperfumes, mink coats, diamonds ing Waters," mechanical acqua and other luxuries. The simple extravaganza introduced at Radio Merry-Go-Round, the Ferris City Music Hall here several Wheel and the Miniature Train weeks ago by Steinman and his rides were never considered as associates; the Lottie Mayer Distaxable in the same bracket as appearing Water Ballet, long time plush night club admissions or standard in the indoor-outdoor expensive musical comedy tick- fields; a line of 36 girls skilled in intricate novel group presenta-

ported in on this in its formative stage, but, as of now, Steinman is handling it solo.

Dancing Waters Featured

Since it will feature "Dancing Waters," the managers reportedly, and naturally, wanted territorial protection in showing the novel water display, but Steinman and his partners had already solidified three routes for as many units and are working on a fourth. Fairs, piers and celebrations are included.

Steinman said "Hippodrome" would purchase "Dancing Waters" from the controlling group, of which he is a member, guaranteeing \$125,000 for the 25-week run, plus a percentage of gross receipts over an unnamed figure. Total weekly costs, including production, is currently pegged at against all forms of gambling. \$27,500.

The chorus will be used in one skating production number similar to the lavish presentations man said. This is regarded a surestands, notably Quebec and Milwaukee, where the "Vanities" has are now being prepared for dis-long been well received, and good tribution to local law enforcewaukee, where the "Vanities" has (Continued on page 80)

# Jersey Plans Drive on Bingo, Church Raffles

TRENTON, N. J., April 18 .-A meeting of the prosecutors and assistant prosecutors from all of the State's 21 counties was held here recently with Atty. Gen. Theodore D. Parsons to formulate plans for a State-wide drive

The recent Supreme Court Winne ruling, following indictment of Bergen County Prosecutor Winne of non-feasance in which made up "Vanities," Stein- office, held that a prosecutor is responsible for the enforcement of fire box office at a number of all criminal laws in his county.

Some 900 copies of the decision (Continued on page 80)

# A series of special events,

# Outdoor Showbiz Has to Make Hay--Need Sunny Day

NEW YORK, April 18. - | seven inches of snow fell, and Plagued last year by freakish weather, outdoor show business is again looking to the skies with a prayer of hope for the current season.

RAIN, RAIN GO AWAY --

A local weatherman reported yesterday that the first three has brought over 19 inches of rain. Based or. 1921-1950 averages, this area has only a little over one July 1 date. By the same token, if more than the average falls prior to July, then it might be making hay, while the rain falls safe to assume that the end of

favored with Florida-like weather It will have a month's grace play- former member of the production on Easter week-end openings, were faced with cold rain and ble with the weather, as it plays snow last week-end. In some the Garden until May 10. It then executive on entertainment for seven rows of seven stars in a field pany, oldest and largest flag manu-Massachusetts areas, as many as

operators are hoping for it to melt by this week-end.

#### Dixie Picture

In the South, carnivals are being faced with rain and overcoat weather. The James E. Strates Shows, currently in Washington, report rain and cold weather, as months and 16 days of the year do the Marks and Buck-Model shows, the latter two in Virginia. Virginia has also thrown cold water on the Vivona organization, with its Monday (13) opening at inch of rain between now and Emporia being washed out completely.

Only outdoor enterprise that is and the breezes blow cold, is the

OMAHA, April 18.-Plans for planned. Use of name talent Omaha's 100th Anniversary to be would be confined chiefly to observed in 1954 are-being headliners in a week-long specmapped by Alfred Stern, man- tacle; temporarily pencilled in for aging director, who has served in late August. Spec is to be staged

> Tentative plans call for the origination of many TV and radio network shows. Features planned include the revival of the Ak-Sar-Ben Electric Parade, consisting of floats, a musical festival, and a Theme Center Birthday Cake to be situated in Turner Park, focal point of the activities.

#### Cele Underwritten

The celebration, which will coincide with the centennial of the Nebraska Territory, is underwritten for \$250,000 by local business and industrial interests.

Nothing resembling a midway is planned, execs pointing out that it would conflict with longestablished fairs of the area. Special centennial merchandise, carrying the centennial insignia, will be licensed by the committee.

Stern brings to the event his past experience as director of the have been proposed for the time Bicentennial of Reading, Pa., in 1948; Detroit's Golden Jubilee in 1946; Detroit's 250th Birthday Festival in 1951, and the Maine with four rows of six stars each, practice in the past. event in 1952.

Director of the congressionally chartered American National the season might be more rain- Ringling circus, currently nearing Theater and Academy's Depart- of the Union) encircled by a ring the half-way mark in its 40-day ment of Community and Indus-(Continued on page 80) the New York World's Fair.

#### **BUT NOT TILL '55**

# Hawaiian Statehood Would Boom Flag Mfg. Business

NEW YORK, April 18.—Ameri- pears on the flag. This is the de-Alaska are added to the Union. The addition of another State would render every flag in the nation obsolete, save possibly for the one in the Washington office of the Hawaiian Statehood Commission.

There are several designs that when Hawaii or Alaska joins the present 48. One would have five rows of five stars each alternating thus making a total of 49. Another proposal would have 13 stars (representing the original States of 36 stars to represent the re-

of blue the same as currently ap-

can flag makers are in for a boom sign which the Washington Haif and when Hawaii and possibly waiian Statehood Commission has on display in its office. None of the designs will be con-

sidered until Hawaii's statehood

becomes a fact. It is expected that President Eisenhower will then appoint a commission to consider proposals and make a decision. In any case, the present flag will continue in use until July 4 following the date of admission of any new State. Such has been the

#### Official in '55

Thus, if Congress votes Hawaii to statehood in 1954 (and the bill currently under consideration provides that this cannot occur before New England amusement parks, stand in Madison Square Garden. trial Showmanship, Stern is a maining States, including Hawaii. the November 2, 1954 elections), the 49-star flag would become of-

(Continued on page 80)

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GENERAL OUTDOOR

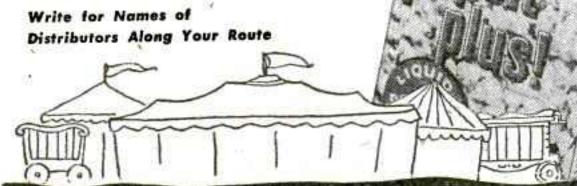
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# Parkmen to Seek Tax Cut Measure For Outdoor Segs

#### Design Bill to Counter Movie Effort; All Outdoor Interests Are Included

counter measure to the Mason Bill cial troubles." (HR 157) which calls for elimination of excise taxes for the motion picture industry only, the National Association of Amusement Parks, Pools and Beaches will seek to have introduced a bill calling for elimination of the tax for all outdoor show business enterprises.

The suggested bill, drawn up by Paul Hawkins, NAAPPB Washington representative, and approved by George A. Hamid, president, and Harry Batt, chairman of the executive committee, specifically asks that the 20 per cent tax burden be lifted from "... amusement parks, piers, swimming pools, beaches, traveling outdoor shows and agricultural fairs, skating rinks, or any other of their recreational features or entertainment devices."

The parkmen anticipate no difficulty in having the bill introduced, Hamid said. He will be in Washington Monday (20), together with Bligh A. Dodds, a high-ranking figure in the fair industry and the leader of the successful fight to have the gate tax eliminated for ments. agricultural fairs.

**Huedepohl Protests** 

A meeting of the House Ways and Means Committee on the Mason Bill is scheduled for Monday. Reportedly, only motion picture interests will be heard. As a result, Paul H. Huedepohl, executive secretary of the NAAPPB. has filed a letter of protest with committee Chairman Daniel A.

In his letter Huedepohl vividly outlined the history and economic problems of the park industry. He termed the tax an ". . . . unfair discrimination against a recreation industry that is already burdened

COP SHOW

# Wirth Slates Big Act Pact For St. Louis

NEW YORK, April 18.-Frank Wirth, head of the booking firm of the same name, announced the talent line-up this week for the St. Louis Police Circus, April 23-May 3.

Included are: Terrell Jacobs' Wild Animals, Alfredo Landon and his midget troupe, the Five Sailors, The Canadians, the Trampoloonies, The Bosco Troupe, Tom Paris Trio, Guy Mullen's Dogs, Lucy and Danlo's Dogs, Naitto's Dogs, Roberta's Dogs and Ponies, Capt. William Heyer and Starless Night, Winnie Colleano, Eve Walker, Mickey King, Miss Betty, Don Dorsey, Webb Sisters, Tokey Troupe, the Novellos, the Zoppe Troupe, Valentino Sisters, the Ferrises, Payo and May, the Sidneys, open Saturdays and Sundays un-Eric Philmore, the Marco Troupe, Chai and Somay, Malikova, Cepler Troupe, Flying LaForms, Flying Valentines, Capt. John Tiebor's Seals, Frisco's Seals, the Wonder Horse, the Fenners, Johnson and Owen, the Novel Company, Two D's, the Sandys, Tom Packs' Baby Elephants, Toni the Monkey Girl, Les Hildalys, Zavatta Family, the Tokayers, St. Leon Troupe, Mas-chino Troupe, Frank Noel's Lib-erty Horses, Miss Rietta, Frank Torrence and Miss Luxem.

Beecher, Carl Traynor, Johnny room Casino. Dugan, Dippy Diers, Paul Rasche, Charles Kline, Popo, Al Stoops and Charles Baker.

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NEW YORK, April 18 .- As a with more than its share of finan-

While optimism for tax relief continues high among park men, the exploratory efforts of the carnival group is less heartening. Max Cohen, general counsel of the American Carnivals' Association, released a letter from Congressman Kenneth B. Keating, New York Republican who, the sympathetic to the economic needs of the industry, predicted little hope for relief this year. However, there is a good chance for a tax cut next year, he added.

#### Sought Tax Cut

Keating pointed out that in the 81st Congress he introduced a bill calling for elimination of admission taxes on charges of \$1 or less and the reducing of others to 10 per cent but, he added, this was before the Korean outbreak.

Keating predicted that no separate bill relating to admission taxes will be enacted, and advised against the submission of such bills maintaining that relief, if and when it comes, will include all seg-

Cohen said that Keating would attempt to have the scope of the Mason Bill broadened if it should be reported out of committee to include the outdoor industry.

# Gen'l Motors **New Tent Show** Hits the Road

DETROIT, April 18.—General Motors' second "Parade of Progress," big-time tent show that dramatizes the corporation's achievements, left here Tuesday (14) on a 19-city tour of Ohio, Indiana, Michigan, Pennsylvania, Delaware and Maryland. The unit will hit the Southern States next year.

Housed in an "aerodrome" tent suspended on an aluminum frame without poles, the 152 by 80 top seats 1,250. Stageshows are presented six times daily and the show requires 44 vehicles when on the road.

Dress rehearsals are scheduled for Lexington and Frankfort, Ky., with the official premiere May 12 in Dayton, O. The first "Parade" played to an estimated 12,500,000 between 1936 and 1941.

# Willow Grove Opens Season

PHILADELPHIA, April 18. — Willow Grove Park opened this week for its 58th season. Elmer E. Foehl, general manager, anneunced that the park will be til May 23, and daily thereafter.

While plans for the season are not complete, Foehl revealed that 1953 expenditures for both plant improvement and free attractions will surpass those of any year since Willow Grove began oper-

Projects undertaken during the winter included the re-paying of the parking area and construction of additional modern rest rooms. Every amusement has been re-Among clowns who will appear vamped and repainted. For this at the event are Bill Bentlage, week's opening, Clarence Fuhr-Charles Frank, Ber. Turner, Hal man's Rhythmaires inaugurate its Griffin, Jack Crippen, Arden 11th season in the park's Ball-

No. 1 Cards, heavy white, black back, No. 1 Cards, heavy white, black back, 5½x7½. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, 23, same weight as #1, in Green, Red. Yellow @ \$6 per 100: DOUBLE CARDS, No. 1 size, 5½x14½, 10¢ es.

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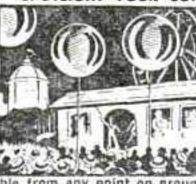
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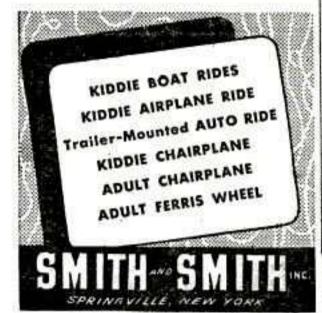
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HEP KID!

# 13-Year-Old Gives Forth With Ideas on Showbiz

reader of The Billboard. He rarely misses an issue. Being a ma-gician of no mean ability, Jack's big interest in The Billboard is Bill Sachs' Hocus Pocus column. He told us that himself. However, he reads each issue of The Billboard from cover to cover and, as a result, has a pretty good idea of what's cookin' in show busi-ness, especially the outdoor end of it. What we forgot to tell you, and what makes this piece so unusual, is the fact that Jack Ryan | Shows in the recent Post? Also a

is only 13 years old.
Since Bill Sachs sent Jack some literature and books on magic several months ago, young Jack has been a faithful correspondent, giving with the lowdown on ting poshowbiz in and around his native peep? Summit. His latest news report, received this week, runs the gamut from magic, thru circus and carnival, and in it 13-yearold Jack proves he's hep by com-ing up with some constructive criticism. He writes as follows:

wire balancing plates, saucers,

CINCINNATI, April 18.—Jack etc., was the best part of the Ryan, of Summit, Miss., is an avid show. The kid saxophone player doesn't sound too hot to me. You? What North needs is a drawing card like Gargantua. Eventually, the babies they have will get some attention, but they are yet so small and the public wants 'a man-eating killer from the heart of Daylest Africa'. of Darkest Africa.'

"Is Fred Harris still manipulating with the Big One this year? I enjoy his Miser's Dream a lot. Clever manipulator. Did you see the swell article on the Strates color photo of the Great Lester, with the buzz-saw illusion, on the same page. Is he the one that I understand exposes it by charg-ing 25 cents after the show for letting people come to the stage and

#### Miss Neau Fascinates

"J. A. Gentsch Shows, a small Mississippi carnie, recently was in this area (McComb, Miss.). One old Jack proves he's hep by coming up with some constructive criticism. He writes as follows:

What North Needs

"Bought a copy of The Billboard the other day, mainly to read of the provide of densest Florida." The outfit the Bingline Proc. Payment of the makes elever use of mirrors. My the Ringling Bros.-Barnum & makes clever use of mirrors. My Bailey opening in the Garden. father says it reminds him of the How does it look this year? It old Spider Girl illusion of Side sure was sorry last time, don't Shows years ago. Well, that's how you think? The kid with the slack show business is turning back-(Continued on page 100)

# Talent Topics

former, began a two-week free-act stint at Palisades (N. J.) Park (15) The Cincinnati Times-Star Monday (13). . . . Johnny Reo and splashed Caroline and Cindy on his orchestra are at Palisades, the front page in a photo running playing for free dancing in the casino. . . The Wednesday (8) The Cincinnati Post followed suit CBS "Man Against Crime" TV show, starring Ralph Bellamy, was filmed at Palisades. The funspot's Coaster figured prominently in tured last summer at Kennywood

ords singer, appeared April 11 and 12 as added attraction at Palisades (N. J.) Park. Curtis, who followed Frank Sinatra as a vocalist with the Tommy Dorsey

run at the park Sunday (12).

by the act's manager and prop ico and Texas. Tour ends in man, Arnold Costine. While in Cincy to negotiate with Cincinnati Zoo officials for a possible summer's engagement, Caroline and Cindy the Chimp played the

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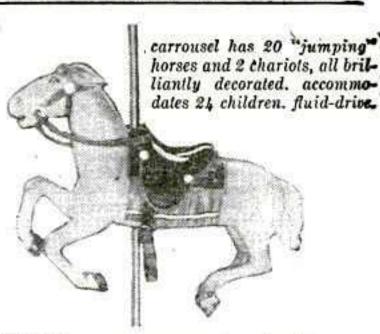
Veno Berosini, high wire per- | week at the Cat and Fiddle, downthe next day with a similar photo and a story describing Cindy's unusual talents. The turn was fea-Park, Pittsburgh. Ferd Clemen, Sonny Curtis, new Coral Rec-rds singer, appeared April 11 up job of exploiting Caroline and Cindy during their Cincy stay.

Y. (Goo-Goo, the Clown) Natarno is soon to be en route to his orchestra, appeared in addition to Larry Fotine and his orchestra.
... Gonzales Sisters, canine act, played high school and junior home in Hollywood, following six closed their eight-day free act college assemblies. He reports that he had warm audiences, despite the sub-zero weather out-Caroline Costine and her two- doors. Natarno also performed in year-old educated chimp, Cindy, theaters as advance promotion were visitors at the home office for Red Skelton's film, "The of The Billboard in Cincinnati Clown." Other play dates includlast Wednesday (15), accompanied ed spots in Arizona, New Mex-

> Mickey Sullivan, band leader, was the guest of Mr. and Mrs. Merle Evans at a recent performance of the Ringling-Barnum show in New York. While there Mickey renewed acquaintances with Ray Cassell, former member of the Sullivan band, and also cut up jackpots with Henry Kulick, who was with him last

> Beatrice Dante, who recently returned from her Cuban trek with the Santos and Artigas Circus, played host to the Craigs for 10 days at her Tampa home. Beatrice and her chimp, Charlie, are scheduled to open Decoration Day at a Michigan park, with the engagement to run thru Labor

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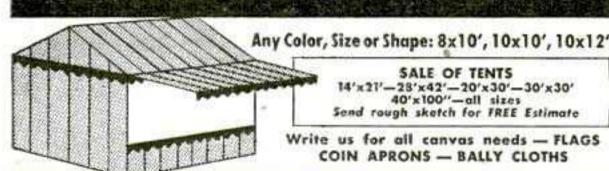
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#### erased the responsibility of man- others made up of marsh land that would require the Big One to the presentation of such acts by set up on floats. Despite the met-

Big One Slashes Eastern Dates

agers and so cleared the way for almost anyone.

• Continued from page 77

The populace of big up-State New York towns last year put the chill on the Big One, and the management undoubtedly feels that these centers need a rest. The same is true of Newark, N. J., where the show personnel pretty much talked to itself for several days last season. Jersey City, N. J., will be substituted instead. It will be played for two days and for the first time in 15 years. This will be the closest undercanvas date to New York and afford virtually the only opportunity for New Yorkers who miss the Garden run to catch it.

The circus hasn't shown Quebec City in more than 30 years, and interest there is reported high. The big lure, however, is the exada. For about a year now the on gambling will begin. Canadian dollar has been worth more than U. S. currency, and brief police officials in his county American shows playing that ter-American shows playing that ter-ritory can look to good profits, bling and will then give them a 1950 and then played only a week. for the group. Several of the bigger towns, like routed, reportedly because of a lack of suitable sites.

the usual Washington and Philadelphia showings, are set for runs three, possibly four, days.

Lots Are Scarce

The booking difficulties in recent years have been heightened by the postwar building boom, Boudinot points out. In one recent season the show set up on nine new lots in the first 15 towns. The same year about 40 per cent of the lots played were new to the show.

for the show. Word that the show was interested led to a deluge of most of the plots considerably designated as games of skill." less than needed in size and many

#### Rain Go Away

• Continued from page 77

moves to Boston's Garden for a six-day indoor stand there. Strangely enough, rainy Gotham skies haven't hurt the Big One's

#### Rain Sets Record

The rainfall record for March was broken this year in the New York area and forecasters indicate that the April record, set in 1874, might also tumble.

If Jupiter Pluvius purges his system of moisture early in the season, amusement operators may later look back to the excessive early-season moisture as a blessing in disguise, altho it currently statehood movement will also push is a thorn in their side.

duction in admission taxes, may progresses.

ropolitan nature of Brooklyn, many of the lots were isolated in terms of public transportation. Parking today is as important as the show site itself, Boudinot says, and without it slim business is likely, since the American public wants to drive to its destination and park at the front door.

The show has to pass up a number of good towns both because of the lack of suitable grounds and the difficulties of rail transportation. Wilmington, Del., is one spot excluded because of unloading difficulties.

## Jersey Plans Drive

• Continued from page 77

ment officials thruout the State cellent economic shape of Can- and upon their receipt, the drive

unlike the times when their reasonabe time to accomplish the grosses had to be discounted by task. If they fail to take action, as much as 10 per cent. The Big the prosecutors will be forced to Show last went into Canada in act, said M. H. Volpe, spokesman

The drive would reach even to Toronto and Ottawa, are not bingo games and various types of raffles operated by churches and charitable institutions and will Only a few towns, apart from probably be initiated within a matter of days. Volpe emphasized that organizations conducting of more than one day. Montreal, bingo games and various types of Detroit and Chicago will run for raffles would be notified to cease such activities.

> Upon their failure to do so, Volpe declares, "We will, of course, have to take action." He indicated that his fellow prosecutors had taken a similar stand on bingo and raffles, but said that each prosecutor would have to handle the stopping of bingo games as he saw fit.

When asked what action might be taken against the operators of The lot situation proved the big games of chance along Atlantic hurdle in Brooklyn, long a lucra- City's Boardwalk, Prosecutor tive opening under canvas spot Lewis G. Scott, of Atlantic City, said, "There is nothing we can do about the Boardwalk games, offers by real estate agents, with which by court ruling have been

#### Not Till '55

Continued from page 77

facturer in the U.S., does not look for a drop in sales prior to the possible new flag introduction. Citing March sales, which ran 20 per cent ahead of last year, the firm business to any noticeable extent, reported the increase as a result according to spokesmen for the of patriotic interest stirred by possible outmoding of the present flag and anti-red sentiment.

The Annin firm does not particularly agree with the sevenrows-of-seven-stars design for the 49-State flag. Such a field would be square and would not give the impression of motion that would be obtained with the five rows of five stars and the four rows of six

The 105-year-old firm also feels that proponents of the Alaska-forfor admission of Alaska at the This break, plus a possible re- same time as Hawaii. This would prevent outmoding of flags again in give the outdoor industry a well- a short period after Hawaii's adneeded hypo as the season mission to the Union, were Alaska to be admitted at a later date.

# Steinman Builds Arena Spec

Continued from page 77

in the over-all production. Thru With Rollers

Steinman is thru with roller skat- Garden and John Harris for ing shows, his specialty for the Duquense Gardens, Pittsburgh. past 11 years. Without names, his Arthur Wirtz will have it in his new effort is expected to have as houses at Chicago, Detroit, Inmany crowd-attracting features dianapolis and St. Louis. Other as it is possible to crowd into one towns set include Montreal, show. And, better yet, it will be Springfield, Mass.; Milwaukee, free of the \$10,000-a-week nut Cleveland, Houston, Kansas City, that the addition of the comics Mo., and Cincinnati. Olsen and Johnson to the "Vanities" cost last year. Several European thrill acts available for thought that a successful tour will

floor surfaces, all sets can be "Hippodrome," of course, stems erected in four hours. The prin- from the old New York Hippocipal sets will be placed at end drome, one-time showplace of the arena, with "Dancing Waters" in greatest in theater spectacles. the foreground, Lottie Mayer's equipment behind that, and band- pletion of the "Hippodrome" stand in the rear. A portable floor | bookings he may frame a halfwill be laid on the arena floor, size similar version for presenta-"Dancing Waters" will be used to tion in smaller houses. close the first half of the show and as the finale.

The show will be rehearsed for the new endeavor.

entertainment in its own right thru August at the County Center, White Plains, N. Y., and open September 4 at Quebec. Walter But except for that concession, Brown has booked it for Boston

The show will be billed as "Hippodrome of 1953," with the import are now being considered. lead to consecutive annual edi-Designed to fill entire arena tions. The choice of the word

Steinman said that at the com-

Arthur Cantor, legit-circus publicist, is handling general press

Materials on hand to make for either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

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Beatty, Clyde: Pomona, Calif., 24. Blue Banner: Tucson, Ariz., 22; Phoenix 23-24; San Bernardino, Calif, 26; Los Angeles May 1-5.

Circus Enterprises: Cedartown, Ga., 20; Cartersville 21; Summerville 22; Lafa-yette 23; Cleveland, Tenn., 24; Athens 25; Winchester 27.

Cole Bros.: (Stadium) Chicago, 20-May 3, Cole & Walters: Broken Arrow, Okla., 23. Davenport, Orrin: Duluth, Minn., 20-25; Grand Forks, N. D., 27-May 2,

Diano Bros.: Shreveport, La., 21; Minden 22; Hope, Ark., 23; Camden 24; Malvern 25; Pine Bluff 27; Benton 28; Little Rock 29; Russellville 30. Gainesville Circus: San Antonio, Tex., 24-

Gran Circo Americano: Vega Baja, P. R., 21-23: Arecibe 24-30; Utuade May 1-4;

Baso Ramsey 5-7. Hagen Bros.: Ponca City, Okla., 21; Nowata 22; Bartlesville 23; Muskogee 24; Miami



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22; Norton, Va., 23. Hamid-Morton: Washington, D. C., 20-26; Altoona, Pa., 27-May 2.

Hunt Bros.: Takoma Park, Md., 23, King Bros. & Cristiani: Roanoke, Va., 21; Pulaski 22; Marion 23; Kingsport, Tenn., 24; Johnson City 25; Bluefield, W. Va., 27; Welch 28; Williamson 29; Huntington 30; Ashland, Ky., May 1; Charleston,

Kelly-Miller: Norman, Okla., 23.

Kelly-Morris: Charleston, S. C., 22.
Mills Bros.: Richmond, Ind., 21; Muncle
22; Huntington 23; Bluffton 24; Lima, O.,
25; Fort Wayne, Ind., 27; Defiance, O., 28; Van Wert 29; Wapekoneta 30; Sidney May 1; Columbus 2.

Polack Bros. (Eastern): (Armory) Akron,
O., 20-25; Fort Leonard Wood, Mo., May

Polack Bros. (Western): (Auditorium) Oakland, Calif., 26-26; (Fairgrounds) Santa

Rosa 28-29.

Ring Bros.: Canno, Ga., 21. Ringling Bros, and Barnum & Bailey: (Madison Square Garden) New York,

#### Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Alabama Amusement' Jackson, Ala. Alamo Expo.: San Antonio, Tex. American Beauty: Ste. Genevieve, Mo., 20-

22; DeSoto 25-May 2. American Eagle: Potts Camp, Miss, American Midway: Irving, Tex.; Paris 27-May 2, Amusement Co. of America: Hot Springs,

Ark., May 1-9. Badger State: Milwaukee, Wis, Baker United: Franklin, Ind., 23-30, Beam's Attr.: Windber, Pa.; Johnstown 30-May 9.

Becht, Lee: (Liberty & John) Cincinnati; (Gest and Harriet) 28-May 3. Becht, Lee: (Liberty & John Sts.) Cincinnati, O. Bell-Form: Bristol, Conn., 26-May 2, Belle City: (S. 13th & Okla, Ave.) Mil-

waukee, Wis., 24-May 2. Big State: San Antonio, Tex. Blue Grass: Owensboro, Ky. Bogle, F. C.: Parsons, Kan.; Manhattan

27-May 2. Bohn & Sons United: Georgetown, Tex. Breeze, Nelson, Rides: (Cincinnati Garden) Cincinnati, O. Brewer's United: (Fair) Humble, Tex.;

(Fair) Dayton 27-May 2. Brown & Wallace: Knoxville, Tenn, Buck, O. C.-Model: Alexandria, Va. Burdick's Greater: Goldthwaite, Tex.; Gatesville 27-May 2.

Burke, Harry: Laplace, La. Burkhart: Ironton, Mo.; Perryville 27-May 2. Byers Bros.: New Boston, Tex., 25-May 2. Prederick-Great Frederick Fair, Oct. 6-10. Capital City: Warner Robins, Ga.; Rome

27-May 2; Dalton 4-9, Cavalcade of Amusements: Bessemer, Ala.; Huntsville 27-May 2, Cavalcade of West: Portland, Ore.; Centralia, Wash., 27-May 2.

Central American: Emporia, Kan. Central States: Great Bend, Kan.; Dodge City 27-May 2. Cetlin & Wilson: Petersburg, Va., 30-May 9,

Coleman Bros.: Middletown, Conn. Continental: Kingston, N. Y. Crafts Expo.: Visalia, Calif., 21-26. Down River Am. Co.: River Rouge, Mich., 20-May 3.

Drago Am.: Kokomo, Ind., 20-May 9, Drew, James H.: Marmet, W. Va. Dument: High Point, N. C. Dyer's Greater: Mounds, Ill., 20-May 3. Franklin, Don, No. 1: Bryan, Tex. Franklin, Don, No. 2: San Antonio, Tex, G. & B.; Spencer, W. Va.; Belpre, O., 28-

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(Continued on page 93)

# Fair Dates

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The following corrections and additions to the list of Fair Dates were received during the week ended

The complete list of Fair Dates was published in the Issue dated April 11. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

Alabama

Andalusia-Covington Co. Fair, Oct. 12-17, M. A. Boyette Jr.

Arkansas

Danville-Yell Co. Free Fair Assn. Sept. 30-Oct. 3. Oneita May. Glenwood-Pike Co. Fair Assn. Sept. 3-5. Robert S. Cassady, Murfreesboro, Ark, Greenwood-Sebastian Co. Fair Assn, Sept.

17-19, Earl Pryor. Newport-Jackson Co. Fair Assn. Sept. 23-24. Mollie Hinkle. Sparkman-Dallas Co. Fair. Sept. -. Mattie D. DeLaughter.

Star City-Lincoln Co. Fair Assn. Sept. 10-12. Clyde E, Fish, Colorado

Cheyenne Wells-Cheyenne Co. Fair & Rodeo, Oct. 3-5, N. B. Davis. Eads-Kiowa Co. Pree Pair. Sept. 10-12. H. T. Robinson.

Georgia Athens-Athens Agrl. Fair. Oct. 19-24. F. H. Williams. Cedartown-Northwest Ga. Fair Assn. Sept. 21-26. Thomas Adamson.

Griffin-Spalding Co, Kiwanis Fair Assn. Sept. 21-26. O. H. Weaver. Hahira-Hahira Community Fair, Oct. 12-17. C. P. Scruggs. Thomaston-Upson Co. Fair, Sept. 28-Oct.

3. W. N. Miner. Indiana

Anderson—Anderson Pree Fair. June 29-July 4. William J. Hutton. Boonville-Boonville Fair Assn. July 27-Aug. 1, Albert C. Derr. Kansas

12-15. Wayne Pixley. Kentucky Barbourville-Knox Co. Fair. Aug. 24-29

Osawatomie-Osawatomie Free Fair. Aug.

W. C. Faulkner. Hartford-Ohio Co. Fair. Sept. 10-12. J. R. Russell.

Louisiana

Amite-Tangipahoa Parish Fair Assn. Oct. 1-5. Harvey E. Hutchinson Jr. Covington—St. Tammany Parish Free Fair. Sept. 25-28. Oliver J. Hebert. Franklinton-Washington Parish Fair Assn. Oct. 7-10. Frank Heyward Jr., Bogalusa,

Mansfield-DeSoto Parish Fair Assn. Oct. 14-17. May Huson. Opelousas-Louisiana Yambilee, Oct. 6-8. Billy M. Smith.

West Monroe-Ouachita Valley Fair Assn. Oct, 12-18, John H. Birdsong, Monroe. Maryland

Michigan

Adrian-Lenawee Co. Fair Assn. Sept. 21-26. H. H. Hungerford. Belleville-Wayne Co. 4-H Fair Assn. Aug. 11-16. P. R. Biebesheimer, Wayne, Mich. Brown City-Brown City Agrl, Assn. Sept. 18-19. John Sak. Caro-Caro Fair, Aug. 24-29, Carl F. Man-

East Jordan-Charlevoix Co. Agrl. Soc. Sept. 8-11. Ed Rebman, Boyne City, Hudsonville-Hudsonville Community Fair, Sept. 9-12. Robert Van Noord.

Mississippi Aberdeen-Monroe Co. Fair. Sept. 29-Oct. 3. Robert C. Couch. Columbus-Columbus Fair, Oct. 5-10. Lee Proffett.

New Mexico

Alamogordo-Otero Co, Fair Assn. Sept. 18-19. Joseph Roessler. Clovis-Curry Co. Fair Assn. Sept. 16-19. John W. Gaume. Roswell-Eastern N.M. State Fair. Oct. 6-10. Roy F. Davis.

North Carolina

Cherokee-Cherokee Indian Fair, Sept. 22-26. William E. Ensor Jr. Winston-Salem-Winston-Salem Fair, Oct. 13-17. G. C. McNair. Zebulon-Zebulon Five-County Fair, Sept.

18-Oct. 3. R. Vance Brown. Ohio Barlow-Barlow Agrl, Assn. Sept. 25-26. F. H. Proctor.

Paulding-Paulding Co. Agrl. Soc. Sept. 2-5. A. E. Allensworth. Sidney-Shelby Co. Agrl. Soc. Aug. 2-7. Robert P. Kaser.

Oklahoma

Ada-Pontotoc Co, Fair, Sept. 17-19, Bill Bevets. Anadarko-Caddo Co. Pree Fair. Sept. 22-

25. Dorothy Williams, Cherokee-Alfalfa Co. Free Fair. Sept. 8-11. Wayne A. Eakin. Clinton—S.W. Fair & Racing Assn. Sept. 9-12. A. R. Patrick, Arapaho, Okla. Dewey-Washington Co. Free Fair. Sept. 21-25. Johnny D. Pope, Bartlesville, Okla. Enid-Garfield Co. Fair Assn. Sept. 18-25.

Roy W. Davis. (Continued on page 93)

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#### FACILITIES EXPANDED

# Winter Effort Helps Build Gwynn Oak Picnic Boom

concentration on the theme, "The midweek promotion.
Happy Home of Successful Pic- Arthur B. Price & nics," has paid off for Gwynn Oak of the park's board, altho currently Park here. With bookings for large commercial outings set for tion due to his recent election as practically every Saturday and president of the Baltimore City The folder points out that the size Sunday date, and the weekday Council, has set a Civilian Defense of a picnic is no problem, and that calendar almost solidly booked for the season by church, school and with a day of fun for Civilian De- day School class all receive the lodge groups, it has become necessary for a complete rearrangement of the funspot's picnic facilities.

To care for the greatly expanded line-up of events, David W. Price and Arthur B. Price Jr., co-managers of the park, announced that another picnic grove will be added ing to Steward, has been a fourto supplement the present 7,000 seating capacity for picnics.

Patrons will also find additional rides awaiting them when they visit the newly painted and refurbished funspot. A new Ferris Wheel has been installed and a giant Whip is being erected

#### Promotion Sked

ments over radio Station WFBR in addition to a new radio show slanted at the distaff audience Radio wires will also be used for band pick-ups from the park's Dixie Ballroom. A WFBR family day at the park will also be promoted by the station. Family Day has packed in more than 50,000 persons during the middle of the week when the event was staged the past two years.

Also completed by Steward were negotiations for WBAL-TV score tied between good weather park is the traffic bottleneck. to plug the funspot on major local and bad, with one Saturday and which manifested itself particularly Wire Story Plugs shows, plus direct telecasts from one Sunday chalked up to each on Easter Sunday. Cars backed up the park of two major shows with the audience participating. Also included again this year will be a

# Plan Causeway To Cross East Sandusky Bay

TOLEDO April 18.-Plans to construct a causeway across the east portion of Sandusky Bay to Cedar Point on Lake Erie were announced this week by Bern-G. A. Boeckling Company, which owns the resort.

The causeway would reduce mileage from downtown Sandusky and Western Ohio and Michigan by eight miles. Driving time would be cut 15 minutes

Less than a mile long, the two best days, rides, food and causeway will be built by dredging and filling It would rise in the middle to an elevation where . bridge would permit free navigation for boats using the bay

Fee Charge A fee will be charged visitors to Cedar Point, as is the case now with Chaussee Drive, which is entered from U.S. Route 6. east of Sandusky.

The causeway will be constructed by the Cedar Point Bridge Company subsidiary of the Boeckling Company The project would be financed entirely by Boeckling

Approval of the Ohio Legislature and U. S. Army engineers is needed for the construction.

The resort is being operated by the Melrose Cedar Point Company, headed by D M Schneider, under a 10-year lease.

Cedar Point this year will be opened Decoration Day, earliest date in the resort's 40-year history. Beach, midway and picnic facilities will be available also May 31 and June 6 and 7, with daily operation to start June 13

#### Ocean Drive, S. C., Spot Skeds May 1 Premiere

been installed.

BALTIMORE, April 18 .- Winter broke all records last year for a refreshment facilities, the amphi-

Arthur B. Price Sr., chairman somewhat inactive in park direcdisplay for the park combined are incomplete for this event, altho it has been scheduled for some time next month.

#### Direct Mail Aids

A strong picnic builder, accordextensively in direct mail campaigns. The folder uses "Maryas its theme, and is profusely il- additional information. lustrated with pictures of rides. The park opened its 1953 season and boats, dancing, picnic areas, existing Saturday opening records.

theater and kiddieland. A map, showing the park's location, is printed in the folder along with directions on how to reach the funspot, whether by car or trolley. an outing of 10,000 or a tiny Sunfense volunteer workers. Plans same attention. It points out that picnic groves or pavilions may be reserved free for outing headquar-

picnic groves, Falls Grove with a capacity of 2,000; Lakeside Grove, 5,000, and Oak Grove, 3,000. The color folder that has been used folder also lists groups that have used the groves for outings. Included is a business reply card, land's Famous Family Playground" postage paid, for use in getting

games, athletic facilities, the lake Saturday (4). Crowds broke all

# relations director, has set a strong promotional schedule for the park pro With Good Weather

Gets 50-50 Break First Two Week-Ends; Brisk Spending Points to Good Season

AGAWAM, Mass., April 18 .- The games did well, and new highs first two week-ends of operation were established in several brackat Riverside Park here found the ets of operation.

Opening Saturday (4) was WBAL-TV day, a stunt which washed out at 10 p.m. because of rain, but the park bounded back with an attendance of some 15,000 for Easter Sunday, giving the park the best Easter date since 1947 The 12th annual Easter Parade drew over 1.000 entries and helped the funspot score big business. Harry Storin, park's p.a., emseed the Easter program and Ed Carroll park presiden., distributed \$200 in cash awards. The event drew a half page of pictures the following night in the Springfield paper.

Another split in business was registered the second week-end of operation, with Saturday (11) registering strong and Sunday a dud because of weather. Saturday's hardt G. Zeiher, president of the stock car races drew some 4,700 fans to the park's stadium and the midway did well. Auto races will continue as a regular Saturday night feature thruout the summer

> Predicts Big Season Eddie Carrell, park owner, looks forward to a strong season. On the

# New Decor.

NEW YORK, April .8 .- Among improvements at Rockaways' Playland this year are a Dutch country scene and the redesigning of the Merry-Go-Round to give the appearance of a giant wedding

The Dutch scene, 30 feet in height, contains a third-dimensional windmill with a giant water wheel and a Dutch milkmaid. It is located in the center of the Whip. The Merry-Go-Round utilizes pale pink, blue, green and yellow on the center arch, and the wedding cake motif.

The biggest problem facing the from the main entrance for two Palisades Funspot miles in all directions all afternoon. A new Springfield-Agawan fourdays, according to Carroll. Com- operator Earl Purtle's lion.

# BELMONT ADDS NEW ROTOR RIDE

#### Funspot Adds Other New Rides For Preem Week-End May 2-3

Among new features at the park this season is the large model Rotor, which was brought from The folder also lists the three icnic groves, Falls Grove with a apacity of 2,000; Lakeside Grove, 000, and Oak Grove, 2,000

Three new kiddie rides, Commando, Rodeo and a Streamliner train, are also being added to the list of units being operated by Patty and Frank Conklin.

At Houston Frank Conklin.

#### Park Repainted

As is the usual custom, the entire park is being repainted for the opening, and an elaborate new modernistic front for the Scoota Boats is being installed under the direction of designer Jack Ray. The restaurant and Boulevard Cafe are being doubled in size to accommodate the increasing demands of

The first free act of the season will be Mike Berosini, aerialist. Stan Wood and his ork will play for both the prevue da' official opening week-end. Benny Louis and his band will take over the music chores for the remainder of the season

NEW YORK, April 18 .- Palilane bridge is now under con- sades (N. J.) Park picked up some struction and the contemplated nationwide publicity this week start of a new north-south high- when a press service carried the way should help materially on big stor; of an operation on Drome

pletion of the new highway and the The operation, made necessary bridge, however, will not be accom- after the lion caught his tail in plished this season. Extra park the cage door, resulted in the reand town police are being utilized moval of the tip of the lion's tail to cope with the traffic problems, after two veterinarians had fed which is expected to continue all him 35 pills in his morning breakfast to put him to sleep.

VIGOROUS--BUT WELL-BEHAVED

# Kiddie Park Hearing Held By Philly Board

proposal to set up a kiddie park ready had leased the two-and-oneat Tulpehocken Street and Sten- half-acre plot for 15 years. Gilton Avenue aroused West Oak bert W. Dean, chief of police at Lane residents this week into Morton, Delaware County, called making one of the most vigorous as a witness by Egnal, said that but well-behaved protests the an amusement park for children Zoning Board of Adjustment has in Morton "had a very good efheard in many a day. Most of the fect on young people, all of whom objectors were wives and mothers are accompanied by their par--about 150 of them-who had ents." John E. Power Jr., chaircome in chartered buses with pre- man of the zoning board, thanked school toddlers or with banners the visitors for their orderly conto make their position clear. The duct. The board took Shapiro's rebanners, they said, expressed the quest under consideration. views of about 1,200 householders who had definite ideas on the kiddies park plan.

"No vest-pocket Coney Island wanted," one proclaimed. "Let's stop the music," suggested an-other. "West Oak Lane is defin-itely NOT amused." announced a

The most popular witness for the opposition, tho, was a priest, the Rev. Thomas L. Clooney, rector of St. Athanasius Church. He said he though the park would contribute to the delinquency of children.

Julian B. Shapiro, of suburban Springfield, Delavare County, president of the Stenton Park Corporation, had asked the zoning organ has been painted shell pink board for a permit to erect the with white sculpturing, to give the kiddies center. His lawyer, Michael H. Egnal, described the Beginning tomorrow (19), the project. It would cost \$100,000 to park will operate on a full-time equip, he said, and would include keds May 1 Premiere

week-end schedule with the entire park open on Fridays from 7 p.m. Roller Coaster, Merry-Go-Round to 1 a.m.; Saturdays, 1 p.m. to 1 and a Toonerville Trolley. It -Ocean Drive Beach pavilion a.m., and Sundays from 10:30 a.m. would be limited to children unwill open its season May 1, man- to midnight A seven-night-a- der 12, he said, and most of them operation in Funland agement announced. New Kiddie week operating schedule begins would be accompanied by their Tacoma, Wash. Rides and Roller Coaster have Monday May 18, 7 p.m. to mid- parents. They'd be home by 9 The Oaks will continue its leading. o'clock, he added.

PHILADELPHIA, April 18 .- A | He also said that Shapiro al-

# Oaks Park Adds Looper, Tilt-a-Whirl

PORTLAND, Ore., April 18.— Oaks Park will open May 2 with three new rides, Robert Bollinger, manager, announced this week.

Oaks bought a Looper and a Tilt-a-Whirl from the amusement | parks from 35 to 50 cent park at Billings, Mont., and a 16-seat Ferris Wheel from the State Fair at Salem, Ore. Bollinger sold a Little Skipper kiddie ride to the Billings park. E. Dewey. Last year The purchase gives the Oaks two increased from 25 Loopers, but the extra unit will be taken to smaller fairs and celebrations for operation. The large Eli Ferris Wheel supplants a 12-seater, which will be taken Yorkers he to the company's amusement

policy of free admission.

MONTREAL, April 18. — This | Alfie Phillips returns to the park city's Belmont Park is scheduled with his Aquafrolics and has lined to open its doors for the 1953 sea- up new swimming and diving talson on May 2-3, when the tradi- ent for the show. Recently returned tional prevue opening will be held. from Florida are Goldie and Jane Regular opening takes place the Restall, who will operate the following week-end. Motordrome this season. Including the new rides, the park now has 26 units in its line-up.

# Currently being erected is another new ride, the Rock-o-Plane.

HOUSTON, April 18.—A rain and hail storm, followed by blustering north winds, held Houston Playland Park opening day crowd, April 12, to an estimated 15,000. Last year attendance for opening day exceeded 30,000. The date had been postponed one week when bad weather threatened on Easter Sunday.

Opening day festivities consisted of an Easter party by The Houston Chronicle and midget car races. Scores of valuable plugs in the Chronicle included several full-page ads and daily publicity stories.

Houston Playland Park operates seven days a week from Easter thru Labor Day and then goes on a week-end and holiday

A small Roller Coaster and two rides were recently added to the Kiddieland. The auto speedway grandstand has been increased to 10,000 capacity. Midget car races are held on Thursday and stock car races on Sunday. General admission to car races was increased from 75 cents to \$1, and for the first time, reserved seats are being

#### **Operating Profit** 42G at Cincy Zoo; Map Improvements

CINCINNATI, April 18. - The Cincinnati Zoo is now valued a \$3,000,000 and had an operating profit of more than \$42,000 in 1952. members of the Zoological Society were told at this week's annua. meeting presided over by E. W Townsley, president of the board of trustees.

Seven board members, whose terms expired, were re-elected to three-year terms. They were Walter C. Beckjord, Alfred K. Nippert, William O. Mashburn Jr., Eugene P. Zachman, Philip Meyers Mrs. Justin Stevenson and Eric Schulte.

During the past year the zoo spent \$16,000 for animals. Plans presented at the meeting for future improvements at the zoo included moats to surround the elephant house, more barless cages development of modern monkey apartments, a picnic area to ac-commodate 1,000 persons, an executive building, and a member club to be located on the lake

#### N. Y. State Parks Up Parking Fee

NEW YORK, April Council of Parks has inc parking fee at its 78 May 23, informal st summer recreation seas

The recommendation crease came from Go parking fees treasury.

The incre general char inasmuch Park, Parkway A bathin

# Spokane Spot To Use Acts

SPOKANE, April 18. — Showing of free acts ever weekend at Natatorium Amusement Park is planned by Lloyd Vogel, owner-manager, starting Decoration Day.

The park will open its regular 1953 season on that date altho it opened Easter Sunday for weekend business. Under the new policy, Vogel plans to book the free acts for Fridays, Saturdays and Sundays. He plans to use mostly animal acts.

He also is planning to produce the six-State region with over a water show in August in the two inches of snow Monday (13), old "Natatorium" plunge which he renovated and converted to an open-air tank last year. He will talent.

Vogel is continuing a longstanding policy of booking traveling name bands as available.

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# N.E. Park, Beach Ops On Week-Ends Predict Big Season

Arcade Men See Kiddie Ride Boom; Paragon to Get New Steamer Service

big this season, and advance reports from funspots and beach amusement strips indicate that Yankeeland folk are tired of sitting home with their TV sets.

Despite a freak storm which hit operators were busy getting the wraps off. They were cheered by use both local and professional the reports of pre-season gatherings at outdoor spots on warm week-ends back in March.

On Sunday, March 22, Revere Beach reported 25,000 persons; Zoo, 7,000 kiddies, and 100,000 visited Cape Cod. The temperature hit 60 degrees that day.

Outdoor ops have noted that any sunny Sunday brings out crowds, indicating they are itchy for the beginning of the season. Kiddie Rides

New on the outdoor scene this summer will be kiddie rides, which have been going over big in department stores, 5-and-10s and on sidewalks in heavy traffic areas. Many arcade ops are putting in coin-operated rides. Also planned to spring up are small kiddie parks, operating from 10 to 25 mechanical rides in neighborhood spots. These rides, op-erating on a dime, are expected to bring in the coin for many small operators at lake resorts and roadside stands.

May 30. The vessel is nearing Commission reported. completion at Wilmington, Del. Four round trips a day will be

Wilson Lines say the ship will be the biggest ever operating between the funspot and the Hub.

BOSTON, April 18.—Outdoor Powered by two Diesel engines, business in New England looms the ship has ship-to-shore radar, three decks, sun deck, terrace deck, main deck, dance floor and refreshment areas.

### Highway Program

In the meantime, the new administration in Massachusetts is reported anxious to do something concrete about an ocean beach program this year. The Shore Protection Commission has informed Gov. Christian A. Herter that the current highway program makes public beaches a necessity. Establishment of beaches will also mean an economic shot in the arm to the State's recreation industry, the Commission said. The governor has already urged the Nantasket, 30,000; Middlesex Falls program and recommended acquisition of new beach sites.

Agreement has been reached along the following lines:

(1) That the first link of the program be the immediate development of Salisbury Beach andthe Province Lands on Cape Cod, both already owned by the State.

(2) Both locations would be developed as model State-owned beaches.

(3) Acquisition of the few remaining miles of beaches in the State before building of private homes make it too costly.

(4) That State beaches be operated by an independent agency, divorced from politics, to be comprised of experts on beach and resort management.

A successful start at Salisbury Beach would guarantee adoption Nantasket Beach and Paragon of the entire program, the Com-Park are going to get new de mission says. New Hampshire luxe steamer service from Boston operates a State beach at Hampwith the Sea Belle, a new 260- ton, used mostly by Massachusetts foot excursion ship, accommodat- residents, and Connecticut has ing 3,000, which begins service many State-owned beaches, the

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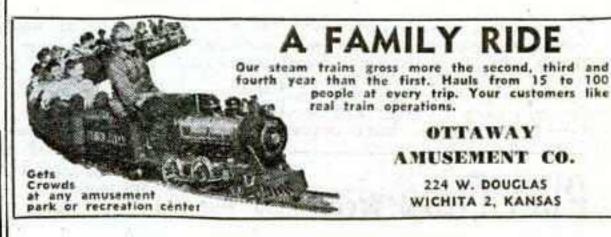
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# Record Magazine Coverage Makes Nation Aware of Big Show's Tour

NEW YORK, April 18.-An joeys were also pictured. Sevenavalanche of magazine coverage, teen had a tie-in with the Big mothers and small fry thruout gauged to be among the greatest Show and devoted virtually all ever timed to coincide with the of its April issue to the circus. appearance of Ringling Bros. circus in Madison Square Garden here, is currently familiarizing persons in every corner of the nation with the attractions being featured with the Big One this

ler, publicity chief, and his crew are literally bulging with clips from national periodicals, including a number of cover hits in full color. Many of the yarns and pictures will still be fresh in the minds of readers when the Big Show gets to the hinterlands.

While it is impossible to gauge the actual worth of the magazine coverage, there is no doubt that it plays an important part in testing prospective customers Yorker on Butler, starting this show attired in an abbreviated thruout the season. The periodicals get a thoro reading and are ticent on personal publicity, final- length hose, was easily the most held at least until the next weekly or monthly issue and often longer.

### Garden Productive

Other than being the best date the circus has, the Garden stand provides the best possible opportunity for setting up this type of national coverage. Hardly a day goes by that Butler and his aids are not guiding a writer-photo team working on a story for national circulation.

Much of the copy used by national magazines is put together in the winter at the show's Sarasota quarters. The winter effort is mostly timed perfectly, breaking just right to help stimulate interest and sales at the Garden.

Esquire this month had a lengthy Bill Ballentine piece. club officials, who sponsored the Heightening its publicity value, stand, said it was the biggest at least in the New York area, circus crowd in 30 years. Lot was a printed band encasing each was muddy and caused some copy of the magazine and calling trouble in moving on and off but attention to the circus yarn and its stand at the Garden.

### Seventeen tie-in

Back in March, Look magazine had a page in color with clown Paul Jerome featured. Other

# Hamid-Morton Pegs 10% Gain In Harrisburg

Col. Robert Morton, yesterday predicted a 10 per cent increase in gross receipts of the Heritage in gross receipts of the Hamid-Morton Circus over last year. Matinees yesterday and today and the night shows on both days were complete sellouts, he said.

The pattern of increases has been maintained at all of the show's stands with the exception of Oklahoma City. Last week at nel during the first 15 days of Syracuse the show also registered gains.

Morton reported that he had signed the date for next year.

# Billy Ashe, Veteran Acro, Dies at 82

TOLEDO, April 18.—William J (Billy) Ashe, 82, former circus performer who reputedly gave comedian Joe E. Brown his start in show business, died here Thursday night (16) after a year's illness.

Ashe, who was born in Toledo, was both a trapeze artist and clown. He ran a trapeze troupe known as the Flying Ashtons, which Brown joined when he left home at the age of 9.

The Ashtons were performing on a San Francisco theater stage noon show was hurt somewhat at the time the great earth- by cloudy weather and played

Later. Ashe became a clown. He retired 25 years ago. Services were held here Saturday (18).

Ballentine had another piece in the April issue of True. Parents magazine and Cue both contributed sizable coverage, and even Ring magazine, published only for the boxing fraternity and its fans, found an excuse to run a Ringling The scrap books of Roland But-|story when it found an ex-pug among the personnel.

> The New York Times Sunday magazine ran two stories, one more than usual, and This Week and American Weekly also ran

### **Butler Profiled**

Newsweek came thru with more than ordinary coverage, but the prize piece of all-at least in terms of interest to show folks -is a two-part profile in the New week. The publicist, notably rely got nailed down.

Coverage that will reach the land is scheduled for Cosmopolitan and the Ladies' Home Journal. Time and Life, Camera, People Today and Real magazines also have scheduled stories.

A number of New York guides sponsored by hotels and the Travelguide, published by the New Haven Railroad, and the Visitor, published by the New York Central Railroad, are also important aids for the local engagement.

Coverage by the press services has been extensive, as always. Stories built around opening night landed coast to coast. Literally bushels of clippings are already in with many still to come.

Marlene Dietrich, the oldish but still beautiful movie star, who announced the second half of the red hunting coat and black opera popular camera subject.

# King-Cristiani Draws Capacity Biz in Ga., N. C.

King Bros.-Cristiani Circus is rain that morning. continuing to get big crowds and despite inclement weather in some quarters is playing to many full and overflow turnouts.

Show packed 'em in here Monday night (13) with an estimated 700 seated on the track. An additional 400 to 500 were turned away at the gate. Shrine the afternoon performance pulled about 80 per cent of capacity. Advance sale was some 25 per cent above average and large throngs came out to view the street parade.

Show almost filled the tent twice at Athens, Ga., on Saturday (11) and hundreds lined the street from the town to the lot to see the parade. The night show at Marietta, Ga., the previous day, was a straw house and much of the crowd was seated on the track. The matinee performance

# R-B Gets 72 First 15 Days

NEW YORK, April 18.—A tally of radio-television shows which utilized Ringling circus personthe Big One's stand in New York adds to 72 plugs, of which 33 were; on coast-to-coast networks.

The radio-television department also set up 310 news and disk jockey show plugs during the 15-day period, according to Norman Carroll, department head.

Repeat shows slated for future use of circus personnel include the Kate Smith show, "Toast of the Town," "What's My Line?" and Arthur Godfrey's Wednesday (22) show.

Carroll heads for Boston on May 1, 10 days prior to the Garden closing, to set up airwave tub-thumping in the Hub city. Charlie Schueler, his assistant, will leave for Boston a week later.

# Circus Enterprises Draws Fair Crowds

ALEXANDER CITY, Ala., April 18.—Circus Enterprises did only fair business here Thursday (15) when the org played under American Legion auspices. Afterthe matinee.

ASHEVILLE, N. C., April 18.— there was equally strong, despite

High winds blew down the show's menagerie top at Rome, Ga., Thursday night (9) but little damage resulted. Weather for the matinee and evening was warm and clear and an overflow crowd came into the tent for the afternoon with almost a full house in evening shows. the evening.

Show did without its balloon at High Point, N. C.

# BEATTY TOPS '52 AT LOS ANGELES

# San Diego, Anaheim, Whittier Also Product Big Turnouts

(12) with business for that period | well pleased with the reception. exceeding the 17-day term last year. Beatty gave three shows each on the closing Saturday and the auspices of the Council of Sunday and followed it with a triple deal Monday (13) when two night performances were given in Whittier.

Business for the Side Show exceeded each of the comparative 1952 days with the take also moving ahead of that for the longer run, Jimmy Hurd, manager, said. The 10-in-1 was particularly strong this year with Carl Holly, alligator boy; Jack Connoers, fat boy; Sam Alexander, two-faced man; Jose DeLeon, armless boy; Betty Broadbent, tattooed lady; Roy Johnson, giant; Mimi Garneau, sword swallower; Don McIvea, magic and inside lecturer; Carol Malloy, electric woman; Kathy Grady, illusions; Floyd Humeston with Fearless Fagan, the movie lion, and Bam, the boxing kangaroo. Staff included Woodie Dutton, Norman Wolf, tickets and second opening; Frank (Jersey) Shank with crew of eight, canvas, and Shorty Hinkle, electrician.

### Big Advance

The Whittier date was under sponsorship of the American Legion, Post 51 there. Advance ticket sale was heavy accounting for the full matinee and the two

### Pulls Full House

The show played Anaheim on ascension for about a week, when lits own Tuesday (14) and pulled it came down on high tension a full house in the afternoon and wires in Newnan, Ga., and was a strong three-quarter tent at a total loss. A. J. Hartman, night. Moving on to Escondido, balloon man, returned to Burling- where the show played under the ton for a second balloon and was sponsorship of the American Ledue to rejoin the show this week gion Post 149, the show did better than when it played there two

LOS ANGELES, April 18.-The years ago. With schools recessed Clyde Beatty Circus ended its for the event and over 2,000 ad-11-day run here Sunday night vance tickets sold, Beatty was

> Beatty opened Thursday for four days in San Diego under Temples. Harry Golub, general agent who set the sponsorships, reported that a week before the opener the ticket sale exceeded 10,000. Show will end its San Diego run tomorrow night, heading back up the Coast toward this city.

Bill Moore, who has the privilege car, suffered hemorrhages and is confined to the hospital in Anaheim. He will be there indefinitely.

Tommy Sales, clown, was slightly injured on the closing day here. Removed to a hospital for emergency treatment for an injured back, suffered when his fellow Joeys dropped the net as he leaped from the "burning" building, he was back in the line-up the following Mishap, however, netted twocolumn picture in The Los Angeles Examiner.

# Santos-Artigas Ends 18-Week Cugan Jaunt

LIMONAR, Cuba, April 18.— Gran Circo Santos y Artigas wound up its winter tour of the island here Sunday (12) after a four and one-half month trek that took the show into almost every section of Cuba. Show played every scheduled performance during the tour and had ideal weather most of the time. Org is shuttering before the seasonal

Segrara Duo, roly boly, will leave to join another show in Panama. Polidor, clown car, is mulling offers from the U. S. and Venezuela. Mlle, Gabrielle and her high school horse will head for dates in the U.S. while Manolin and Anita, Mexican musical duo, are skedded to join the Atayde Circus in Mexico. The Van Horns gorilla suit number may play a Havana night club date before returning to the States. A number of other personnel will rest in Havana before heading for Puerto Rico and other islands.

# Norma Davenport Dies in Chicago

CHICAGO, April 18.-Funeral services were held here Wednesday (8) for Norma Davenport, 82, widow of Albert (Stick) Davenport, and a former circus performer on a number of major shows, who died April 5. Shortly after the turn of the century, Mrs. Davenport was with the Ringling, Sells-Floto and Al G. Barnes circuses. She was the sister-in-law of Orrin Davenport, indoor circus promoter. Surviving are a son, here Friday (16), failed to show. George, and a sister-in-law, Lulu Davenport.

# Texans Flock to See New Diano Outfit

HENDERSON, Tex., April 18. -Texans have apparently put their stamp of approval on the new Diano Bros.' Circus. Show is doing big business in the State and in most cases is playing to full or near-full stands.

Business here Wednesday (15) was typical. Despite cool weather the show's big top was almost full for both matinee and evening performances. The stand was further helped by a street parade and show received good notices from the local press. Henderson was played under auspices of the American Legion.

# **Howard Bary** Bows in B. C.

VANCOUVER, B. C., April 18. -Howard Y. Bary's Africa Zoo Train opened its season here under Shrine auspices after heavy advance promotion and publicity. Forceful display advertising and a special kiddie cut-rate, plus giveaways of Coca-Cola, helped to build the date.

Ed Riley, former billposter with Ringling-Barnum, is the zoo's general agent and is using a special line of paper featuring "Methuselah," a giant python. Warren Buck arrived here from Miami to take charge of the animals. Fred G. Moog, formerly Canada, is handling front-door tickets and Happy Lambert is in charge of the maintenance crew.

Tape recording provides jungle | Show was well received. quake hit that city. They to about a half house. Evening music and animal sounds thru escaped injury.

They to about a half house. Evening music and animal sounds thru escaped injury.

They to about a half house. Evening music and animal sounds thru escaped injury.

They to about a half house bear as a bally. De-ship at Morgantown, N. C., on was half filled in the afternoon turnout was held down by rains. and low temperatures and spite cool weather and some rain, Monday (13) the seats were about and better in the evening. Show attendance was no better than business has been satisfactory, half filled at both performances, played there under Moose according to Bary.

Palestine, Tex., gave overflow business at the night show on Monday (13) and in the afternoon the seats were almost all taken. Crockett was a big day Saturday (11), when every seat was taken for both performances. Show came into Crockett well fortified with good advance and much publicity created by the Junior Chamber of Commerce.

Only weak recent crowd was the afternoon turnout at Lufkin on Friday (10). Only about 25 per cent of the seats were filled but the evening performance jumped to almost a full house. Show came into Lufkin after pulling full houses at Bryan and Huntsville the two previous

# **Blue Banner Blows** Clovis, N. M., Sked

CLOVIS, N. M., April 18.-Blue Banner Circus, scheduled to play No reason was given locally.

# CAROLINAS TREK OKAY FOR HAGAN-WALLACE

LENOIR, N. C., April 18 .- | at that spot. Despite a lot that Hagan-Wallace Circus has been getting a break from the weather on its tour of the Carolinas and has been playing to good crowds in most towns. Stand here with Wallace Bros.' Shows of Wednesday (15) pulled almost a full tent to the evening show at the matinee performance.

due in part to cooler weather auspices.

was located some four miles from town at Gastonia, half the seats were filled for the matinee there Saturday (11) and about 75 per cent were occupied that evening.

Show was first in at Rock Hill, while the big top was half filled S. C., on Friday (10) and turnouts were on a par with those in Gastonia. Business at Lancaster on

Copyrighted material

# **Dressing Room Gossip**

# Hagan-Wallace Circus

The usual run of lots have been Greenville, S. C., gave with a good lot and business. Rog Bible left April 20 for Army induction in Wheeling, W. Va.

Mr. and Mrs. Brownie Robbins have taken over the cookhouse. Felix Grambone, baritone player, was host at a spaghetti dinner for the band Sunday (12). Beverly Kay Allen was a morth old Tosca visited at Macon and joined tion of which is to begin soon at April 9.

The back yard staged a weiner roast Easter Sunday and the Riding Cowboys ran their movies of other shows. Franklin D. Silverlake left for induction in the Army at Augusta, Ga. Bill Hill. superintendent, gets it up and down on time. Freddie Conley of the Riding Conleys, left April 1. for Fort Meade, Md., for induction in the Army. His wife, Caudine, will replace him in the act. Jimmie! O'Donnell is getting laughs in clown alley with Tommy Whiteside's dog. Nort.

Recent visitors included Floyd King, Lucio Cristiani: Steve Fanning and party, of the King show; Floyd and Georgie Lake's relatives; Lester and Norma Mc-Gee, Patsy Knight, Joe Levine: Edna Alcedos, of the Great Alee dos, high act: Mr. and Mrs. Will Hill: Mr. and Mrs. Roger Barnes, and daughter. Lois: and Mr. and Mrs. Walter David and daughter, Debbie, al! of the Beers & Barnes Circus, and Captain and Mrs. Engerer and Mrs. Ed Strassberg .-BEVERLY ALLEN.

# PHONE MEN

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Must be regendable!

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TURNS PERFECT SOMERSAULT, price \$1500.00. Also small Trick Pony, stage and ring broken; one large Rhesus Monkey, rider, bridge jumper, all props, good for TV act. Price \$600.

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AUDITORIUM & FAIR BOOKING CO. P. O. Box 1270 Knoxville, Tenn. BYRON COSH

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For Kiwanis Club Circuses Year around work with largest fund raising circus in the world. Must be a gentleman and knew how to conduct yourself around high-class auspices.

Phone-MISS STEVENS 7296, Thompsonville, Conn.

# 100 PHONEMEN 100

Here's one to write home to mama about: don't miss it. Sylvester T. Stegar, Pat Maury come on in Sensationally pro-moted by Jimmy Smith. Optimists' Club Circus. BANNERS—BANNERS—BAN-NERS: \$5,000.00 worth.

Phone JIMMY SMITH 3-0757, Pittsfield, Mass.

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Five weeks' work. Book, U.P.C. Tickets. Pay daily,

Phone: Louisville, Ky., Clay 8606. JACK STILLMAN, Off ce Mgr.

# WANTED

Gentleman Bareback Rider who can do somersaults to join well-known troupe.

BOX D-29

c/o The Billboard, Cincinnati 22, Ohio

# PHONEMEN

Book and tickets. Top commission. State-wide deal.

See MORRISON 36 Weodman St. Providence, R. I.

Caspee 1-7082; Elmhurst 1-8974,

# PHONE MEN

EXPERIENCED

Veterans' convention program, Steady work. Political directory to follow. Call Prepaid-LU 6223. Columbus, Ohio

# King Bros.-Cristiani

With the first week of the season behind, all departments are operating in normal fashion. The rough with small back yards, but son behind, all departments are jumps have been long but all matinees have opened as scheduled. Spring rains caught us at Thomaston, the first stand out, and the dirt road leading to the lot had to be leveled off.

> Lucio Cristiani has completed timing the big show program. La Johann Petersson, giant, caused a bit of commotion in Asheville and was forced to take refuge in his house trailer. Show's canvas has been dyed a crimson hue by the Georgia red

> Carl Wyche, boss canvasman, show loaded before midnight. Charley Ryan is traveling a day ahead of the show, laying out the lot and driving the stakes. Eva Cavenport and Norma Cristiani spent several days in Atlanta.

> The old lot in Asheville is gone and a new one was used for the first time since Buffalo Bill broke it in, back in 1913. Pete Sadowiski, boss mechanic, is in the York Hospital, Rock Hill, S. C., following surgery. Mr. and Mrs. Paul Conaway caught the shows in Athens where their daughter is attending the University of Georgia. Recent vis'tors included Cilly Breeze, E. W. Adams, Mr. and Mrs. Charles Bloon, and Walter Garland.

### Siebrand Bros.

Many of the show's personnel stopped off to see the sights in Tombstone, Ariz., en route from Tucson to Douglas. During the Douglas stand frequent shopping trips were made into Agua Prieta. Mex., and a lot of "south of the border" wearing apparel is now in evidence around the lot. High winds and blowing dust marked the Douglas enagement and held down business.

George Vest and Frank Roche spent a busy week building a permanent housing for the new organ. The Eriksons practiced daily despite the dust. Rosemary Petrey Erikson is doing well in web rehearsals. Bob Emerico is making pets of the baby elephants. Rudy Mueller reports that the elephants have accordion-pleated 15 buckets thus far this season.

Pancho and Danita Roche and Tom and Betty Hodgini went Ernie Wiswell, M. Truzzi, Con writer served as baby sitter. China Troupe, Arsene's Tally-Ho, Auditorium, Allentown, Pa. Harry Froebess is keeping active Florida Trio. Prince El KiGordo's with ! is movie camera, filming Lions, James M. Cole Elephants. much of the colored surrounding. JOHN HODGES HODGINI.

# Ringling-Barnum

The second week in the Garden finds the show running smoothly with big crowds every day. The matinees are especially good with large turnouts of the small

One of the big hits with the audiences and the newspapers is the baby elephant act worked by Arky Scott. A clown number is Paul Jung's misfit Army gag. Joe (Bananas) Sparpana is again our faithful mailman. Ann Martinez celebrated her birthday here. Charlotte Bell and Jeannie caught up with most everybody. Show's personnel was happy to hear that Antoinette Concello's mother is on the mend following a recent operation.

The Side Show in the basement draws good crowds. Dick Slayton is the manager. Acts include Princess and Willie Kaiama's Royal Hawaiian Revue; Fred Bancroft, knife thrower; Betty Bancroft, sword swallower: Josephine, snake charmer; Singlee, fire eater; Ted Evans, giant; Sealo, seal boy; Frieda Pushnik, armless and legless girl; Fred Harris, magician; Priscilla, monkey girl; Emmett, alligator man, and Harold Smith, musical glasses. Charlie Christian and Frank Keating are lecturers.

Recent visitors included Mr. and Mrs. Ira Millette and daughter, Penny; Mr. and Mrs. Kay, Mrs. John Teischer, Stanley Clarence Foster Bell, now with Wathon, Bill Day, Joan Sharkey, I lumbia Pictures, and Al Butler, Jeanne Lalane, Natalia Tock ahead of "South Pacific," cut up Slaff, Bella and Frank Attardi, jackpots recently with Bill Green Macy; Mr. and Mrs. Robeni and in Detroit.

# Cincy Shriners Play to 75,000

CINCINNATI, April 18 .- When final figures are tabulated for Syrian Temple Shrine Circus, held April 6-11 in the Cincinnati Garden, Shrine officials expect to realize a record net for its \$1,300,000 Crippled Children's Hospital, construc-Lexington, Ky.

Fred B. DeBra, temple potentate, this week reported that paid atthe 10 shows offered in the 11,000are expected to be far greater than the Shrine received for its 1952 has a full crew and is getting the show in the 2,500-seat Taft Auditorium. Last year Polack Bros. Western Circus had the date, playing to approximately 65,000 at 24 performances.

This year the Shrine bought outright Cole Bros.' Circus for its pre-Shrine officials. Final committee Coach Lines, opened and closed reports are yet to be made.

Because of the large Garden seating capacity the Shrine was with the show in the 1920's. able to cut the circus run, offering six night shows, Monday and Saturday matinees, and two morning privileged children. Many of the u p.c. tickets were bought from the Shrine by local charitable organgross. For the first time the Shrine circuses, it was said.

# Wirth Sets Strong Talent Line-Up for Syracuse Shrine

SYRACUSE, April 18. - The Shrine Circus, which opens here tomorrow (19) will feature the following acts, provided by the Frank Wirth Booking Association of New York:

Willie West and McGinty. Zacchini's Double Cannon, the Flying Zacchinis, the Eddys. Liberty Horses.

Clown alley will be headed by Simmonds, Arthur Jordan, Al Florenz, Hopp Green and Frank Luley.

The show runs thru Saturday (25).

daughter, Zobeda: Aita Codona and Eddie Callahan.

Backyard scenes: Jimmy Armstrong on the spot with his bugle for first and second calls.... that consistently rates a big hand Agnes Stewart faithful helping hand in the girls' dressing rooms. ... Stanley Wathon a daily visitor....Felix Adler, Otto Greibling, Emmett Kelly, Freddie Freeman, Charley Bell and many of Sleeter have been on the sick the other clowns in make-up list. The Garden colds have early in the morning for TV commitments. — MARY JANE MILLER.

### Circo Americano

Show is in its final week in San Juan and will close Monday (20).

Buddy Watkins can be seen every day at the beech, which is just out the back door. Ullane Malloy reports she's having a wonderful time here in Puerto Rico. Mickey, of the Tien Tsi Len Troupe, is popular with the girls. Slivers Johnson and family are champion sight-seers.

Roger Monahan, 15-year-old single trapeze performer, is one of the favorites here. The writer plans to return to Puerto Rico after playing several Shrine dates in the U. S .- MELL HENRY.

Two former circus press agents,

www.americanradiohistory.com

# Under the Marquee

Club obtained a license to sponsor. the King Bros & Cristiani Circus July 15.

Roy Thomas was a producing clown at the Shrine circus put on by Cole Bros. Circus at the Cincinnati Garden, April 6-11, according to Joy Thomas, who worked with him. . . . Clown Leo Francis says he enjoyed the recent Polack Bros. Western Circus performance which he caught at Indianapolis. . . Jackie Dale flew to Tulsa, Okla., to make the opening performance of Gil Gray's Circus, also played by Cleo tendance hit the 75,000 mark for Plunkett, Chic Dale, Billy Burke and Hazel King. . . . Charles and seat Garden, and said that proceeds Peggy Kline, clowns, played the Muskegen (Mich.) Home Show, April 6-11, for the Charles Zemater agency. They play the St. Louis Police Circus, April 23-May 3, for Frank Wirth, to be followed by two weeks of park dates and fairs and celebrations.

The Ringling-Barnum show was sentation and worked by itself in the subject of a 15-minute intergetting out the advertising pro- view of Robert D. Good, former gram. The gross from this year's R-B performer of Allentown, Pa., more than three times as great as tion WSAN on April 9. The proast year's take, according to gram, sponsored by Royal Blue with recorded music of Merle Evans' R-B band. Good trouped

Mrs. Maude Hood, for more than 50 years a circu: performer. performances for 18,000 under- observed her 100th birthday Thursday (9) in King's Daughters Hospital, Ashland. Ky., where she was recovering from a recent izations, thus helping along the operation. To help Mrs. Hood celebrate her centennial the hosbrought children to the show from pital distitian supplied a large the Condon School, an institution cake with 100 candles and a fried for crippled children. Friday night chicken dinner. Mrs. Hood was (10) attendance of more than born on a packet boat between 12,000 people set a one-show Louisville and Cincinnati on April national record for indoor Shrine 9, 1853, and became a circus performer at the age of three with the old Robinson Circus. Later she became a trapeze performer and equestrienne, retiring at the

> J. Lena Schlossberg is taking the baths at Behrens Spa, Waukesha, Wis. After a short stay there, she will go to Philadelphia to visit her son and his family.

. Helen Haag and her Chimp, who opened with Orin Davenport's Shrine Circus in Grand Rapids, Mich., January 12, will close at Brandon, Ont., May 24.

John Browell and Herbert Stine handled the outdoor advertising for the Pennsylvania Sports night-clubbing recently while the Colleano, Sensational Kays, Young Show, March 28 at Doreney Park

> W. E. Curtis, who trouped with the Shyrettos and Bill Buschbom's the Big One from 1893-1929, celebrated his 84th birthday last month at his home in Lady Lake, Herb Taylor, Roy Barrett, Rube Fla. He was recently visited by

The Cambellton, N. B., Rotary Mr. and Mrs. Archie Press, of Barnes circus. He also toured Europe with John Philip Sousa and later trouped with the 101 Ranch Wild West Show.

> Mrs. Edith (Aunt Jemima) Bruce, 80-year-old veteran performer on circuses, vaudeville and musical comedies, was recently presented with a tablemodel radio by the Buffalo Bill Tent, Circus Saints & Sinners, George W. Gleasner, president, presented the radio to Mrs. Bruce, who is in a home in Wende, N. Y.

Mr. and Mrs. Charles Lockier, their daughter Louise, and Robert Collins and his mother were on hand for the Ringling-Barnum opener in New York.... Clown Roy Barrett will close 21 weeks of indoor circus dates May 7 in Ottawa, Ont., and will open his outdoor trek May 18 with the Art B. Thomas Bombshell Shows. Barrett is skedded to remain with the Thomas org until September 13 where he will clown as a free attraction and also operate a concession. He is also 186-page program is expected to be by Bob Wetzel of that city's Sta- set to play South Dakota celebrations and fairs.

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25% paid daily. Write only. Deal is not in Michigan.

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# WANTED

Sober, reliable semi-Truck Drivers, Elephant Men, Cage Men and Grooms. Join

FOR SALE

90-ft. Round Top, two 40-ft, and one 30-ft. Middle Pieces. Poles and Rigging

> TERRELL JACOBS c/o St. Louis Police Circus

# Arena, St. Louis, Mo.

Painter for Trucks and banners, Seat Men, Candy Butchers, Scratchy Jack, Leo Foleski, Mannard Visengard, come on. All people contracted acknowledge this ad. Working Men, Truck Drivers,

HENRY VONDERHEID R. D. 2, Wapwallopen, Pa.

# PHONE MEN

Learners and assistants. No experience necessary. I'll teach you to become # real promoter. This is my third year in this town, plenty of tans just starting here, phones all in. Call Bridgeport, Conn., 9 3547, or wire

W. G. PHILLIPS Care Western Union

# DIANO BROS.' CIRCUS

WANTS

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Side Show Acts of all kinds: Sword Swallower, Fire Eater, Bagpipers, Colored Minstrel Show with own band. Long season's work. We furnish gas, oil and best of cookhouse. All people contact EVA DAVENPORT Per route in Billboard.

"THE WILDEST RODEO ON EARTH"

# L. H. Crum's All Star Rodeo, Inc. Openine Albany, Georgia. April 30th thru May 3rd; Atlanta, Georgia, May 4th thru 10th; Philadelphia, Pa., June 18th thru 20th. Many big dates following.

\$100.00

Entry fees added to purse Contestants, come on! Contract performers, confact L. H. CRUM, Box 588, or "POP" STAPLES

Box 131, Quitman, Georgia, or phone Quitman 5832.
Featuring the only three colored, twelve horse Liberty Act in America today. Plus many other outstanding acts. Fair secretaries and sponsors, catch one of these performances if interested in a big show. Seeing is believing.

# HAGAN-WALLACE CIRCUS

Canvasman. The following contact Mickey Dales immediately: Kenneth Kirt, Eddie Aiken, Franchot Pierce, Buzz Miller. This circus since opening March 13 has been doing capacity business. We pay all personnel daily or weekly as you prefer Address all communications to

ARTHUR STURMAK, Mgr.

Route: Hazard, Ky., April 21: Jenkins, 22; Morton, Va., 23; Big Stone Cap. Va., 24; Cumberland, Ky., 25; Pikeville, 27: Richlands, Va., 28; Princeton, 29; Hinton, 30; Roncevert, May 1; Richmond, 2; Elkins, 4; all West Virginia.

# DIANO BROS.' CIRCUS

PHONE MEN

WANTS

I can use good, sober, reliable Phone Men. tl best of towns, for a grand new show which makes downtown parade every day. Long season. Elephant Banners and a Parade Wagon for 20 Banners. Mr. and Mrs. Syd Presson, Dan Caswell, Harry (Duchess) Mason, Kirt Martin, contact

> EVA DAVENPORT as per route in The Billboard

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Communications to 188 W. Randolph St., Chicago 1, III.

# Revamp Grandstand Show Schedule at Syracuse Event

abandonment of harness horse Vail will again be featured. racing, has been set for New York State Fair.

band will be featured on opening | Wednesday thru Saturday nights Saturday, replacing auto races and matinees on Friday and Satstaged in recent years. Thrill urday, Emphasis will be on entershows, motorcycle races, stock tainment value rather than concar races, and perhaps a fireman's tests, and it is possible that the muster, will replace afternoon line-up may include a name per-

George A. Hamid, head of the New York agency bearing his name, set the talent program this week with Harold Creel, manager, and George Schilly. Acts signed include the Caronas, high wire; Allen Company, aerial motorcycle act: Bobby Whaling and Yvette, cyclists: Harold and Wanda Bell, aerialists; Poodles Hanneford, riding act, and Gauthier's Steeplechase, canines. Joe Basile's State Linds booked for seven days.

# Kochman Adds Show

Jack Kochman's Hell Drivers, urday matinee to his schedule. State prize money. The Irish Horan Lucky Hell Drivers are inked for night performances Wedresday thru closing

# Gresham, Ore., Floral Show Pulls 28,783

GRESHAM, Ore., April 18 .-The four-night spring flower show Fairgrounds here Sunday (12) after drawing 28,783, Duanne manager, announced.

The show, which will become an annual event, is sponsored by the fair and the board of commissioners. The event is in line with making additional off-season use of the fairgrounds.

Threatening weather and cool evenings were deemed responsible for the comparatively low attendance, altho the sponsors reported the show was an operational and financial success. Garden clubs and a landscape gardener had operated shows in the past at a loss. All commercial exhibit space was sold out.

# Lorimor, la., Moves to Afton

Steele's Attractions

London, Ohio

24×40

40x 80

40x100

AFTON, Ia., April 18.—Union County Fair, which has operated tivities from his residence on the in Lorimor for years, will be moved here. The board recently launched a financial drive to raise funds for the purchase of a site and to construct permanent

SYRACUSE, N. Y., April 18.— Saturday. On closing Saturday A switch in grandstand presenta- afternoon, national championship tion policy, occasioned in part by AAA auto races promoted by Ira

Hamid has been commissioned to book a rodeo for the Coliseum, For the first time, acts and a with performances set for former.

# 168 Mass. **Annuals Rate**

BOSTON, April 18. - The Massachusetts Department of Agoriginally set for nights only, riculture announced that 168 opening Saturday thru Tuesday, Bay State fairs, exhibitions and has added the plum opening Sat- shows had made application for

> The breakdown of the list shows 13 major fairs, 21 community fairs, 24 4-H and youth fairs, Meeting April 29 23 livestock exhibitions and shows, and 87 grange events.

The major fair season will get under way with the Weymouth Fair, August 16-22. There will be three fairs in August, 10 in September and one in October.

Henry T. Broderick is State

# Tops Million

ney Royal Easter Show, which membership dues are \$2. ended Tuesday (7), racked up total attendance of 1,110,337, with gate receipts of approximately \$400,000.

Good weather was registered for the 10-day, eight-night event, with showers hitting only the closing night. Ring events included bulldozing, steer riding and bronco busting. Fireworks were used each evening. The Army and the New South Wales Mounted Police gave

demonstrations. Col. Barney Sommerville, organization secretary for many years, was unable to take active part in the show due to a broken leg, but was able to oversee ac-

grounds. Good midway business was reported for the stand, altho admis- A portion of the evening program Marco office here. sion hikes in recent years have not was set aside for a discussion by enabled the show to break the 1947 fair officials of new developadmission record of 1,232,413.

Sun-Grossman Agency

700 Royal Union Bldg.

80x300

ATTENTION. ALL FAIRS

America's #1 Grandstand Show

A Western Production and Extravaganza

Also Dog Acts, Animal Acts and Novelty Acts

available at all times.

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Inquire About Our Water Shows and Ice Shows

Gus Sun Agency

Regent Theatre Bldg. Springfield, Ohio

TENTS FOR SALE

EXCEPTIONAL VALUES—USED TENTS IN MANY SIZES

LIQUIDATION OF INVENTORY. FOR FAIRS — CARNIVALS — EXPOSITIONS.

FLAMEPROOFED, KHAKI, COMPLETE WITH WALL — POLES — STAKES

100 EXHIBIT BOOTHS-10x10 STEEL FRAMES-GREEN & RUST DRAPES

20 CONCESSION BOOTHS—8x8 WOOD FRAMES—STRIPED CANVAS TOP.

AVAILABLE FOR INSPECTION AND IMMEDIATE SHIPMENT

60x260

80x200

50x 80

60x140

# Oregon State Inks Hughes

SALEM, Ore., April 18.—Oregon State Fair this week announced that Helene Hughes Attractions, San Francisco, have been signed to provide the night grandstand show for this year's fair. Rainier Shows were again awarded the contract to provide the midway attractions, Leo Spitzbart, manager, disclosed.

Hughes produced the night show in '51 but last year's contract was awarded Larry Allen, Inc., also of San Francisco.

The question of whether to stage a rodeo again this year or return to a horse show as in earlier years, will depend on the availablity of funds for rebuilding the horse show pavilion.

# East. Mass. Execs To Stage Initial

SOUTH WEYMOUTH, Mass., April 18.—The first annual meeting of the Eastern Massachusetts Agricultural Fairs Association will be held at Weymouth Grange Hall Wednesday (29).

A turkey dinner will lead off commissioner of agriculture and the session at 6:30, and will be Leo F. Doherty is the director of followed by a business meeting, including adoption of bylaws for the org. Henry Giguere, president pro-tem, will preside.

y Commissioner of Agriculture Henry T. Broderick and Leo F. Doherty, director of fairs. A general question and answer session will also be included in the evening's proceedings.

SYDNEY, April 18.—The Syd- retary, announced that annual

# West. Mass. Group Holds 24th Confab

SPRINGFIELD, Mass., April 18.—The 24th annual forum of the Western Massachusetts Fairs Association was held Thursday (16)

The program got under way with a 7 p.m. dinner, at which President Rice gave the welcoming address. Merritt Wright spoke on new fairs and a quiz on fairs was conducted by Rober Marsh. Prizes for correct answers were awarded.

ments, trends and fair problems.

# Clinton, Tenn., Renames Officers

CLINTON, Tenn., April 18 .-Chester Pace has been re-elected president of the Anderson County Fair, which is set for September

Also re-elected were L. M. McIlwain, vice-president; H. F. Rutherford, treasurer, and Robert Johnson, secretary. A local bank and the Anderson County Motor Company will provide trophies for the livestock show.

# Ross Manning Set By Red Lion Fair

RED LION, Pa., April 18.-The Ross Manning Shows have been contracted as midway attraction for the Red Lion Gala Week Fair, July 20-25, it was announced this week by R. M. Spangler, secretary-general manger of the fair.

Already set for the annual are automobile, commercial and farm machinery exhibits, along with Hartland, Vt., Dates free acts, fireworks and band concerts. Altho the event is a night

# Bloomsburg Again Skeds Separate Day, Night Shows

a member of the New York talent and a comedy zebra. agency bearing his name.

The bookings, which call for different and complete shows for the biggest talent pact ever acrobatic and barrell jumping; signed by the event.

The night show will feature Company. "Grandstand Follies," major The sign Hamid revue, and the Joe Basile band. Supplementing acts will in-

# 350,000 View Elsie, Borden Cow, At Florida Events

NEW YORK, April 18.-Elsie, the Borden cow, has just returned from a four-week tour of Florida during which she played to more than 350,000 people at the Florida State Fair, Florida Citrus Fair and Centray Florida Exposition.

The bovine attraction, who made her entrance back in 1936, has made 180 major appearances in 102 cities in 29 States and an estimated 28,000,000 persons have Hutton, the annual's secretary. seen her and her boudoir.

Ron Greiner, manager of Borden's tours and exhibits, announced this week that among a heavy schedule of appearances at fairs this year, Elsie will attend State Fair of Texas and Arizona State Fair.

# The program will include talks Brunsons Pact Merced, Calif.

HOLLYWOOD, April 18. - Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, will supply the shows for four of the five days at the annual Merced County Fair in Merced, Calif. The event opens August 26 and will feature jalopy racing the initial day.

Opening August 27 for one day will be Ina Ray Hutton and her All-Girl Show. For the last three days, the Brunsons will present on the Eastern States Exposition the "Gay Nineties Follies" with the Four Dandies, Vernon and Draper, The Marion Rankin Dancers, Johnson and Diehl, Betty Yeaton, and Kermit Dart.

The contract marks the first time this agency has handled the shows there. For the past several years the spot was booked by the late Neal Abel of the Fanchon &

# Tyler, Tex., Event Adds Cattle Class

TYLER, Tex., April 18.—East Texas Fair will add zebu cattle to its exhibits this year to make a total of six major breeds, President O. M. Boren and Manager C. R. Heaton, announced. The added class will be an official show of the Pan-American Zebu Cattle Association, and some 75 head are expected to be on hand. Fair is putting up \$1,000 and the association a similar amount as prize money. Bill Hames Shows will again be on the midway.

# 36 Nations Join Paris Trade Fair

PARIS, April 18. — Thirty-six nations will be represented at the International Trade Fair, May 9-

Fair, to be held on a 125-acre park ground at the Porte de Versailles, drew 3,000,000 visitors last

HARTLAND, Vt., April 18 .fair, officials have slated Wednes- Dates of the Hartland Fair have day and Saturday kiddie matinees been changed from August 13-16 featuring reduced prices on rides to August 20-23, M. P. Rogers, sec-

BLOOMSBURG, Pa., April 18. clude Jackie, balancer; Tiebor's
-Bloomsburg Fair this year will Seals; the Virginians, comedy again present separate afternoon juggling; Alf Landon and Comand night grandstand shows. The pany, comedy hokum; Roby and contract for talent was signed this Dell, acro-adagio; Two Chords, week with George A. Hamid Jr., musical novelty: Skating Ryles

Matinee Program

The afternoon line-up will include the Balodys, perch act; matinee and night presentation, Docky's Basketball Dogs; Rudinwere described as adding up to off's Horses; Valitha and Aldino, Charley Frank, and Aldair and

The signing last week of talent pacts by Bloomsburg and New York State Fair, Syracuse, concluded the booking of major annuals in the East.

With capacity grandstand crowds always a possibility at Bloomsburg, the separate afternoon and night packages were decided on to lure repeat patronage, and the plans has worked out well.

# Anderson Runs 6 Days, Not 4

ANDERSON, Ind., April 18 .-Anderson Free Fair will be held here June 29-July 4, it was announced this week by William J.

The fair runs for six days and not four as previously reported.

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# FREE ACTS WANTED

Seeking Outdoor Free Act for Bandstand, 18x24 feet. Two 25-minute performances daily, Sept. 14-19. Budget limited. No track or grandstand. Give price one to six days. details, references. C. R. HEATON, Manager, East Texas Fair Association, Tyler, Texas.

# CONCESSIONAIRES

Lycoming County Fair

Hughesville, Pa. August 3, 4, 5, 6, 7, 8, 1953 CLARENCE F. STOLZ, Secretary

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3D SUCCESSFUL COUNTY FAIR

at Edna, Texas, September 15-14-17

CLAUDIUS BRANCH, Chairman Carnival Committee Edna, To

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That have not played this territory for August 13, 14, 15. Write

> DONALD DAY . Edgerton, Ohio



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CARNIVALS

# COSTS RUN HIGH

# Metropolitan Switch Is Nearly Completed

comes a time in between the fore hurrying back to her Florabandonment of motorized tour- ence, S. C., winter quarters. While ing and the building of a rail- there wasn't time to recount all road show when the principals of the problems encountered to pause for reflection. Shirley Law- date, there was no mistaking the rence, who with her husband, biggest one-money. Sam Levy, is now fashioning the Metropolitan Shows after having stuff to put a show on rails, Shirley toured the motorized Lawrence Greater Shows for a number of seasons, has reached and passed that stage.

### HIS 50TH YEAR

# F. M. Sutton Sr. Observes Anni As Show Opens

HARRISON, Ark., April 18.— Frank 'M. Sutton Sr., observed his 50th anniversary in the carnival business here Monday (13) when his show, the Greater Sutton Shows, launched its season, ed. There is no end in sight here. Sutton is assisted in the show's Equipment will keep piling up operation by his son, F. M. Sutton Jr., who handles the advance, general agenting and promotional responsibilities.

Promotional twist used this year is a merchants' coupon which offers three rides for 25 cents. Use of the tickets here was credited with brisk business the first few days of the opening

The show will still date until June, then swing into several celebrations before going into its 13 fair dates in Missouri and Arkansas beginning in July. During the early dates the line-up will include 8 rides, as many as 6 shows and about 30 concessions.

# **Cold Weather** Ices Marks

RICHMOND, Va., April 18.— Bad weather was the keynote of the John H. Marks Shows here this week. The usual profitable preem date in South Richmond TEXARKANA, Tex., April Equipment reflects intensive wasn't paying off as expected due 18.—The 20th Century Shows repairing-repainting job done in preem date in South Richmond probably won't bolster the date dria, La. into a winning stanza.

encouragement in the fact that patrons who did brave the ele- show is carrying 17 other rides. ments came well equipped with including a battery of kiddie eral agent; George Gallo, special cash and spent rather freely.

NEW YORK, April 18.—There to 100 or so business matters be-

It takes barrels of the green says. She ought to know. Since on last fall when the decision to switch was made, the Levy's have bought a train, a number of cir-At her home here for a day this cus wagons and miscellaneous needs of a railroad organization.

> The motorized equipment, worth so much in action, has lars is worth only a fraction of a loser, Owner Strates said. the original investment today.

But, Shirley says, the Metro-politan unit will go out in plush style, costs notwithstanding. All matic tires, a relatively recent units also did well. Strates reiterated be spic and span, with much of it new, and everything will be ready in plenty of time for the Asheville, N. C., opening early next month.

A mule tractor was bought recently and new light towers addand on until the show train is loaded and can carry no more.

Mack Is Agent Bobby Mack continues as general agent. The show will get away from the saturated East

the investment are good. Sam Levy is busy managing quarters activities while Shirley has been filling the role of purchasing agent. Also on hand at quarters, setting up the front end,

of recouping a sizable return on

Whiteside. tractions will be strong, Shirley

# Weather Hits Strates Preem But Spending Builds Outlook

# All Units Click First Saturday But Rain, Cold Nix Other Days

grounds.

with Saturday (11) and a gate count of 10,000 contributing perweek, Shirley was busy tending other equipment peculiar to the haps the best earnings that the show has put together here on any previous comparable day. A couple of days like that and the much less appeal stored in quar- engagement would probably have ters. The market, according to been marked up as a winning one. Shirley, is not good, and rolling As it is, with only today to go, stock that cost thousands of dol- chances are the date will wind up

> The heartening aspect of the run was the free spending encountered on Saturday. This was ment. pointed up by the patronage on

WASHINGTON, April 18.— look for the season was good. was the advantage that comes With earnings of one terrific day Everyone who wants to is work- with being first show in here, and later diluted by rain and cold ing, he said, and there seems to be the second was the feature story which followed, the James E. a loosening up when it comes to appearing in last week's issue of Strates Shows opened its 1953 sea- spending. The show's tour of Flor- The Saturday Evening Post which, son inauspiciously here this week ida winter fairs this year was had the weather been fair, should the Benning Road show good, with the gross at Orlando, have stimulated additional inter-The first three days were fair, way, up a remarkable 27 per cent. here.

> Of course, he added, business can't be good unless shows get a break in the weather. Last spring the Eastern units wallowed in mud and earnings were slim. Strates missed out on the bonanza here last year, too, when the weather was less than co-operative. However, it wasn't as bad as this year when prospective patrons were more interested in home fires than outdoor excite-

The Strates show had two proof the wagons will be on pneu- the rides particularly. All other spective earning aids here this matic tires, a relatively recent units also did well. Strates reiterated that the out- were mostly lost. The first

with good weather aiding all the est in the appearance of the shows

### Publicity Plans

However, the latter can still be used to good advantage thruout the season, and publicist Starr DeBelle is formulating plans for another year of tub-thumping with the Strates show.

Commenting on the unified effort of outdoor organizations to to secure reductions in the Federal exice tax, Strates said that more organization was needed in the carnival ranks. He added that he had long supported the Amer-ican Carnivals Association and said that he would continue to do so in its joint effort with the National Association of Amusement Parks, Pools and Beaches.

He said that even partial relief at this time would mean a great deal to all operators of traveling

# RAS Adds All-Steel Wagons, New Poles

Rides and Train Equipment Ready For May Bow; Push Work on Shows

lina, Tennessee and up country in search of business. As of now, the outlook is okay and prospects of recogning a sizable roturn of recogning a sizable roturn of the show train will carry 21 new conches being been repainted, and the vision of C. J. Sedlmayr Jr.

New all-steel fold-up poles will the most stringent requirements. displace all of the old wooden

reports. Joe Casper will have the ing the winter, will be placed in past two months designing and use. Two of the new units are

TAMPA, April 18.-When the sprinkler trucks and one is de-

all-steel wagons built in winter as well as exterior paint jobs. quarters here under the super- The show train is equipped thruout with AB brakes to satisfy

Rides have all been overhauled poles previously used. Use of and repainted, and a large crew are Harry Schreiber and Dutch fold-up poles will enable a great now is concentrating on readying saving in loading space on the fronts, stages, etc. Leon Miller, The display of back end at-train and also be more durable. producer of the Moulin Rouge Five new trucks, purchase dur- Revue, has been busy for the overseeing the production of the wardrobe for that show. He plans to start rehearsals next week, beginning by teaching line girls new routines. Announcement is expected shortly from Carl Sedlmayr Sr., RAS owner, on the featured acts to be with the revue.

Leon Claxton, producer of "Harlem in Havana," is back here following a talent-hunting trip to Chicago.

Frank Morrisey, the show's press chief, checked in Monday. Tommy, and now is turning out

Recent visitors to winter quarters included Mrs. William Webtheir son Billy; Sally Nicholson and Bob Parker.

# Crafts 20 Big Set for Bow

NORTH HOLLYWOOD, Calif., April 18.—Orville N. Crafts will open the season for his 20 Big Shows next Wednesday (22) in El Monte with the organization carrying some office concessions. Crafts returned here Thursday from Las Vegas, Nev., where he made arrangements to publicize the 19th Elks Helldorado and Rodeo to open May 14 for four

Crafts 20 Big, managed by Frank Warren, will carry 8 major and 8 kid rides, and about 30 concessions. For the past several weeks, Crafts has had workmen building concessions with about 15 to be on 20 Big and another 15 on the second unit, Exposition, managed by Roger Warren.

With the Las Vegas celebration indicated to be one of the biggest pre-July 4 events, Crafts said that a Ferris Wheel would be installed downtown for operation May 1-2 to bally the big event two weeks later.

Crafts organizations will be filling two engagements at the time of the Helldorado. Twenty Big will be featured at Monrovia Days in Monrovia, Calif. It also runs from May 14-17 inclusive. Route inbetween includes community fairs with the Crafts organization supplying its large top for exhibits.

# Winter Haven To R-C Shows For 8th Time

WINTER HAVEN, Fla., April 18. -Royal Crown Shows were awarded the midway contract for the 1954 Citrus Exposition at a Schafer's Just for Fun Shows special board meeting of the fair moved in here this week from Tuesday (14). Signing of the contract marks the eighth consecutive year for the shows on the local

manager; John A. Lang, presi-

# Schafer's Opens In Tyler, Tex., Moves Into Ark.

ELDORADO, Ark., April 18 .--Tyler, Tex., their opening stand, played last week. The Tyler opening was delayed one day when rain washed out opening Dolly Young, general manager night, Monday (6). Clyde Holley, of Royal Crown, signed for the Tyler mayor, clipped the ribbon shows, with Phillip Lucey, general at the lot's entrance Tuesday night (7) to launch the season.

# New Ride-Master Adds Flash to 20th Century

to unseasonable weather. The entered the second week of winter quarters. A new front

devices.

weather stayed poor thru yester- their season here Monday (13), gate, constructed in winter quarday, and even with a turn for following a successful first ters, contributes to the show's accompanied by his wife and son, the better today, the one night week's engagement at Alexan- eye-catching qualities.

the other hand, personnel found appearance of the show's line-up. Besides the Ride-Master, the

Manager Art Lewis said that John Courtney Ride - Master, with Mrs. Velma Martin, cohis crew wasn't disheartened, which is being well received by owner, as secretary. Noble Fairly ster, wife of Bill Webster, There just isn't anything that can patrons. Device throws out much is McCrary's assistant, serving Ringling-Barnum paymaster, and be done about bad weather. On flash and adds greatly to the also as lot man.

# Cold, New Train Costs Chill Buck-Model Bow

ALEXANDRI/., Va., April 18. for Saturday (25) and, based on

—The new railroader, the O. C. Buck-Model Shows, rolled into town for its opening stand be ginning Thursday (16) after two extensive train repair jobs en extensive train repair jobs en concessionaires have joined here in the saturday (25) and, based on the banner week scored last year when the unit toured as the Model Shows, there is hope that the initial date will be a good one.

Reports are that a number of Rides Merry-Go-Round, Otis Brody; Tilt-a-Whirl, Bill Garner; Scooter, Albert Zitterid; Caterpillar, Paul Dakor; Rolloplane. Stanley Master; Spitfire, Harold Fletcher; Twin Ferris Wheels, Alvin Smith; Dipper. Albert Briggs; Octopus, Chick O. Malley; Ride-Master, S. G. Baily; Pony Rides, R. Gates; Kiddie Ferris Wheel, Pat Elrod; Kiddie Rides, Verne Jester. route from its Savannah, Ga., concessionaires have joined here

ed up to some \$3,000, caught many of the shows which they show execs by surprise, since will join later are not yet open, they felt the equipment had left winter quarters in excellent ported imminent. A second date, shape.

pated expense wasn't eased any here when unseasonably cold weather put the chill on the opening days and cut heavily into the expected attendance and earnings.

week to go, with the finale set operation.

for the run, both because the The two overhauls, which add- date is reported good and because

A change in the route is reon the other side of Washington

Co-owner E. D. McCrary heads press material. Outstanding new feature is the up the staff as general manager,

Other staffers include Art Signor, superintendent of rides and shows; J. C. (Jess) Wrigley, genagent-billposter; Keith Chapman, concession superintendent; Harry Bauers, designer-builder: Fred Hamilton, master mechanic; Bill Clark, chief electrician; Blackie Bullock, purchasing agent, and Fred Robidue, in charge of the front gate and towners.

Personnel follows:

Kiddie Rides, Verne Jester.

Shows Revue and Posing Shows, Joe Sciertine: Side Show, Claude Bentley; Motordrome, Mr. and Mrs. Eirod: Snake Shows, Noble Fairly; Midget Cattle, R. Gates; two-headed bull, Hasback; Penny Arcade, Happy Hooper; Fun House, Lifeshow. Concessions

on the other side of Washington
The burden of the unanticiated expense wasn't eased any
weather put the chill on the opening days and cut heavily
into the expected attendance arings.

Week Remains
Week Remains
However, the show has a full
week to go, with the finale set

On the other side of Washington
near Silver Spring, Md., wound
to Mr. and Mrs. Larry Clouse, cookhouse;
con game; Jackie Ray Lindsey,
con game; Billie Copper, popporn; Mr.
and Mrs. Copper, popporn; Mr.
and Mrs. Stout, custard; B. Blake, must
con game; John A. Lang, president, and John Shively Jr., chairdent, and John Shively Jr., chairfair.

O. C. Buck is touring his first
railroad show, but it isn't a shot
in the dark move since David B.
Endy and James E. Strates, who
know the rails from the section
games up, are involved in the
operation.

Mr. and Mrs. Larry Clouse, cookhouse;
con game; Billie Copper, popporn; Mr.
and Mrs. Stout, custard; B. Blake, mus
fair.

A number of details for the anmual were worked out at the specula session. Present plans call for
the fair to hold a white Children's
Day, Monday, February 15, and a
Negro Children's Day, Tuesday,
Beyber D. Lab. 1; Ted Cory, 1; Mr. and
Mrs. Farrell, 1; Ray and Jane Hasback, 1,
and Cassidy, 2 glass pitches. Mr. and Mrs. Larry Clouse, cookhouse;

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CARNIVALS

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proposition. Opening for any Stock Stores not conflicting with what we have. 90%

of this show's booking consists of long established Celebrations and Fairs. Address all to

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FOR

# Attalla, Ala., **Proves Winner** For Gem City

TULLAHOMA, Tenn., April 18.-Gem City Shows caught a money-winner last week at Attalla, Ala., 140 miles from this town, their current stand. whopping kids' matinee, at which 3,800 moppets were clocked thru the gate, overcame rain early in the week and lifted the Attalla stand into a winner.

mountains but the show nevertheless was up and opened on schedule Monday (13). Cold weather curbed business the first few days but patronage and spending were rated fair. A strong kids' matinee also loomed for today, as 12,000 tickets had been distributed thru schools, with a as an added lure.

this, too, was expected to have an effect on the closing day's business.

New fixtures for the front gate and for the Merry-Go-Round arrived. Wendell Pierce, assistant manager, has added six hanky panks, raising his total to 14.

ATTENTION-

# **PLUS BUSINESS**

# Rides Operate For Merchants

MINNEAPOLIS, April 18. -William T. Collins, owner of the show bearing his name, picked up some plus business recently when his rides worked for two weeks at suburban shopping centers here and at Rochester, Minn. A Merry-Go-Round and two kiddie devices worked at one location in Rochester and a Merry-Long jump here was made over Go-Round and two kid rides April 1. were also used here in two suburban shopping areas.

main on that site thru May 22.

The No. 1 unit will take to the boys' and girls' bicycle giveaways road May 25, showing Fargo, rides, 60 concessions and 7 shows. Radio Station WJIJ aired a open out-of-town the same day tion, with Mike Krekos as general half-hour show from the lot, and at Winona, Minn. Collins will manager, this year added three Pappas in charge of the No. 2 and a Tilt-a-Whirl.

> Slim Wells, assistant to Collins, is in charge of winter quarters' make-ready. Henry Hanks, electrician, is busy transforming a 30-foot moving van into a mobile workshop. A Rockoplane, pur-chased from Eyerley Aircraft Company, is due for early assembly here. The bulk of the show's equipment has been overhauled fronts will be started outdoors as soon as weather permits. Rain last week and snow this week prevented outdoor work.

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CASTRO VALLEY, CALIFORNIA

# Greenville, S. C Gives Tinsley

GREENVILLE, S. C., April 18.

Johnny T. Tinsley Shows, now in their third week in the Greenville area, have been getting satisfactory business.

Opening stand, two weeks ago at the air base, was staged in theless proved okay. Downtown location last week yielded satisfactory patronage and spending and the first few days of the stand this week in West Greenville produced money-winning

business. Show moves into North Carolina next week, with a weekstand at the city recreation park in Durham for that city's centennial. Latter engagement will mark the first still date stand made by any carnival in that city for the past 20 years, according to the show's owner, Johnny Tinsley.

# Page Bros.' WQ Opener Tops '52 Bow

SPRINGFIELD, Tenn., April 18.—Page Bros.' Shows opened, their '53 edition here at their winyear ago, according to W. E. Page, manager.

Staff, in addition to Page, includes Mrs. W. E. Page, secretarytreasurer; George Whitehead, business manager; Jim Shrout, agent and billposter; Edwin Smith, lot man; Jimmie Brewer, superintendent of operations, and Art Williams, electrician.

Concession row includes Dave DeCartia, 4; Whitey Pillock, 3; Mrs. Jim Shrout, 2; Eli Johns 4; Mrs. Phil Rocco, 5; Ed Winn, 3; Paul Johnson, 1; Attica Jameson, 2; Fred Brod, 1, and Corallee

Visitors for the premiere included Mrs. Al Wallace, Earl Livingston, Tom Michell, Jack Hope, and Charles Skelton, of Hatch Show Print Company, Nashville.

# Wm. T. Collins W. Coast Shows Bakersfield Gives So-So Business

BAKERSFIELD, Calif., April 18.—West Coast Shows, playing the second week of its 1953 and 25th Anniversary year, pulled only fair business here for its six-day run under the auspices for the seventh year of the Harold Brown Post of the Veterans of Foreign Wars. Usually opening here, the route started in Madera, the winter quarters town, where five-day run was started

With West Coast Shows moving out following the Sunday The rides were returned this night (12) closing, the second week to winter quarters and are unit, West Coast Exposition in readiness for the show's open- Shows' opened Wednesday (15) at ing on the winter quarters lot the new fairgrounds where the May 1. Both units that operate first annual home show is being under the Collins banner will re- held. West Coast Shows played at the old fairgrounds.

West Coast Shows carried 15 N. D., while the No. 2 unit will The parent West Coast organizamanage the No. 1 unit, with Gus new rides, two Rock-o-Planes,

### Bowed in 1928

The West Coast Shows started in 1928 when Krekos became associated with Max Bernard in the operation of the Rose City Shows. Later the organization became known as the Mike Krekos Shows, then West Coast Amusement Company, and West Coast Circus Shows. About nine years and repainted. Work on show ago it adopted the present name. Personnel includes:

West Coast officers: Mike Krekos, general manager; Harry Myers, manager; Louis Leos, secretary-treasurer; Everett W. George Coe, business representative; Bobby Cohn, general agent, Krekos, Leos, Coe and Cohn handle the same duties for both

West Coast Exposition officers: Eddie Hellwig, manager; Eddie Harris, business manager; Barbara Hellwig and Isabel

Myers, assistant secretaries. West Coast personnel: Charles Carpenter, billposter; Edwin Kemp, sign painter; gil Lateker, ride Wilson, master mechanic; Harry Baker, chief electrician; Jess Gomez, assistant electrician; Nick Krekos, Bill Stathos, special police officers. Betty G. Coe, Shirley Guffey, Viola Perry, Virginia Wil-son, Virginia Herron, Loa Mason and Mrs. Cleo Mortimer, cashiers.

Ride Foremen, No. 1 Unit: William Snelson, Ferris Wheels; Curtis Jones, Merry-Go-Round; Orville Perry, Fly-o-Plane: Valentine Laguna, Rock-o-Plane; Cleo Mortimer, Kiddieland, and Norman Schue, Roll-o-Coaster,

Concessionaires and agents: Edwin Kemp, novelties; Marge Lateker, Hi Striker; Steve Steffel, ball game; Johnny Miller, Virgil Weaver, J. Graham, Billy Anderson, Skinny Starr, Bill Higgins, Jack Smith, Jimmy Cain, cookhouse; Mr. and Mrs. George Sides, grab; Clayton Phelps, short range; Hunter Farmer, Lee Skeels, cold weather but business never- Bill Mercler, C. H. King, clothes pins; Margaret Farmer, Bill Frost, Marie Frost, Virginia Snow, Otto Walker, Glenn Loucks, bingo; Ruth Korte, Frieda Brown, Willard Johnson, H. O. Wallace, pan game; Ruth Korte, George Chism, Billy Johnson, gro-cery wheel; Ruth Korte, Minnie Ford, George Cole, ham wheel; Ruth Korte, Charles Corwell, Duck wheel; Ruth Korte, Joe Clemons, Del Emery, cigarette block; Jack Schaeffer, bear wheel; Sammy Schaeffer, Nick Lukas, Joe Williams, George Lukas, Harry DeLucia, Roy Turner, Charles Flavelle, six cats; Sam and Stella Shaffer, balloon; Buddy Wald, Bill Scanin Sanford, followed by a week lon, Ronnie Wald, Patches Ristick, swing-in Durham for that city's centen- er; A. C. Van Horn, Earl French, guessyour-age; Leona Cook, Hoopla; Jess Gomez, Joe Andrews, Cleo Richardson, gold fish; Wally O'Connor, grab bag; Nat Feldman, photo gallery; Lillian Schue, Wesley Bishop, Derby; Ivan Gilligan, George Dash, milk bottles; Al Rodin, Joe Smith, Harry Martin, Sam Dolman, jewelry stand; Ray Cox, Kenneth Denese, Ivan Joey, Ray and Betty Taylor, glass pitch, balloon game, slingshot; Johnny Ristick, Duke Ristick, Pete Ristick, cig-Johnny arette shooting gallery, pitch-till-you-win; Eloise Syester, slum spindle; Tom Syester, Scotty Harris, darts; M. P. Greer, Lydia Greer, bird wheel: Lizzie Ristick, Denka Ristick, Helen Ristick, palmists; Charles W. Ford, J. M. Brown, Paul Hobson, Australian Bingo; Louis Cecchini and Johnny Levaggi, Raymond Rapp, Curtis Whitley, Ernest Hobit, R. L. Fisher, Louis Pugliese, Joe Campi, O. B. Smith. Cecil Lindsey, add-a-ball, picket fence, cat rack, ceramic pitch: Jack Chritsensen, Hazel Christensen, Klon Grubb, Virginia Grubb, candied apples, popcorn (2). Shows: Dope, Red Crawford, Pauline Crawford, Clark Wiley, Little Horse, Crawford: Fun House, Crawford, W. B. Circle, Max Cotton, Vanities and Posing ter base this week and business the fore part of the week was big, topping the same period a year ago, according to W. E. Page, talker; Carl Jenner, tickets; Mrs. Ruth Wenick, inside lecturer; Tom Henry, magic; Shirley Mason, electric; Prof. Schaffer, snake ring, and Don Stearn,

### Merry Midway Shows OPEN TREZEVANT, TENNESSEE, APRIL 27-MAY 2

human torture,

Want Concessions such as Pitch-Till-U-Win, Hi-Striker, Cork Gallery, Age and Weight, Lead Gallery, Coke Bottle or any that don't conflict. Can use Pop Corn for 5 weeks. No gypsies or percentage. Want Ride Help on all Rides. Need Foremen for #5 Eli Wheel and Swing. Good pay. Can use Grind Show. Joe

Selco can use Wildlife. Contact ALBERT BARKER

Trezevant, Tenn. (Will be on lot April 22)

# WANTED CONCESSIONS

All Types, for Independent Midway at

# **ILLINOIS FAIR**

June 30-July 5, Peoria, Illinois

No Games, no Novelties. WRITE, giving full details, to

Fair Manager, Exposition Gardens 5301 North University Rd., Peoria, III.

### JOYLAND MIDWAY ATTRACTIONS WANTED FOR

V. F. W. SPRING FESTIVAL Belleville, Mich., May 5 to 10

Legitimate Concessions of all kinds. Ball Games wanted. Very few exclusives. Reasonable privilege. Can use any legitimate money-getting Show. Espe-cially interested in Mechanical Show. Monkey Speedway. Have good opening for String Show. Have six Rides of our own, will book any Ride not conflicting. Have good opening for Dark Ride.

SHOW WELL BOOKED FOR LONG SEASON.

# WANTED—WANTED

Side Show People, Freaks, outstanding Working Acts, Bally Girls, Ticket Sellers, Front Men. Have opening for strong feature; no half and half. Susa, get in touch with me. Jack Rodgers, answer.

FLOYD WOOLSEY AMUSEMENT CO. OF AMERICA. Hot Springs, Ark.

# NAIL AGENTS

Opening Tulsa, May 1. Will operate. Front location every week. Jim and Clyde, call or come on.

L. G. RITCHEY World of Today Shows

# FOR SALE

1 Merry-Go-Round Organ No. 125 with drums

Unborn Blue Top, 20x60

371/2 Kw. Transformer 4 Percentage Tables with flys

26-Ft, Fruehauf Semi-Trailer 5 250 Watt Switch Boxes Any reasonable offer will be considered or will trade on Kiddie Rides.

F. H. CARAVELLA Island Park, Sunbury, Pa. Ph. 2063.

For Independent Midway, Sept. 14-19. Over 125,000 patrons last year. Consider Sno-Cone, Fruit Stand, Monogrammed Hats, Silhouette Art, Photography, Mexican Novelties, Portraits, Colored Lemonade. What do you have?

C. R. HEATON, Manager, EAST TEXAS FAIR Blackstone Hotel, Tyler, Texas

# MIDWAY OF FUN SHOWS

Opening April 29, Quinton, Okla. Will place Photos, Bingo, Grab Stand, Pitch Till You Win, Concessions not con-C. E. HAGENSICK, Mgr. San Antonio, Texas, April 20-25; Quinton, Okla., April 28-May 2,

# WANT

To hear from small Carnival that would consider 12 weeks' booking with all advertising and lights furnished, Address:

DOC STODDARD

Charlevoix, Michigan Box 65

\$25,000 plus 25 years' experience as manager and operator of carnivals and parks. Know the business from front to back. What have you to offer?

L. ED ROTH Phone: EXbrook 5-6195

# CAGES—STANDS PARAKEETS

Wholesale Prices-Big Savings W. BREWAR 416 North Broad St. Elizabeth, N. J.

Remember your old buddy, formerly with Coleman State Side Show, playing Indiana spots. Get in touch with me after 6 p.m. Call me:

EVerglade 4-7346

BILL GUENTHER Box 619, The Billboard

Chicago 1, III. 188 W. Randolph

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# Write today! A.B.T. MANUFACTURING CORP. 715 N. Kedzie Ave., Chicago 12, III. Use

and CHALLENGER.

# Midway Confab

Leo Lippa, retired Michigan carnival owner, and Mrs. Lippa were hosts the past week at their Detroit home to two gatherings of leaders of the Michigan Showmen's Association, the MSA Ladies' Auxiliary, and the MSA Joey Moss American Legion Post.

George Reinhardt, longtime operator of cookhouses and eat stands, will have his cookhouse on the World of Mirth Shows S. C., winter quarters Monday this season. Reinhardt was with Royal American Shows in '52. . . J. C. Admire is in advance of Bill Geren's Mighty Hoosier State Shows, which opened the season Monday (13) at Jeffersonville, Ind. Admire is handling banners and kid promotions in addition to the special agent's chores.

concessionaire with the Bill Lynch Shows, was injured recent-ly in an auto collision near Truro, N. S. While returning from Boston, where she and her husband had undergone medical treatment, their car and house trailer was hit by another vehicle. Mrs. Thomas came out of the incident with cuts and bruises while her husband was unharmed. Both info they'll be on hand for the Lynch opener in May.

who have toured the Maritime provinces for 25 years, traveled over the same route this winter publisher's representatives. Their off-season tour took them into Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Mrs. Johnny T. (Mayo) Tinsley has recovered from a recent operation and is back on the Johnny T. Tinsley Shows.

Ray Marsh Brydon, show operator with the Gem City Shows, is recovering from a severe case of larvngitis that kept him confined to his trailer for several days. . . . Bobby Mack, general agenting for the Metropolitan Shows, was a recent Chicago visitor. . . . Lou Berger, of the Amusement Company of America, has been in and out of Chicago recently, handling advance arrangements for some of the spots the show is set to play.

Recent arrivals at Waverly, N. Y., quarters of Mickey Percell's Pioneer Shows were concessionaires Mr. and Mrs. Arnold, Harry Painter and Mr. and Mrs. Leo Schaeffer and son. Also arriving were Pete Carr, William Russell Will open in Ellsworth, Kan., and John Carlson, of the ride de- April 27. . . . While en route to partment. Prince Ki Gore, owner of a wild animal act, was a visitor. Equipment is being readied for a May 22 opening near Way- Quien Sabe and Bobbyetta. . . . erly

with the Coney Island Shows in and Gorilla Show. Judie Crane Cuba are Bennie Weiss, bingo; joined with frozen custard. Hum-Louis Rice, concessions; Duke Dougherty, cookhouse; Leo Bistany; Ted Lewis, power plant and Ferris Wheel; Pete Kortes, Side Show, Kenny's Monkeydrome; Walter Kahn, Freak Show, and Lowery's custard. . . . Jimmy Howard Lotz, who has been in Bellevue Hospital, New York, for 16 months since losing both legs and an arm in an auto accident. would like to hear from friends, especially Turkey Red, Cy Aurrealo, Joe Gogigo, Steve Swika accident brought an offer of and James (Curley) Nixon.

Mrs. Naomi Bantly, daughter of the late Harry Copping and wife of Herman Bantly, advises from Greenville, Pa., that she and her husband have leased their National Hotel there to Clifford Crump. The Bantlys soon will move to Miami where they purchased the Elgin Apartments. At one time they operated two Geenville hotels, but sold one a year ago.

The Lagasse Amusement Company got a coast-to-coast plug on the Eddie Albert Show, Columbia Broadcasting Station network video offering, Tuesday (14). Albert used carnivals as his theme for the program. He quoted at length from the Spring Special issue of The Billboard. One of the items read had to do with the contents of the Lagasse ad. . . Louis (Dada) King Wednesday (15) headed a minor exodus of Mrs. Moe Vivona, Mr. and Mrs.

Washington and continue with that organization thru the season.

Bobby Mack, agent for Metropolitan Shows, came into Chicago Friday (17) to spend the weekend working on railroad contracts. He and Mrs. Mack will close their Chicago apartment and head for the show's Florence,

Lucille Dolman journeyed from her home in Monterey Park, Calif., to Bakersfield to be with her husband, Sam Dolman on the West Coast Shows. Upon arriving there she was stricken by Mrs. Lorraine Thomas, veteran a virus and remained in the hotel during the entire six days the show played there ... Patty Cook Andreen visited Margaret and Hunter Farmer on the West Coast Shows when they played Bakers-field, Calif. Lt. H. B. Andreen and Mrs. Andreen, with their young son, Michael George, were en route from Fort Benning, Ga., to Fort Lewis, Wash., where he will be stationed.

John Francis, former owner of the John Francis Shows and Mr. and Mrs. Paul Gearin, now with Schafer's Shows, was office of The Billboard. He reported the show's business has been good despite several days of rain.

> Mal M. Fleming, veteran circus and carnival agent, had been admitted to Veterans' Hospital, Erie, Pa., for emergency treatment. He'd like to read letters from friends.

Mrs. Victor Lee is back with Shan Shows in Nashville, after returning from Hillsdale, Okla., where she attended the funeral of her sister, Effie Smith. Omie Carver, rejoined Shan Bros.' Shows after recovering from a nervous breakdown. . . . Doc Lovell, scenic artist and sign painter, has joined Eddie Young's Sterling Crown Shows. Doc spent part of the winter decorating the Silas Green New Orleans Minstrels and also made various Florida spots with silhouettes and landscape painting. . . Belle Evans and her nephew Bill Cartwell, who have been fishing in the Gulf at Freeport, Tex., have joined Maddox Bros.' Shows and Cincinnati, Terrell Jacobs visited the Porters' African lion farm at Herscher, Ill He also visited Sid Crane and Bud Humphrey have joined the J. A. Gentsch In the American contingent Shows with their Snake Illusion phrey, who plays the Battle of the Flowers, San Antonio, rejoins

> Armand Couillard, working in the snake pit at Montreal's Show Mart in connection with a blood donor program, was bitten on the arm by a water moccasin Sunday (12). He was cleaning the pit and thought all the snakes had been removed. A radio broadcast of his serum, which was rushed from Hamilton, Ont., by plane and police car. Latest reports said he still was unable to lift his arm because of the effect of the venom on his nervous system.

the shows May 1

Prior to departure of Vivona Bros.' Combined Shows, the entire organization was entertained by Mr. and Mrs. Raffaele Amodeo. owners of the Beverly Restaurant, New Bern, N. C. Amodeo, a friend of Tommy Carson and John Vivona, whom he had met in Miami, arranged the party, an Italian meal with refreshments, all on the house. Moe and Morris Vivona furnished music for dancing, with Moe playing the guitar and Morris tickling the ivories. Lorraine Farmer, Joyce Winberrey and Eileen Miller served the meal. Among those present were Mr. and Mrs. John Vivona, Mr. and agents from New York who will join the O. C. Buck-Model Shows for the Alexandria, Va., date. King will then join the World of Mirth Shows when it opens in Mrs. Harry Wilson

19th Annual . . . Elks' Helldorado & Rodeo

LAS VEGAS, NEV.

MAY 14-17, INCLUSIVE

100,000 Attendance—4 Big Days—Around the Clock Operation—Colorful Parades— Pageants-Gay Fiestas.

Carnival plays inside Elks' Village, only one block from Big Rodeo Grounds. NOW BOOKING SHOWS AND CONCESSIONS.

CRAFTS 20 BIG SHOWS, Inc.

7283 BELLAIRE AVE.

PHONE: POpular 5-0909

NORTH HOLLYWOOD, CALIF.

W. R. GERENS Presents MIGHTY SHOWS

Get with the show that plays more Fairs and Celebrations than any other show in Indiana.

WANT CONCESSIONS-To join at New Albany, Ind., April 26th to May 2nd. Basket Ball, Milk Bottle, Punk Rack, Short Range, Balloon Dart, Custard, Ice Cream, Novelties, String

SHOWS-What have you? Wire, will answer. FOR SALE—Ten car Allan Herschell Kiddie Auto Ride, very clean. Don't wire-come and get it, \$1000. One 10 K.W. Light Plant, new \$600. Two 60 K.W. G.M.C. Lewis Diesels in 24 ft. polished aluminum Semi with 600 gal. fuel tank. These plants are in perfect condition; come see; priced to sell \$6,500.00. Two Baby Ferris Wheels, mounted on two-wheel trailer: very nice price, \$1000.

Buddie Guess, come on; still waiting for you.

All replies now

W. R. GEREN, Western Union, Jeffersonville, Indiana



# BROADWAY SHOWS

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR

EIGHTH ANNUAL AMERICAN LEGION SPRING FESTIVAL and FLOWER SHOW, April 23 to May 2, Fayetteville, N. C. Fort Bragg payroll, 60 thousand soldiers. 9 days, 2 Fridays and 2 Saturdays.

Want for long season, 15 Fairs, to start Harrington, Del., July 27th to August 1st. Eleven Fairs in Florida starting January 20th, 1954. Will book Side Show, have complete outfit for same. Want Grind Shows, Fun House, Glass House, Dark Ride. Will book Ex on all Kid Rides except have Pony Ride. Want Ride Help: Foremen for Caterpillar, Whip, Tilt-a-Whirl, Ferris Wheels. Sure pay, also bonus. Second Men on all Rides, drivers preferred. Ladies can sell tickets. Want Talkers, Help on Monkey Show. Want talented Girl Dancers for Girl Revue, office paid, good salary. Johnny Barro wants Men and Lady Riders. Want Cook House, must cater to show people. Want Concessions: Hanky Panks, Scales and Age, Photo, Palmistry, Novelties, Jewelry, Penny Pitch, Hoop-La, String Game, Derby Racer. P.C. Agents, office-owned games. Will finance and build Shows to right folks. Leaving Winter Quarters, Airport, Kissimmee, Florida, April 18th. Drivers and Ride Men, please report Johnny Hoffman will be on Fair Grounds at Fayetteville, N. C., Monday before opening. All address:

SAM E. PRELL Gen. Mgr., Fayetteville, N. C., followed by Charlottesville, Va., May 4-9

U. S. NAVY BASE—GREEN COVE SPRINGS, FLA. AUSPICES U. S. NAVY CHARITY FUND. PAY DAY RIGHT ON THE BASE-OPENING APRIL 27 THRU MAY 3.

CONCESSIONS

CONCESSION **AGENTS** 

For Short Range, 6 Cats, Count and Peek Stores and Percentage Dealers. Also General Help

SHOWMEN

RIDE HELP

RIDES

SHOWS

All Reply: E. L. YOUNG, Mgr.

Novelties, Custard, Ice Cream and Hanky Panks of all kinds.

for Concessions. Prefer Truck Drivers. Barkoot and Young office-owned Concessions.

Man to take charge of and operate Fun House. Also Help for Monkey and Snake Shows. Ride Superintendent and Foremen for #5 Eli Wheel, Tilt-a-Whirl, Dangler. Second Men on all Rides. Must be sober and drive trucks. Top salary, bonus and long season. Join at once. (Roy Delawder, contact at once.)

Will book for season Kiddie Rides other than Auto and Airplane.

Motordrome, 10-in-1, Mechanical, War Show or any well-framed Show with own equipment

and transportation. People contracted, acknowledge.

DENN PREMIER SHOWS

APRIL 27-MAY 2, BALTIMORE, MD. LOCATION, ROUTE 40 AND MARTIN BLVD., AMERICA'S LARGEST CROSSROADS. ONE HALF MILE FROM MARTIN BOMBER PLANT WITH A 50,000 MAN WEEKLY PAY ROLL. IN THE HEART OF BALTIMORE'S LARGEST HOUSING PROJECT.

CONCESSIONS Can place Glass Pitches, Fish Pond, Jewelry, Novelties, Derby Racers, Hi-Striker, Fish Bowl or any other legitimate Concessions. Tommy Allen can place Man for Hanky Panks.

SHOWS Can place Wild Life, Funhouse, Midgets, Snake Show or anything not conflicting. Jack Calluppo can place Cirls for Revue. Long season and good pay.

Address all mail and wires to Lloyd D. Serfass, Gen. Mgr. PENN PREMIER SHOWS

www.americanradiohistory.cor

CAN PLACE GOOD, SOBER, RELIABLE SECOND MEN ON ALL RIDES WHO DRIVE SEMIS. Want Men for Tilt, Octopus and Kiddie Rides who can stand good treatment and high salaries. Positively no drunks, agitators or funny-book readers.

P. O. Box 157, (Phone: 2-4141), Tarpon Springs, Fla., until

April 27; then Green Cove Springs. Albany, Ca., follows.

We have a long season, pay bonuses to all men. Don't write of wire, come on in, we can place you. This should be one of the most outstanding still dates of the season. All phone calls to

Harry (Buster) Westbrook, Bus. Mgr.

Mt. Royal Hotel, Baltimore, Md. Essex, Md. P.S.: This week playing Essex, Md.

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ARMY

PAY

DAY



OPENING THURSDAY, APRIL 30, **EXCELSIOR SPRINGS, MO.** 

Girl Show equipment (2) open. (Frank Tezzano, contact.) Octopus Foremen open. (Willard Briggs, contact.) Exclusives open on Buckets, Set Spindles, Derby, Custard, Live Ducks, Fish Bowl and Hats. Can place Shows with own equipment after Excelsior Springs, starting May 11th. Hanky Panks and Ball Games open, Basket Ball,

Excelsior Springs, Mo. 701 N. Main St.

> FIRST IN EVERY WEEK INDUSTRIAL TOWNS-ARMY CAMPS **GEM CITY SHOWS**

70,000 SOLDIERS HERE

WEEK APRIL 27th, CLARKSVILLE, TENN., NEW PROVIDENCE LOT

Can place Shows of all kinds with own outfits (except Girl Shows). Want Dark Ride, Glass House, Drome, Monkey, Snake, Mechanical, Grind Shows, Big Illusion Show, etc. Committee money only. Will place Major Rides not conflicting. CON-CESSIONS: French Fries, Novelties, American Palmistry, String Game, Water Games, Long and Short Range Galleries, Milk Bottles, Basket Ball, Hanky Panks of all kinds. HELP: Useful Carnival People of all kinds.

COOK HOUSE wanted that can stand prosperity and feed a lot of show people.

All replies to TOM HICKEY or DON GRECO POLK HOTEL, MURFREESBORO, TENN.

# DOBSON'S UNITED SHOWS

OPENING MAY 15 IN WISCONSIN

3 STILL DATES-THEN 2 A WEEK.

WANT Concessions: Slum Bowling Alley, Slum Fish Pond, String Game, Novelties, Roman Target, Slum Blower, small Cook House that will take care of show people. NO MITT CAMPS. Shows: Monkey, Mechanical, Animal, Fun House or any Crind Show. What have you? Also nice Pony Ride. Help on all Rides, Man and Wife to handle three Kid Rides. Drivers with license given preference. We pay every week and bonus. If you drink on the job, don't contact us. All people contracted get in touch with us.

DOBSON'S UNITED SHOWS

WILLERNIE, MINN.

# RIDE HELP WANTED

Foreman for #12 Wheel, must be sober, reliable and know his business; salary \$75 per week if you can produce. Second Men on all Rides. Tim Ayliffe wants Agents for ten office-owned Concessions. Chas. Fisher, Harry (Slim) Martin, come in at once: can place you. Small Bingo wanted for Washington Court House, Ohio, on streets, May 19 to 23.

LEE BECHT AMUSEMENTS

Liberty & John Sts., Cincinnati, Ohio, April 21-26; Gest & Harriet, Cincinnati, Ohio, April 28-May 3.

Perm. Address: P. O. BOX 92, MT. HEALTHY 31, OHIO.

# SOUTHERN VALLEY SHOWS

HAMMOND, LA., THRU APRIL 26: OPELOUSAS, LA., APRIL 28: FOLLOWED BY DOWNTOWN LOT, LAFAYETTE, LA.

Want Bingo, Arcade, Photos, Derby Racer, Hi-Striker, Grocery Store, Aluminum Store, Long Range, Ball Games. Place any Hanky Panks. Want sober, reliable Octopus Foreman and Second Men for all rides. Must drive semis. Can place any Shows of merit with own equipment. Especially want Motordrome and Circus Side Show. Dutch Wilson wants Blower and Pan Store Agents. Al Summers wants Man and Wife to operate Cookhouse. Frank Ross, get in touch with Jack Cook.

All replies: EDDIE MORAN, Hammond, La.

# C. A. STEPHENS SHOWS

NEWNAN, GA., THIS WEEK; VILLA RICA, GA., FOLLOWS

CONCESSIONS-Long and Short Range, Custard, Scales and Age, Jewelry. HELP in all departments, Bingo Caller and Counter Men, Counter Men for Cookhouse, Swing Foreman, Second Men who drive. Thomas Lowe and "Chief" Reed, get in touch. RIDES-Place Kiddle Auto and Swing Ride. Need Man to up and down front on gate and to assist Diesel Man.

All Replies: NEWNAN, GA., THIS WEEK.

P.S.: Fennell wants Pin Store Agents.

# GEORGE CLYDE SMITH SHOWS

OPENING MAY 7-16, CUMBERLAND, MARYLAND

Want Ball Games, Pitch-Till-You-Win, String Game, Candy Floss, High Striker, Cork Galleries, Fish Pond, Duck Pond, Age and Scales, Novelties, Basket Ball, Hoop-La, Six Cats, other Hanky Panks. Wanted—Agents for office Hanky Panks, Wheel Foreman, Chair-o-Plane Foreman, Spitfire Foreman, General Ride Help, Truck and Tractor Drivers. Wanted-Side Show, Monkey Show, Girl Show, Snake Show, All replies: GEORGE CLYDE SMITH SHOWS, P. O. Box 521, Cumberland, Md. Phone 4557-J.

# **BOB HAMMOND SHOWS**

Want for Battle of Flowers, San Antonio, Tex., April 20-25, and Buccaneer Days Celebration, Corpus Christi, Tex., April 27-May 3

Concession Agents for office-owned Concessions. Also Second Men on Rides, must drive. ADDRESS: PER ROUTE ABOVE.

LAST CALL

LAST CALL

ROYAL MIDWEST SHOWS

OPENING CHARLESTOWN, IND., AMERICAN LEGION, APRIL 25-MAY 2. WEEKLY
DEFENSE PAY ROLL OF \$250,000.

Want Stock Concessions: Ball Games, Photos, Hoop-La, Lead Gallery, Cork Guns,
Pitch-Till-U-Win, Hi-Striker, Age and Scales. Monkey Show, Wild Life, Snake Show,
Arcade, Funhouse. Ride Help for all Rides. Bill wants Man to up and down
Concessions. Polack come on Concessions. Polack, come on.

ROXIE HARRIS, General Delivery, Charlestown, Ind.

# BEAM'S ATTRACTIONS

APRIL 30 TO MAY 9, JOHNSTOWN, PA.

Will book Hanky Panks. Want Spitfire and Merry-Go-Round Foremen, top wages. Second Men on all Rides. Talker and Acts for Side Show. Report immediately. Playing Windber this week.

Contact M. A. Beam or Steve Decker, Windber, Pa.

# WHISTLES MAY GIVE WAY TO **FEM SIGHS**

PETERSBURG, Va., April 18.—Raynell, Girl Show producer on Cetlin & Wilson Shows, has come up with a new angle this year. She's going to have a mixed chorus line, with five girls and four men instead of the usual allfeminine front. Idea was prompted by the almost unanimous choice of mixed choruses on video productions. It has not been announced just what the lads will do when it comes to the Raynell parade numbers. reasons that if the lovelies attract men, then their male counterparts may boost female interest in the produc-

# H. Basil Dies; Cookhouse Op For 35 Years

YONKERS, N. Y., April 18.— Harry Basil, 65, cookhouse operator for 35 years, died Monday (13) in a local hospital of a heart attack. Funeral services were held Wednesday (15).

Basil, 'a native of Greece, had, cookhouses with John H. Marks Shows for six years and with James E. Strates Shows. He last was with Wallace Bros.' Shows.

For the last two years he was a cook at a restaurant here owned by his son-in-law and daughter, Mr. and Mrs. Nicholas Boulmetis.

His widow; a daughter, the former Virginia Basil; two sons, Peter and William, and three grandchildren survive.

# Cyclone Strikes Stephens Shows

MONTEZUMA, Ga., April. 18 .-A severe cyclone struck the C. A. Stephens Shows here at 8 o'clock tonight, leveling the Ferris Wheel and Merry-Go-Round and doing extensive damage to the Tilt

Motordrome was badly damaged, Funcade was turned over and Monkey Show and two girl shows leveled. About 20 concession stands were also torn up, C. A. Stephens reported.

# Vivona Bow At Emporia Washed Out

EMPORIA, Va., April 18.— Monday night's (13) opening here was postponed by Vivona Bros.' Combined Shows because of heavy rain. Under the direction of John (Tiny) Dempsey and Tony Maselli, the lot was whipped into shape for the Tuesday (14) opening and attendance was satisfactory.

Wednesday (15), a Harvey Hudson night was held, honoring the radio announcer and comedian of WLEE, Richmond, Va., and proved strong, pulling some 1,000 teen-agers to the lot. Others from the entertainment field in Richmond who greeted the crowd and signed autographs were Uncle Lud Sterling, Col. Jimmy Reeves and Ben Tucker.

# WHITESIDE CONCESSIONS

Agents for Count Stores. Agents for Hanky Panks, Glass Pitches. Crew for my Spindle. General Help, come on. Show opens May 10th, Asheville, N. C. For Sale—Complete Popcorn and Candy Apple Stand.

A. R. (DUTCH) WHITESIDE

c/o Metropolitan Shows, Florence, S. C. P.S.: Mike Borgia, contact.

# FOR SALE

One 60 Kw. GM Diesel Light Plant, comon Mack Truck ready to operate. A-I condition.

William O. Hammontree 1313 East 30th St. Chattanooga, Tenn.

SHOW OPENS MAY 18 WITH A STREET CELEBRATION

We hold contracts for 12 other Celebrations and Fairs

Wanted-Help for all departments, especially Ride Foremen-Merry-Co-Round, Ferris Wheel, Octopus; must drive semi. Concessions-If you have a worth-while Concession we do not have booked, we will place you. What have you? No P.C., no 6-Cat, no Flats and no CYPSIES. Shows-Can use a good Fun House. Ed Brown, Jim West, Tex, come on; we are ready now.

Write-C. S. PECK-Wire

495 S. YATES, KANKAKEE, ILL.

# FOR SALE—REASONABLY PRICED—FOR SALE

COME SEE AND INSPECT—OR WRITE AND TAKE OUR WORD

- 12 Eli Wheel Seats with Covers; no Crates; color, white; condition is better than most used seats; used only in park; never on road; once up and once down each year; inside winter storage.
  - 1 5x5 Canvas Sno-Cone Stand, complete, portable and ready to go. Echols Machine, Glass Sno Cabinet; good Syrup Dispensors.
- 1 Factory built Photo Cabinet; good condition; complete with Lens, Developing Trays, etc.

FOR PRICES AND MORE DETAILS WRITE

BARR & STURKEN, INC.

MICHIGAN CITY, IND.

# M. D. AMUSEMENT CO.

OPENING HAZLETON, PA., APRIL 29-10 BIG DAYS Event Sponsored by Three Playground Associations.

Can place Legitimate Concessions. Want Foremen for #5 Eli Wheel and Allan Herschell Merry-Go-Round. Want Bingo Caller and Counter Men. John Shusky, answer.

MICHAEL COLE DEMBROSKY

302 E. Diamond Ave.

Hazleton, Pa.

# CAPITAL CITY SHOWS

Want for TENTH ANNUAL AMERICAN LEGION SPRING FESTIVAL, Week of April 27, Rome, Ga.; Week of May 4, Dalton, Ga.; All Mills Working; Then DAYTON, TENN., STRAWBERRY FESTIVAL.

Legitimate Stock Concessions of all kinds, American Mitt Camp (no gypsies, please), French Fries, Custard, Long and Short Range. V. L. Collier wants P.C. Agent, good man who can take orders; only one on show. Also Swinger Agent. SHOWS-Monkey, Wild Life, Mechanical, Funhouse or any non-conflicting Grind Shows. Want Manager and Rider for Drome. Good Pictorial Painter. All replies to

J. L. KEEF

WARNER ROBINS, CA., THIS WEEK. P.S.: Have some Concession space here. \$1,000,000 pay day Friday, April 24.

# SEASHORE, INC.

ON TOPSAIL ISLAND, BY THE SEA NOW OPENED WEEK ENDS, GRAND OPENING MAY 1st

Can place Photos, Cotton Candy, Snow Cones, Pitch-Till-U-Win, Hoop-La or any Concession not conflicting with what we already have. Only booking one of a kind. Can place Agent for Popcorn and Apples. Ride Foremen for Wheel and Roll-o-Plane. All people holding contracts kindly acknowledge this ad. Write or wire

Seashore, Inc., Louisburg, N. C., or Floyd Sheaks, Holly Ridge, N. C. SURF CITY. ALL WIRES TO HOLLY RIDGE, N. C.

# LEE UNITED SHOWS

Tilt Foreman and Second Man. Also Foremen for Ferris Wheel and 32-ft. Merry-Co-Round, loads on one semi. High salaries with bonus and percentage for good men.

OPENING FENTON, MICH., MAY 4 Shows with own outfits. Concessions that do not conflict. Have 8 Rides, Light Plant. Searchlight and Light Towers. Want Man for Penny Arcade and Man who can handle Monks for Monkey Show.

Address: CHARLES H. LEE, Mgr. BAY CITY, MICH. 700 SO. FARRACUT ST.

# WANT—WOLF GREATER SHOWS—WANT

Ride Help on all Rides, prefer those with chauffeur's license. Good proposition for man to handle Fun House.

Eddie Coy wants Help for Turtle Show, Animal Show and 10-in-1 Side Show. Can use one or two more good Novelty Acts. All address BROOKFIELD, MO., THIS WEEK.

# CARNIVAL MANAGERS

AT LIBERTY—COMPLETE CONCESSION ORGANIZATION. AT LEAST 8 CONCES-SIONS AND BINGO. FIRST-CLASS EQUIPMENT AND PERSONNEL. A-1 ADJUSTER. CAN BRING FOUR SHOWS IF NEEDED.

Address: BOX 976, Care Billboard 390 ARCADE BLDG. ST. LOUIS 1, MO.

# G & B RIDES AND SHOWS

WANT FOR BELPRE, OHIO, BENEFIT OF STADIUM FUND

Scales, Hi-Striker, Balloon Dart, Pitch-Till-U-Win, Coke Bottle, Slum Spindle. Want Help on Bingo; Agents for Hanky Panks. Ferris Wheel Foreman wanted. Will book Shows for committee money. All replies to

GEORGE BROAS

Spencer, W. Va., this week; then Belpre, Ohio.

Can place Unborn, Wild Life and Monkey Show. Will finance any worth-while attraction. Want Concessions of all kinds. Hanky Panks open. Will place neatly framed Derby. Operator for Popcorn Wagon, prefer man and wife. Want Second Cook, also Operator for Grab. Polers and Train Hands, contact Frank Seigar, Trainmaster. Have Drome and Cycles complete to responsible Operator. (Bobbie, contact me.)

Address: AL WAGNER, Mgr.

112

Convernited material

Bessemer, Ala., this week; Huntsville, Ala., next week.

# Wheels **Big Sixes** Double Wheels Laydowns Ask for 1953

Catalogue

CARDINAL MFG. CORP. 430 Keap Street Brooklyn, N. Y. EVergreen 7-5027

# KIDDY PLANE RIDE

FOR SALE

A-1 shape, all equipped; electric driven boats, lights (ready to take in money). like new; price \$1250.00; with 2-Wheel Trailer, \$1500.00.

DAN NEGOVAN 4800 N. Tentonia Milwaukee 9, Wis. Phone: ED. 2-4416

# WANT GOOD CARNIVAL

Any time in May or June. Contact

JOHN H. RILEY Francis B. Prichard Post #464 Oil City, Pa.

# RIDES WANTED

First or Second Week in August for DOYLESTOWN ANNUAL HOMECOMING

Contact SIG SUNDBERG 232 N. Portage St. Doylestown, Ohio

### FOR SALE OCTOPUS

Fence, Ticket Booth, Wisconsin V-4 Motor, special built Semi and Winch. Price complete, \$2900.00.

S. W. LAKE Eagle, Wis.

# CAN PLACE

Foremen and Second Men for 32-ft. Spillman Merry-Go-Round, Chairplane, Ferris Wheel, Octopus, Roll-o-Plane, Kiddie Auto and Whip. Also Agents for office-owned Concessions. Boozers and chasers will not be tolerated.

41 Woodbine Ave., Newark 6, N. J.

# GIRLS

FOR DANCING GIRL SHOW

Want Dancers of all kinds, Strips, Hula Balloon, etc. Experience unnecessary finest of treatment, costumes furnished; top salary, good beaus and wonderful opportunity. Show plays with first-class carnival soon. Write, wire, contact LESLIE KIESTER, Hotel Nuville, Rochester, Minn.

### FOR SALE

Popcorn Trailer, 7x14, all rlassed in; large size Cretor Popper; also 2-burner hot plate, floor heater, nice small sink, built-in ice refrigerator; a 48-bottle ice portable refrigerator: Popper, hot plate and floor heater hooked up with bottle gas. All in perfect con-cition. Price \$1000.00.

LARRY HETLETVEDT 189 N. Maple St. Leonidas, Mich.

### - FOR SALE -RIDE KIDDIELAND

Consisting of Airplanes, Flying Horses Ferris Wheel, Autos, Klddle Caterpillar Rocket. Rides now in operation, 15% lease on location. Will accept first easonable offer

L. ED ROTH 201 Broadway Santa Monice, Calif. Phone: EXbrook 6-6195

# DICK SIEMANN

Mother seriously III. URGENT

Please contact ART SIEMANN

2201 W. Greenfield Also anyone knowing the whereabouts of Dick Siemann, please contact the

# MOTORDROME RIDERS

WANTED

\$75.00 Straight Riders; more for Trick Riders. Fair cut of tips.

> ZEKE SHUMWAY c/o World of Mirth Shows Richmond, Va.

## Due to Disappointment

Want for opening May 15 String Game, Balloon Darts, Bumper; also Candy Floss and what have you? One Grind Show, Snake, Animal, Me-chanical or any Show of merit, Playing 3 a week. Phone, wire or write

> MURPHY'S TRI-STATE SHOWS

# 950 Chevrolet Tractors

Model 5100, 2-speed rears, vacuum brakes, 825-20 tires. Mechanically perfect. \$750 full price.

JOHNNY CANOLE

Altoona, Pa. Phone 9347.

# ILL TYPES OF WILEELS C&W Erases Last Of Storm Damage

Improvement Over 1952 Is Predicted; Strength Is Added to Back-End Units

dalia (Mo.) Fair last season will have made a good story. be erased.

time to entertain pay-laden soldiers down. on pass from Fort Lee, local train-

30 miles away. year will be considerably im- streets, just off South Broad Street proved, Co-Owner Jack Wilson and in the heart of a residential said. A new addition will be the neighborhood. The date was set Great Lester, illusionist, pictured by agent Curtis Bockus. in color last week in The Saturday Evening Post. This publicity will prove a great aid in exploitation during the coming season, Wilson said.

Raynell, operator of the girl and posing shows, has an innovation in store with a mixed chorus planned for the major unit. Five girls and four boys will be used, Wilson says. Jerry Jackson, who will have the Minstrel Show, also has the same idea in mind, having arrived at it independently.

Wilson and his partner, Issy Cetlin, are looking for a season better than last year. They reason that work is plentiful and wages generally good. In addition, they feel that the novelty of television is wearing off in many areas and that people previously stuck to their sets thru the novelty of the new medium and the burden of reguiar payments, are now again anxious to get out into the open for a measure of their entertainment.

The carnival business still requires participation for enjoyment, Wilson says, and the lure of the 5 shows and about 25 concesshows and rides has not been lost. sions, according to show execs. He recalled that the growth of

# Crawshaw Org Tops '52 Biz At Opener

NEW WESTMINSTER. B. C., April 18 -Royal Canadian Shows played a spli' week here and in Hancy this week after its opening stand in Burnaby, B. C. where the week's grosses topped those of last year by 10 per cent. Cool nights and a couple of showers slowed up business some-

Vendesday at Burnaby was kids' day and a contest to guess the weight of an elephant and a moppets out in good number.

over 25 concessions. Recent visitors included Mr. and Mrs. Jimmy Stephens, M. (Whitey) Monette; first two weeks, Goldstein said. Dave Dauphinee, concessions superintendent of the Pacific Na-PNE director; Fred Lewis; How-Africa Zoo Train, and Sam Gould has the glass pitch. Hillson, general agent for the Cavalcade of West Shows.

Octopus, Jerry Rockford; Tilt-a- John Bynum, lot superintendent; Whirl, Wally Costinack; Ferris A. Keppler, chief electrician; Mrs. Wheel, Bill Mohan; Merry-Go- Leona Goldstein, concessions su-Round, Steve Costinack; Kiddie perintendent. The show is carry-Rocket and Kiddie Cars, Carl ing three rides, Ferris Wheel, Holbeck. Alberta (Slim) Edwards Merry-Go-Round and Tilt-ahas all three shows, including Whirl, with T. I. Courtney, suthe Circus, Funhouse and Snake. perintendent. Street's Midget Along concession row are Show is the only pay attraction. Virgie Waters, pans, chuck, is the only pay attraction. After whiskey bottles and punk race; Atlanta, Goldstein will play Mr. and Mrs. Alex Maltezos, two Indiana celebrations and then cookhouse; H. Adams, buckets; return to his home city, Detroit, Terry Regan, guess-your-weight; to play all summer on lots there. Betty Crawshaw, candy floss; H. Robertson, crown and anchor; Gladys Belshaw, photos, two Fine Former Detroit hooplas and swingball; Bernice Crawshaw, over & under; H. Fair Executive \$500 Stewart, novelties; Dall Jones, bingo; Johnnie Applebaum, dig- For Accepting Bribe gers; Texas Roy, penny pitch; Bob Gaul, lead gallery; Vera Jones, cork pick-up; Tommy Mc- J. Phillips, former Michigan Naughton, watch log; Mike and State Fair official, this week was Les Smith, derby; Alberta Slim, fined \$500 and placed on two

Temken, marbles.

PETERSBURG, Va., April 18.— into a valuable selling aid instead.

With completion of a new mar.— A caesarian operation on a lion quee, lavishly decked out in neon in quarters failed to save the life and ultra-modern tube lighting of of the mother or her offspring. It the flourescent type, the marks of also failed to excite the curiosity a tornado which leveled the Cet- of newspaper and wire services. lin & Wilson Shows at the Se- Had it been picked up it would

New air brakes have been added In effect, the refurbishing caused to all the railroad cars and all of by the storm has resulted in a face- the equipment is set to roll. Three lifting operation that will give the new tents were received this week. show a sparkling appearance when They will replace three rented units it kicks off here Thursday (30), in in use following the Sedalia blow-

The show jumps from Petersing center, and Camp Pickett, some burg to Philadelphia for a twoweek stand, where it will break The back end of the show this in a new lot at 10th and Bigler

# **Gayland Readies** For May 1 Bow; Second Unit Set

CALGARY, April 18. Gayland Shows, Ltd., with J. (Ab) Greenway as president-manager, and E. (Tiny) Nicholls vicepresident-general agent, are pushing make-ready for the season's opening May 1 at Victoria Park here. The Calgary Zoological Society is the sponsor.

Following that stand, the Calgary-based Gayland organization will play Edmonton, Lethbridge, Medicine Hat and Taber. Unit is to go out with 10 rides,

Besides the Gayland Shows, radio was viewed with the same the Greenway-Nicholls org will alarm and said that it developed operate a second unit, about half as big as the No. 1 unit, under the title of the Garrett Shows. For the organization's opening stand here equipment from both units will be used.

> On tour, Greenway will manage the Gayland Shows and Nicholls will head up the Garrett operation

# Majestic Closes Okay Macon Stands

MACON, Ga., April 18.-Sam Goldstein's Majestic Greater Shows will end a four-week run here tonight and move to Atlanta for six weeks on lots there.

Goldstein's stay in Macon was termed "highly successful." The first week in East Macon was hurt by cold, but the second week was good. Then the org moved 10-cent ride price brought the to Broadway and Concord for a highly profitable week, altho rain Org has 7 rides, 3 shows and kept the lot dark on Monday and Thursday. Grosses for the other nights topped the total of the

Joe Exler joined with a grocery wheel, giving the show nine tional Exhibition; Charlie Leek, concessions, plus seven officeoperated stands. Maxie Glynn ard Y. Bary, owner of the British has the cookhouse and Mary

The staff for the new season is Sam Goldstein, manager; Rides and foremen include Leonard Gould, general agent;

DETROIT, April 18. - Sidney high striker; Louis Green, pin years' probation after his convic-store, and Stan Korn and Jack tion of accepting a \$300 bribe from a carnival operator in 1952.



Opening Monroe, Mich., Friday, May 8 (9 days) Loringer Field—Main Street location Kalamazoo and Battle Creek to follow CAN PLACE NOW AND FOR LONG, SOLID SEASON

RIDES-Coaster, Rolloplane, Dark Ride and or Caterpillar. SHOWS-Wild Life, Mechanical and or Freak Animal.

GAMES-Bozo, Novelties, Ice Cream and other legitimate Merchandise Cames and out-and-out sales privileges.

LABOR-Foremen for Merry-Go-Round and Tilt, to join at once. Semi Drivers preferred. Only reliable and sober personnel considered. Top, salaries to right persons.

WRITE OR WIRE NOW

W. G. WADE SHOWS

G. P. O. Box 1488

Detroit 31, Mich.

# MIGHTY PAGE SHOWS

For three outstanding still dates-Hickory, N. C., April 28-May 2; followed by Lincolnton, N. C., then Martinsville, Va. Fourteen Fairs in North Carolina, Virginia and West Virginia. Galax, Va., Fourth of July,

CONCESSIONS—Want Hanky Panks of all kinds. Especially want Long and Short Range Galleries, Hi-Striker, String Game, Basketball and Custard. Sam Madolini answer. Will book Rat and Pan Games; Steve answer. Also Buckets and Swingers. Special proposition to Penny Arcade.

RIDES—Will book live Ponies or Pony and Cart ride, Kiddle Train. Want sober Ride Men for all rides who drive. Pay here every week and you get it. SHOWS—Will book Fun or Glass House, Monkey Show, Wild Life, Big Snake and Life Show. Excellent proposition for Motordrome. Good Side Show Acts; salary guaranteed by office. Doc White, Jos. Odi, Zangar or other good acts contact. HELP—Want capable Skillo players; head of store open to reliable man. Grind store agents for Hickory; capable man for Ex. on only wheel on midway. Jimmy Nolan join at Hickory. Joan & Richard contact Woody McBride.

All replies: W. O. "BILL" PAGE, Gen. Mgr.

HARTSVILLE, S. C., APRIL 20-25 P.S. Want A-1 Mechanic to join on wire with tools; must furnish reference. Carl contact,

# Alabama Amusement

PLAYING FOUR WEEKS IN BALDWIN COUNTY. 24,000 ACRES OF POTATOES WILL BE SHIPPED IN THE NEXT FIVE WEEKS.

PLENTY OF MONEY! Ride Help Wanted-Ferris Wheel Foreman who knows trucks, top salary. Foremen

for all Rides, Caterpillar and Octopus, Robert (Whitey) Britton, Frankie and Red want you. Second Men on all Rides, wives to sell tickets. Work Concessions out of office. All Help must be able to drive semis. If you are drunk, I can't use you. We close December 1. Concessions Wanted—Need Photos, Coke Bottles, Glass Pitch, Slum Jewelry, Spindle, Devil's Bowling Alley, Balloon Darts, Short Range Callery, Want Agents for Scales, Wife and Man for Cork Gallery. Man and Wife for Ball Games. Also Man and Wife to run Sno-Cone. All replies:

MANAGER, ALABAMA AMUSEMENT Jackson, Ala., this week; following week, Mobile, Ala., on Davis Ave.; then into

potato country; then into industrial cities in Alabama.

# JIMMIE CHANOS SHOWS

OPEN IN RICHMOND, IND., MAY 1

Want legitimate Concessions of all kind—Ball Games, African Dip, String Game, Shooting Galleries, Long and Short Range. Want Ride Help-Foreman for Roll-o-Plane, Ferris Wheel and Kiddie Ride: Second Men for all kinds of Rides: prefer those who drive semi. We have ten rides. Want Shows with own outfit; keep all, only lights, except Girl Show and Athletic Show. All replies to

JIMMIE CHANOS

Richmond, Ind.: then Dayton, Ohio.

# DRAGO AMUSEMENTS

LAST CALL

LAST CALL

No. 1 Show opening April 30 in Kokomo—10 days, including Sundays. All persons holding contracts come in. Number Two Show opening May 11. Want Shows—Organized Ministrel Show, will furnish top and transportation; Motor Drome with own outfit; Wildlife, Monkey, Animal, Snake Show, Mechanical, Illusion Show or what have you. No percent for first three weeks, then for committee money only. Want Dark Ride, Spit-Fire or Glass House. Want to book Bingo to play when allowed.

Want small Cookhouse for No. 2 Show. Concessions that work for stock only. American Palmistry, but absolutely no gypsies. This show well booked—makes small jumps, plays best territory in Central and Northern Indiana. All replies PAUL DRAGO, 1711 E. Markland Ave., Kokomo, Ind. P.S.: Charles Flickenger, come in to Kokomo first week in May.

# MARKS SHOWS

PLEASURE MILE LONG

12 First Class Fairs Contracted. Charlottesville, Va. April 22-May 2. Girl Revue and Posing Show open. We have complete new outfits. Boss Canvasman. Limited openings for Ride Foremen and Second Men-semi-drivers prefered. Bill Meade, Jerry Jerome Pillows, Homer Atkins contact Lamon Morgan. Steve Haley come on for John Garrett. All legitimate concessions open. No showing West Broad St. and High Point Ave. until April 25.

Everybody Address: ART LEWIS, Mgr. William Byrd Hotel, Richmond, Va. until April 25; then Charlottesville, Va. % of Show

# **GROVES GREATER SHOW**

OPENING APRIL 25th, LAKE CHARLES, LA. WE HAVE SEVEN BONA FIDE FAIRS AND CELEBRATIONS

Want Booking Agent who knows Louisiana. Concessions-Hanky Panks of all kinds: Cook House Grab Stand, Pronto Pup, Foot-Long Hot Dog, Pop Corn, Sno Ball, Floss and Apples, Lead Gallery, Long and Short Range, Coke Bottles, Six Cat that works stock, Nickel Pitch, Diggers, Bingo, Ball Game, Mug Outfit, Mitt Camp. Bill Kirshman, Jonnie Saunders, Red Stanton, Pop Lankston, all parties with me previously please contact. Ride Help-Foremen on all Rides and Second Men, must drive semi. Will book Pony Cart and Live Ponies. Shows with own outfit. Snake (Curly Migrothy, get in touch), Monkey, 10-in-1, Fat Show, Motor Drome, Unborn.

# **BOBBY MACK**

CARNIVALS

WANTS RIDE MEN

FOR AMERICA'S NEWEST AND FINEST RAILROAD SHOW

Can use capable Foremen and Second Men all Major Rides. All Ride Men acquainted with Bobby Mack contact immediately. Cet with a railroad show where you have no trucks to drive or worry about. Good treatment and top salary, which you get every week.

# METROPOLITAN SHOWS

Opens May 11. Asheville, N. C. Address: BOBBY MACK

Florence, S. C.

# HELP WANTED

Counterman for Corn Game, also capable Man to up and down 4 Concessions and drive trucks. Must be reliable and sober Can place Agents for P.C. Stores.

### NOTICE!

All Agents whom I have contracted get in touch with me at once so you will know where and when to report.

### HARRY MAMAS

Care Detroiter Hotel, Detroit 26. Mich. Tel.: WOodward 2-5600

# HELP WANTED

Foremen for Wheel and Octoous: must drive semis. Agents for Burkets, Ball Game. Six Cats. Following reonle con-tact at once: Zeke Blackwell, Spind'e Chuck. H. C. Dyle, Tex. Red. Man to operate Speed Cars; Jimm'e Miller, an-swer. Will buy Bingo, also Hanky Panks Most be middled. Must be priced right and no junk. Went Binco Help, must drive semis. Come to winter quarters at once. FOR SALE—Hot Wagon and several Trucks and semis. Eli 25 Wheel for sale. \$3.500: 2 M condition.

Nessler's Greater Shows Stuttgart, Ark.

# WANTED

Experienced Foremen for all Rides, else Second Men, contact me for good, steedy positions long season and excellent pa.

'ALASKA" HAMLONG

Care W. G. Wade Shows C. P. O. Box 1488 Detroit 31. Mich

# FOR RENT

Boardwalk Location.

Floss-Hats-Apples-Souvenirs

PLAYLAND

Rehoboth Beach, Delaware

# WANTED

Pine Help for Merry-Co-Round Forms Wheel Titres Whirl and Rock-o-Plane TOP SALARY - MUST BE SOBER AND ELIVALE

DE GARIAN AMUSEMENT CO. 2303 N. Melvina Chicago 39, III

CA N''AL TE'R DOWN POWER UNIT

FOR + M + to operator making rearonable offer Gasoline driven up't ore during 1750 waits from two generators 12.5 KVA and 5 KVA in GMC low mile-age, se Epropelled, Vellow Coach chassis, formerly a Health Exhibit Enclosed body has large room for menarement quarters Inspection invited KINGHAM TRAILER SALES, 607 W Gen Robinson St., Pitt burgh 12, Pa.

# WANTED

For Picnic Unit Whee Foreman. Wife for Concession Ride Men for all Rides

MOUND CITY SHOWS 417 Craftan St. St. Louis 4. Me.

# WANTED TO BUY

Late Mo 'er Roll o Plane with transpor tation Also medium size Popcorn Trailer, pieler one equipped for Candy Floss Also want 50 K.V.A. Transformer, Reply stating condition, etc., and lowest cash

JOHN HANSEN

# CARNIVAL WANTED

DECORATION DAY CELEBRATION BRISTOL, VA. TENN. ALL WEEK MAY 20-25th Must have light plants.

TERRELL & TERRELL PHONE CLAY 8606
We have lot tied up to then BOX 191

20—FAIRS & CELEBRATIONS—20 Want Cookhouse or Grab. This is an B-Ride Show, \$25.00 nut. Can use String Game, Scale and Age, Short Range, Photos, Penny Arcade, Penny Pitch, Frozen Custard, Bowling Alley. Have for sale or trade Flying Scooter for Chair-

BURKHART SHOWS IRONTON, MO., THIS WEEK; PERRY-

# KIDDIE RIDE MAN

Experienced. Must be able to set up and take down Auto Kiddie Ride. Short moves every two weeks around Wash-

Lachman Amusement Co. 6321 Blair Road, N. W., Washington, D. C.

# Club Activities

# Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, April 18.—Death again digger operator.

Carl Amrhein, of the Springfield lyn. (Ill.) Fair, was in town to line up visited the club while here.

Mr. and Mrs. Johnny Miller are the parents of a daughter and Mr and Mrs. Abe Prell are the parents

The Ladies' Auxiliary has already vacated the clubrooms, storing furniture in a warehouse for the summer. The men's organization will vacate the clubrooms in about a month. Notice will be given of the club's temporary

summer location. Clif Wilson, chairman of the building committee, reports that architect Robert Little will have plans for the new building ready for the contractors on April 25, and that construction will commence

no later than May 15. Joe Bellinger has been discharged from the Veterans' Hospital and is again on the road. William Hornfeld is at home with a sprained back. Jack Rose is confined to Pratt General Hospital Coral Gables, Fla., and Ed Cooper is in Rex Hospital, Raleigh, N. C.

Recent visitors included Leonard Ross, Jack Ressell, Red Hicks, Patty Finnerty, Pete Norman, Bagels Grosbarth, Jockey Duskin, Frankie Hamilton, Sidney Daniels, Whitey Tara, Hymie Stone. Moe Winneman, John Keeler, Mike Roman, Morris Weinberg, Pud Hartman, Danny Dell, Ty Dufour, Maxie Herman and Scully DeLuccia.

Among showmen leaving for the road are Jack Ressell, Patrick Finnerty, Mac-Prell, Russell Erdell Louis Zuckerman, Danny Dell. John Hoffman, Henry Goldberg and William Paquin.

Mail has been received from

Ladies' Auxiliary

A fund-raising card party for he club was given by Sue Walters and Ann Tara. They were assisted by Dora Pierson, Judith Solomon. Freda Wilson and Gussie Lieberwitz. Door prizes were won by Mrs. Goodman, Mrs. Pearl Schultz and Mrs. Dunn. Raffle prizes were won by Treva Garl, Pearl Schultz. Jeanne Lampell and Freda Wilson. Refreshments were served. The project netted the club more than 54 West Randolph Street, Chicago \$125.

Among those attending were lesdames Weer, Caberra, Dunn. Solomon, Lieberwitz, Soules, Tarbes, Pierson, Kimmerer, Mc-Caffery, Goodman, Wilson, Roman, Endy, Vogge, Holland. Countiss, Hanson, Truesdale, Ross. Keeler Schultz, Mack, Garl, Loftice, Buxton, Mangole, Nelson, Fleeman, Tucker, Rielley, Naggy, Finn, Whitehead, Deemer, Ba-danes, Castle, Dell. Levine, Lampell and Katz.

### Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, April 18 .-The regular Monday (13) meeting was called to order by Charlotte Porter, first vice-president. On the rostrom with her were Doris Monette, Jane Albright and Josephine Blome. Other officers present included Al Roche, corresponding secretary, and Bonnie Townsend, recording secretary. Almost 50 members were present.

Members on the sick list include Harry Seber, George Simmonds, Jack L. Smith, Rose Lavelle Manford and Treasurer Phil Sapiro, It was announced that new 1953-'54 membership cards and also tickets for the ladies' bazaar would be in the mails soon. The bazaar is scheduled to be held in November. Tom Condron is in charge of the clubrooms during the summer months and the doors will be open daily except Sundays.

Charlie Ross took the pot of golf prize and donated some to paid to date on the purchase of Brantman, Morris Brown, Oliver \$200 defense bonds. additional graves. Refreshments Barnes, Harry Cherniak, Harry closed the meeting.

### National Showmen's Association 1564 Broadway, New York

NEW YORK, April 18.—Brother visited the membership and Nathan Newman died Saturday claimed Harry Parker, well-known (11) after a short illness. Funeral outdoor show manager and former services were held Sunday (12) general and special agent of the from the Park West Memorial Ross Manning Shows. He last chapel and burial was in the worked for Bob K. Parker as a family plot at Mount Carmel Cemetery, Cypress Hills, Brook-

Vincent Anderson was recently food people to play his fair. He discharged from the hospital and is recuperating at home. Still on the sick list are George D. Hensley, Edgewood Division of Pilgrim Hospital, West Brentwood, L. I.; Jack Rose, Veterans' Hospital, Coral Gables, Fla., and Irving Udowitz, Wards Island, New York.

> The membership eligibility committee, Jack McCormick, chairman, has approved membership applications of Pasquale C. Razzano, sponsored by David White, and Al Schneider, Frank Russo and Edward A. Kirshman, sponsored by Harry Rosen, club treasurer. Membership applications have been received from Tom S. Slater, sponsored by Gerald Snel-Samet, sponsored by Harry Rocommittee meeting.

Henry Kaufman, Frank Rappaport and Sylvia Stern have made

Among members who have already left for their respective Ralph Pope and Joe Streibich. shows are Gerald Snellens, Aaron Katzen, Jack Stern, Louis D. King, Nathan Froom Cutler and Rosen, chairman, thanked all for Jack Owens. Others commuting the many prizes sent in for the daily to near-by territory include event and for the purchase of Frank Rappaport, Frank Blatsky, tickets. Saul and Joseph Shaw, Morris Brown and Stanley Stern.

Frequent visitors are Murray Harry Joffe, Sam Finkel, Henry Fein, Al Janpol, Charles Morris, Sam Rothstein, Dr. Arthur Marcus, Sam Stillman, Ben Herman, George Bovino, Arthur Sicard, Louis G. Kin, Arthur Campfield, Stanley Wathon and Max Seskin.

Mail is being held for some members whose addresses are not on files.

# Showmen's League of America

CHICAGO, April 18.-Vice-President Ned Torti was in to presid: at the Thursday (16) meeting. With him at the table were Joe Streibich, secretary; Walter F. Driver, treasurer emeritus; Past-President Lou Keller and M. J. Doolan.

Membership was saddened by the death of Phil Miller. Welfare committee reported the sick list includes Max Craman, who is in West Penn Hospital Pittsburgh: Frank Daniels, Municipal Tuberculosis Sanitarium here; Billy Williams and B. S. Gerety at their homes; Chester A. Barker in Little Company of Mary Hospital, Chicago. Bob Robbin is out of the

hospital but is taking treatments. Ways and means committee is busy putting the final touches on its summer fund-raising campaign. K. H. Garman has promised co-operation. Lou Leonard and M. J. Doolan in from the West Coast. Earl Shipley back after an Eastern trip. William Wolper and Joe Mark were in for the meeting. The committee on bylaws is ironing out a few points before having the revised rules printed.

Mr. and Mrs. Ned Torti, Mr. and Mrs. William Townsend, and Mr. and Mrs. Ed Wall spent a recent week-end at Lake Delavan, Wis. Two more meetings before they are discontinued for the summer. Special meetings of the board of governors will be called on necessary matters during the season. Bill Hunt and his West Coast bowling team are Congress.

Goldfen.

### Caravans, Inc P. O. Box 1902, Chicago

CHICAGO, April 18.-The 9th birthday party held Tuesday (14) was well attended. Edith Streibich delivered the invocation and all joined in to sing the club's theme song. The club mascot, 9-year-old Amby Clinton, entertained with a song and then presented President Pearl Mc-Glynn with two nylon night gowns as a gift from the membership.

Lucille Hirsch received a gold membership card from Claire Sopenar for securing 50 membership applications last year. Mae Taylor made the floral centerpiece for the table and after the party the flowers were sent to Edna O'Shea Stenson, who is convalescing at her home. Two door awards, donated by Wanda Derpa, were presented to Eva Conway and Amby Clinton.

In addition to those named, others attending included Veronica Potenza, Marianna Pope, Isabel Brantman, Agnes Barnes, Betty Broderick, Marcy Calcara, Ruth Clinton, Irene Coffey, Eva Conway, Josephine Glickman, Ann Graebert, Pauline Grey, lens, vice-president, and Jerry Nora Heglund, Helen Hoffmeyer, Elizabeth Jacks, Rose Jarboe, sen, club treasurer. These will be Mary Martin, Stella Maturo, Mae acted upon at the next eligibility Oakes, Mollie Raymond, Frieda Rosen, Anna Schmidt, Betty Shea, Eva Shine, Mae Sopenar, Jeanette Wall and Helen Wettour. Guests contributions to the shut-in fund. from the Showmen's League of America included Mel Harris,

The April 11 spring benefit party was well attended. Frieda

At the last meeting, correspondence was read from Emily Bailey, Better Proper, Myrtle Hutt and Spitzer, Morris Black, Max Miller, Midge Cohen. Mrs. John Mc-Len Traube, Charles Buckbaum, Donald was reported to have Larry Neumann, Harry Norner, moved to Rapid City, S. D. Josephine Glickman returned from Cleveland with greetings from Minnie Simmonds, club mother, While vacationing in Florida, Betty Shea met Sophia Gleason and Hattie Hoyt. Ann Sleyster and her husband left for a

month's Florida vacation. Sick list included Billie Lou Bunyard, who is in University Hospital, Little Rock. Margaret Shapior and Clara Petersen are ill at home. Clara Etta Barker's husband, Clarence, is in Little Company of Mary Hospital, Chicago.

Final meeting of the season is scheduled for April 21

### Michigan Showmen's Association 3153 Cass Ave., Detroit

DETROIT, April 18.—The final meeting of the season was a joint affair with the Ladies' Auxiliary and the Joie Moss American Legion Post sitting in on the

MSA officers and directors on hand included L. H. (Doc) Firestone, president; Fred Silber, Marvin Keys and William Zakoor, first, second and third vice - presidents respectively; Louis Rosenthal, treasurer; Rob-Morris, secretary; Past-Presidents Jack Dickstein and Ben Morrison, and directors Douglas Brown, George Kane, Sam Ginsburg, Ben Miller, Herbert Pence, Hank Shelby and Lloyd Westerman. Secretary Morrison just returned from a Florida jaunt.

The ladies, in addition to being present in good numbers, donated \$600 to the club. Plans are going forward for the jamborees that will be held by the club at the Michigan State Fair.

Joseph Lattin, club auditor, gave a report on the organization's financial condition. Membership drive will run from June 1 to October 1. Only one member, Max Kahn, was reported on the sick list and he was to be released from the hospital this week.

Plans for awards to be given during the annual meeting of in town for the American Bowling | Michigan fair managers here in January were discussed. Hank Clubroom callers during the Shelby, chairman of the ways the club's cemetery fund. It was week included Al Rossman, Al and means committee, suggested | Hamp Tyler, also Minstrel Show Owner, reported that \$1,000 has been Kaufman, Lou Leonard, Max that the awards include \$500 and

The three vice-presidents each served by the house committee Polk, Sam Solomon and Dave took over the gavel for a few minutes.

# T. J. Tidwell Shows

WANT FOR SOLDIERS' PAY DAY, CLOVIS, N. M., APRIL 27 TO MAY 2

Girl Show, have top for same. 5-or-10-in-1, Side Show, any other Show that does not con-

Long and Short Range Lead Gallery, Hanky Panks of all kinds. Lubbock, Texas, week of 20th; Clovis, N. M., 27th to May 2d.

# WANTED AT ONCE

Ferris Wheel Foreman, also Second Man and any useful Ride Help, good salaries. I show Pittsburgh District the entire summer. Want Concession Help.

FOR SALE Light Plant for sale, 7½ kw. Wisconsin air-cooled motor, searchlight carbon, positive, have 500 cans. 1 Blue Velvet Stage Curtain, 20'x60', w'2 sets of legs 500 Ostrich Feathers and Plumes, new 6" up to 30" 6" up to 30"

AL BLUMENTHAL R. D. #5, Pittsburgh, Pa. Tele.: CArnegie 3955

# TILT HELP

WANTED

Foreman and two Second Men. Top. salaries to capable men. Load on wagons, no truck driving. Address:

WILLIAM PINK

**General Delivery** 

Hot Springs, Ark.



Tale's Curiosity Shop 3858 E. Van Buren St., Phoenix, Ariz.

Strange and

Weird Affractions

Shrunken Heads, Ape Boy, Wolf Boy, Devil Child

Many others Your ideas made up. Write for Folder Free

# Rides All Kinds Wanted

For annual July 4th Celebration on the Fairgrounds. Four big days and nights, July 1, 2, 3 and 4. Drawing from entire LaGrange County of over 10,000. Can also arrange for same Rides to play the big Oldham County Fair, Aug. 25. 26,

27 and 28. Contact RAYMOND I. LYON JR. American Legion Post = 39, La Grange, Ky.

# PRINCE BUDDHA

Answered your letter to Cuba. Holding snot open for you. Wire if you want job.

BOB HASSON Royal American Shows Tampa, Fla.

The Arrowhead Shows 7 RIDES-30 CONCESSIONS-4 SHOWS Want Stock Concessions that can work in Minnesota and Wisconsin. Book one of a kind. Will book Octopus or Spitfire.

Foremen for Wheel, Roll-o-Plane and Merry-Go-Round. Work for wives

LEO CTIBOR 1191/2 E. 2nd St., WINONA, MINN, WANT KIDDIE RIDES

Kiddle Rides (no Water Rides con-sidered). Must be NEW or in A-1 CON-DITION with transportation. Prefer man who might be interested in managing small Ride unit. No Concessions. This is bona fide and a good opportunity for right person. Address:

TOM L. BAKER

2257 Madison Ave. Indianapolis. Ind.

Would like to contact owner of two

2257 Madison Ave. Indianapolis, Ind. Phone: GArfield 4584

### HUTCHENS MODERN MUSEUM WANTS

TO JOIN AT WACO, TEX, APR. 27. Tattooer. Also Ticket Seller and Girl For Illusion, Man and Wife Preferred. No other Attractions Needed Except Annex Attractions. Must have good Wardrobe and be sober.

Address: JOHN T. HUTCHENS San Antonio, Tex., This Week.

### GEORGIA AMUSEMENT CO.

Can always use clean Hanky Panks. Sell X on Bingo, Floss, Snow, Custard, Pronto Pups and French Fries. Want Second Man on Wheel, \$40 a week; also use Second Man on Smith & Smith Swing.

H. H. SCOTT LAWRENCEVILLE, GA.

WANTED Shows, Rides and Concessions or organ-ized Carnival for the

FIREMEN'S ANNUAL HOMECOMING Perrinton, July 24 & 25, 1953. For information write MR. GEORGE CUTLER

# ROCCO SHOWS

Perrinton, Mich.

Attention Show Folks, save road worries and sleep, set permanently. WANT for Harriet Island Amusement Park, in downtown St. Paul, Minn., Shows, Mirror Maize, Mechanical, others. Hanky Panks of all kinds. Can use Scooter, Moon Rocket, Portable roller rink. Biggest season in the N. W. Contact 2434 No. Fairview Ave., Tels. Cedar 4949—Nestor 9879

# IMPORTANT!

Manager and any other people who were with the Brown & Wallace Shows during the Hopkinsville, Ky., stand in July, 1952, please contact Norman Karl Synrex, c/o Virgil Hollingsworth Jr., Hollingsworth Candy Company, Augusta, Ga.

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# Carnival Routes

Continued from page 81

Gem City: Murfreesboro, Tenn.; Clarksville 27-May 2. Gentsch, J. A.: Natchez, Miss. Gladstone Expo.: Batesville, Miss.; Jackson, Tenn., 27-May 2,

Gold Bond: Creve Coeur, Ill., 24-May 2. Gold Medal: Sheffield, Ala.; Clarksville, Tenn., 27-May 2. Golden Rule: Runnemede, N. J.

Gooding Amuse, Co. No. 1: (E. Livingston Ave.) Columbus, O. Gooding Amuse, Co. ...o. 2: (Kenton & East Sts.) Springfield, O., 23-May 2. Gooding Amuse, Co. No. 3: Massillon, O.,

27-May 2. Gooding Amuse. Co. No. 5: (Goodale St.) Columbus. O. Gooding Amuse, Co. No. 6: Bellaire, O., 23-

May 2. Goree & Sons: Liberal, Kan., 27-May 2 Grand American: Moberly, Mo., 25-May 2. Great Southern Expo.: (Fair) Humble, Tex. Great Sutton: Branson, Mo.; Springfield 27-May 2.

Greater Dixieland: Natchitoches, La. Hagensick's Midway of Fun: Quinton, Okla., 29-May 2,

Hale's: (Independence Ave. & White) Kansas City, Mo., thru May 17. Hames, Bill: Lake Worth Beach Park, Fort Worth, Tex.; Corpus Christi 27-May 3.

Hammond, Bob: (Battle of Flowers) San Antonio, Tex., 20-28; Corpus Christi 29-May 6. Hannum, Barney: Scranton, Pa.; Olyphant 23-May 2,

Happy Attrs.: Newark, O.; Barberton 27-May 2. Helman United: Grayville, La. Hill's Greater Lamar, Colo.; Albuquerque, N. M., 29-May 2,

Hottle, Buff: Jefferson, La. Interstate: Haleyville, Ala. Johnny's United: Demopolis, Ala.; Montevallo 27-May 2, Jollytime: South Hill, Va.

Keystone Expo.: Whitmire, S. C.; Joanna 27-May 2. Lane, Leo: Savannah Beach, Ga. M. D. Am. Co.: Hazleton, Pa., 29-May 9 Majestic Greater: Atlanta, Ga.

Marion Greater: Ehrhardt, S. C. Marks, John H.: (Moore & MacTavish Sts.) Richmond, Va. Midway of Fun: San Antonio, Tex.; Quinton, Okla., 27-May 2. Midway of Mirth: Madison, III.

Mighty Hammontree: Chattanooga, Tenn. Mighty Hoosier State: Jeffersonville, Ind.; New Albany 27-May 2. Mighty Page: Hartsville, S. C.; Hickory, N. C., 28-May 2.

Milliken Bros.: Hazlehurst, Ga.; Pearson 27-May 2. Moore's Modern: Madill, Okla,

Nolan Am. Co.: Bainbridge, O., 29-May 3, Oklahoma Expo.: Nowata, Okla. Page Bros.: Russellville, Ky.; Murray 27-May 2. Palmetto Expo.: Garland, N. C.; Rose-

boro 27-May 2. Park Am. Co.; Drumright, Okla. Paul's Am. Co.: Atkins, Ark. Penn Premier: Essex, Baltimore, Md.:

(Route 40 & Martin Blvd.) Baltimore 27-May 2. Playtime: Manch Powelson Greater: Brewster, O. Prell's Broadway: Fayetteville, N. C. Rainier: Tacoma, Wash., 27-May 2. Raley Bros.: Expo.: Greelyville, S. C. Reid, King: Menands, N. Y., 29-May 2, Rose City Rides: Fornfelt, Mo., 25-May 2,

Schafer's Just for Fun: Magnolia, Ark. Shan Bros,: Harriman, Tenn. Slebrand Bros.: Silver City, N. M.

Southern Valley: Hammond, La. Stephens, C. A.: Newnan, Ga.; Villa Rica 27-May 2. Strates, James E.: Wilmington, Del. Sunset Am. Co.: Excelsior Springs, Mo.,

30-May 9. Tassell, Barney: Claxton, Ga.; Buford 27-May 2. Tatham Bros.: White Hall, Ill.: Virginia

27-May 2. Tennessee Valley: Lebanon. Tenn. Thomas Joyland: Logan, W. Va. Tinsley, Johnny T.: Sanford, N. C.; Durham 27-May 2.

Tidwell, T. J.: Lubbock, Tex.; Clovis, N. M., 27-May 2, Tivoli Expo.: Bartlesville, Okla. 20th Century: Pine Bluff, Ark.

United Am.: (Hopkins Park) Providence, United Expo.: West Frankfort, Ill. United States: Hickory, N. C. Virginia Greater: Salisbury, Md.; Salem,

Vivona Bros.: Chester, Pa. West Coast: Seaside, Calif.; Vallejo 28-May 3. Wolf Greater: Brockfield, Mo., 27-May 2;

Kirksville 4-9. Wolfe Amuse, Co.: Rock Hill, S. C. World of Pleasure: Hamtramck, Mich.

# Fair Dates

N. J., 27-May 2.

Continued from page 81

Guthrie-Logan Co. Free Fair, Sept. 16-18, Harold Casey. Hobart--Kiowa Co. Free Pair, Sept. 16-19. Eva A. Stokes. Jay-Delaware Co. Fair, Sept. 10-12, Dean Barrett. Mountain View-Mountain View Free Fair. Aug. 26-29, Karl K. Kobs.

Okemah-Okfuskee Co. Fair. Sept. 15-19. Cecil L. Dowell. Pauls Valley-Garvin Co. Free Fair. Sept. 16-18, Alton Perry. Sallisaw—Sequoyah Co. Fair. Sept. 16-18. Guy E. Stoy.

Shattuck-Ellis Co. Free Pair. Sept. 21-23. Don W. Rader. Sapulpa—Sapulpa District Fair. Sept. 21-23. A. E. Gurley, Bristow, Okla,

Pennsylvania

Harford-Harford Agrl. Soc. Sept. 10-12. Elton Robbins. Hughesville-Lycoming Co. Fair Assn. Aug. 3-8. Clarence P. Stolz, Jennerstown-Jenners Fair, Aug. 3-8. A. O.

Lape, Jenners, Pa. Kimberton-Kimberton Fair, July 22-Aug. 1. Kenneth Smiley. Meadville-Crawford Co. Fair, Aug. 25-29. Roland Tittemore. Millersburg-Farmers' Fair Assn. Sept. 9-

12. Robert E. Hoke. Montandon-Tri-Township Fair, Sept. 23-26. John B. Frederick. Nazareth-Nazareth Agrl. Fair Assn. Aug. 3-8. Joseph Sherman, New Stanton-Stanton Community Fair.

Aug. 12-15. Mrs. John F. Pleming, RD 1, Hunkers, Pa. Oriental-P.O.S. of A. Fair, Aug., 19-23, Wallace Rockenbrock, Mount Pleasant

Mills, Pa. Pittsburgh-Allegheny Co. Free Pair & Indust. Expo. Sept. 3-7. John L. Hernon,

411 Courthouse. Stoneboro-Stoneboro Pair, Sept. 3-7, Carson Mertz.

# Washington-Washington Co. Agrl. Fair, Aug. 25-29 Charles R. Morrison. Royal Crown: Columbus. Ga., 27-May 2, Royal Midwest: Charlestown, Ind., 25-May MORRIS HANNUM SHOWS

OLYPHANT, PA., APRIL 23-MAY 2-NINE BIG DAYS RIGHT DOWNTOWN

Want Ball Games, Hanky Panks, Grind Shows. Want one or two Flat Rides, Comet, Ridee-O or Rocket. Can use good Ride Men who drive. All replies to

MORRIS HANNUM, Scranton, Pa.

# RIDE MEN, ATTENTION!

Have good jobs here for you on King Reid Shows. Would like to hear from all my old boys. Following please contact me or come on at once: Red Sloan, Bob Kline, Bill Miller, Charles Henry, Blackie Litchfield, Popeye, Bill Young.

FRANK RUPP

Ride Superintendent, King Reid Shows All this week Manchester, Vermont; April 27-May 9, Troy, N. Y.

# AMUSEMENT COMPANY

OPENING MAY 1—HOT SPRINGS, ARKANSAS

Can place Agents for office-owned Hanky Panks. Will book Age and Scales for season. Jack Morgan wants Polers and Chalkers. Can place Second Men on all Rides. Lou Barber can use Scooter Help. Winter quarters open, come on in. Geo. Harr will place all Ride Help.

ADDRESS: HOT SPRINGS, ARK.

# KLENKE AMUSEMENT CO.

Opening May 11, Mt. Vernon, Ohio; Kingston and Wellston, Ohio, to follow. Want Concessions that work for stock, Mug. Long or Short Range, Cookhouse or Grab. No flats or gypsies. Want Foremen and Second Men on all Rides, must be licensed semi drivers. No lushes or chasers tolerated. Want experienced couple to operate Candy Floss and Popcorn, Agents for office-owned Concessions. Lillian, Sammy Lewis, Slick, Levy, Gorilla Mike and Chuck Priester, contact at once. Concessions contact Frank Griffith, Gen. Mgr., 403 25th St., Huntington, W. Va. All Help contact KENNETH K. KLAWITTER, 3314 Harold St., Saginaw, Mich. Phone 3-2068, until May 4, then as per route.

# BARNEY TASSELL UNIT SHOWS

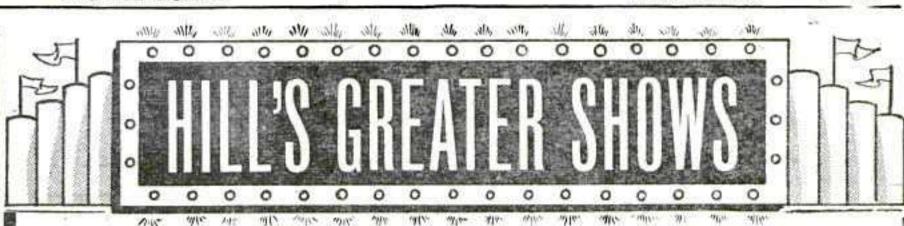
WANT FOR BUFORD, GEORGIA, WEEK OF APRIL 27 BIG MARINE AND CIVILIAN PAY DAYS

Major Rides not conflicting. Legitimate Concessions of all kinds (no grift). Shows of merit, no Girl Shows. WIRE THIS WEEK, CLAXTON, CA.

# WANT HANKY PANK AGENTS

All Pin and Count Store Agents contracted, wire me, Charlestown, Ind. Fourteen miles from Kentucky Derby. Opening April 25. Eddie Boone, wire me at once.

EDDIE STEELE, ROYAL MIDWEST SHOWS



Concessions: Legitimate Concessions of all kinds. No exclusives. Have opening for rest of season for Bingo after Albuquerque. (Doc Tussey-Boots wants you for Six Cats.) Tom Wells, are you joining with Diggers? Let us know.

Shows with good opening for Side Show with or without own frame-up. Will book Glass House, Fun House, Snake Show, Geek Show, Illusion Show and Wild Life. Flash White and Windy Peils, will expect you to be in Albuquerque with Drome: answer.

Rides: Will book Octopus, Rock-o-Plane, Boat Ride, Sky Fighter and Little Dipper.

This show has 14 bona fide Fairs and Celebrations and the next six weeks are the cream Still Dates of the Middle West. Lamar, Colo., April 20-25; Aubuquerque, N. M., Apr. 29-May 9, 10,000,000 soldiers' pay day, 11 days and nights; followed by Espanola, N. M., atomic plant pay roll, \$3,000,000 per week; Farmington, N. M., largest gas and oil boom in history of New Mexico; Durango, Colo.; then Colorado Springs, Colo., 50,000 soldiers at Camp Carson pay day, June 1-10. Get on the pay train now. Write, wire or phone. Those who are joining now will be given preference at Fairs and Celebrations.

Address H. P. HILL, Mgr., as per route



MONTEVALLO, ALA., DOWNTOWN LOT NEXT WEEK; FORT PAYNE, ALA., FOLLOWS: THEN PIEDMONT, ALA., SPRING FAIR.

CONCESSIONS WANTED-Sell ex on Long Range, Derby, African Dip, Foot Longs, French Fries, Pronto Pups and Ice Cream. Opening for Penny Arcade, Ball Games, Hi-Striker, Heart Pitch, Hoop-La, Basketball, Cork Gallery, Bumper, Slum Spindle, Fish Bowl Pitch and Duck Pitch. SHOWS-Will book Side Show for committee money. Excellent proposition for Side Show Manager who will furnish people and inside for office-owned Show. Can place Glass House, Illusion, Motordrome (my route has not had a drome make the tour for five years), Mechanical Show, Fat Show or Freak Show.

HELP WANTED-Wheel Foreman, Merry-Go-Round Foreman, useful Ride Help in all departments, must drive. Want man to handle Marquee and sell Marquee tickets.

NOTICE: Gifford Lenz, Ball Game is booked, bring truck at once, the job is still open-Mike.

All replies to JOHN PORTEMONT, Demopolis, Ala.

# MICHIGAN'S FINEST D

GRAND OPENING

GRAND OPENING

TOLEDO, OHIO, APRIL 29 THRU MAY 10 Stickney and Manhattan Sts. Show Grounds

WANT CONCESSIONS-Can use a few more Hanky Panks.

WANT SHOWS-Grind Shows of all kinds

WANT Ride Help that can drive for fourteen office-owned rides. Especially want Foreman for Fly-o-Plane. WANT Canvas Men and Ticket Sellers for office-owned Girl Shows.

WE PAY TOP SALARIES AND BONUS

FOR SALE—Two LeRoi-Westinghouse Gasoline 25 KW. Generators mounted on all steel semi trailer.

Show now playing Hamtramck, Michigan, on Buffalo Road.

Concessions of all kinds except Cook House, Bingo and Mitt Camp. Will book four Stores if you have Hanky Panks. Want Side Show People. All Shows open including Girl Shows. Ride Help on Ferris Wheel, Tilt-a-Whirl Merry-Go-Round. Roll-o-Plane, Octopus and Dipper. Will book Kid Rides. Gill Hudges, write Want Bingo and Cookhouse Help.

Address:

C. A. GOREE, Mgr. Azle, Texas

# JACK GALLUPPO

Girls for two Shows; no features as they already have one for each show; the best. Canvas Man, will place wife with man together for one show; also fast Waiter for Cook House.

JACK GALLUPPO Care Penn Premier Shows Essex, Baltimore, Md., all this week.

Concessions that don't conflict with what we have. Finest route in the Northwest. Free Stage Shows twice daily. Three spots a week, all Celebrations and Fairs. Open May 25th.

BERNARD THOMAS Art B. Thomas Shows, Lennox, S. Dak.

### DANCING GIRLS

For two Girl Shows, experience not neces-sary. Irene Hamling, Betty Johnson, Jeanette, Torchy Lamar, Bunny, answer. Best pay nightly. "Goody" wants es-perienced Help. We work 6 days every week. Wire, phone or come on to Wash-ington, North Carolina, this week. LOU PEASE

Care Harrison Greater Shows Also need Ticket Seller and Grinder. P.S.: Mertie Martin no longer connected with my shows.

# WANTED

AND ONE INSIDE MAN Contact SAM ROTH c/o Cavalcade of Amusements

Bessemer, Ala., this week; Huntsville

next week.

CAN PLACE

all Rides.

CAN PLACE

CAMP CAMPBELL PAY DAY

SHOWS-Good proposition for Penny Arcade, Wild Life and Glass House, Mechanical Show.

FOR DOWNTOWN CLARKSVILLE, TENN., WEEK OF APRIL 27

CONCESSIONS-Sell Ex on Long Range Shooting Gallery and all other legitimate concessions open.

RIDES-Can place Kiddie Rides not conflicting. Wire Johnny J. Denton or Art Frazier Sheffield, Ala., this week.

# JIMMIE ZABRISKIE SR. WANTS

FOR LONG SEASON AROUND NEW YORK Ferris Wheel and Chairplane Fore-Scottie men. Also good Second Men for

Mason Mack Call Ernest Evans

Concession Agents-Good proposition. (Can use four people. Nice man and wife deal. J. B. Williams, contact Jimmie. E & B AMUSEMENTS

1478 OAK POINT AVE. BRONX 59, N. Y. (Phone: Kilpatrick 2-9066 before 5:00 p.m. or after 11:30 p.m.) JOHN A. BASS

Mangels 8-Car Whip and Eli #5 Ferris Wheel for sale. Good condition. Both for \$9,500.00.

# FOR SALE

4 DC Light Plants, 161/2 KW.; DC Light Plant, 35 KW. These plants are in perfect condition and priced to sell. Want Ride Foreman and Second Men for Merry-Go-Round, Ferris Wheel, Tilt and Caterpillar. Top wages. Drunks, save your stamps.

MIKE PRUDENT, Prudent's Amusement Shows 124 Cedar Ave. Patchogue, N. Y.

**GIVE TO DAMON RUNYON CANCER FUND** 

CARNIVALS

# WANT

# WANT

# WANT

Due to disappointment can use first-class Side Show Manager with or without banners. Have top and banner line. Best deal. Also Drome Riders; drome and motors ready to go. Will book Glass House, Fun House, anything not conflicting. Johnnie Burns, contact. Want good Grind Shows. Renton thru April 25; Bremerton thru May 2d; Hoquiam thru May 9th. All Washington.

HAROLD HICKS, Secy.

Rt. 5, Box 1770

Kent, Wash.

# Percell's high class midway attractions

Opening Williamsport, Pa., Friday, May 22, to 30. Big Annual Memorial Day Celebration included. (Positively a red one.) Plenty more to follow. Want Concessions of all kinds (legal games only), Penny Arcade. Shows of all kinds with own equipment, don't miss this one. Rides-Kiddie and Major not conflicting. Ride Foreman, Second Men who drive for road show, also a few for permanent park location. (Positively no drunkards.) Top wages. All replies:

MICKEY PERCELL, Gen. Mgr.

900 MAIN ST., WILLIAMSPORT, PA. **PHONE 34-010** 

# **BIG-STATE SHOWS**

WANT FOR PROVEN STILL ROUTE AND FAIRS OKLAHOMA, KANSAS AND TEXAS

Concessions-Blower, Rell Down, Hanky Panks of all kinds. Shows-Monkey Show, Freak, Illusion, Five-in-One or any worth-while Show with own transportation. Following list of Fairs: San Antonio Battle of Flowers, Stafford, Texas, Celebration, Apr. 29 to May 25; Barnes, Kansas, Reunion; Smith Center, Kansas, Aug. 6 to 9; Sylvan Grove, Kansas, Aug. 12 to 15; Stafford, Kansas, Aug. 19 to 22; Holdenville, Okla., Sept. 2 to 5; Hughes County Free Fair; Frederick, Okla., Free Fair, Sept. 8 to 11; Cordell, Okla., Free Fair, Sept. 16 to 19: Pond Creek, Okla., Free Fair, Sept. 21 to 25. Contact this week: 3714 South Flares St., San Antonio, Texas.

### WANTED

### WANTED

# T. J. TIDWELL SHOWS

FOR GOOD STILL DATES IN TEXAS, NEW MEXICO, COLORADO AND 12 BONA FIDE FAIRS

Girl Show, have complete set-up, new fluorescent lighted fronts, and any Show not conflicting. Roy Edsal wants Agents for Crind Store. Will book Long or Short Range Shooting Gallery.

Lubbock, Tex., Apr. 20 to 25; then as per route.

# MILLIKEN BROS.' SHOWS

We carry no Flats, P.C., Mitt Camps or Buy-Backs. Will book a few Hanky Parks, Short Range, Blowers, Darts, Custard, Striker, Bowling Alley, Huckly Buck, Glass Pitch, Cotton Candy,

All address J. A. (SLIM) MILLIKEN, as per route

# WILSON FAMOUS SHOWS

MEXICO, MO., May 2 thru 9

Want Ride Help on all Rides, must drive and have license. No drunks or chasers. Can use a few more legitimate Concessions, Ball Games, Age and Weight, etc. We have a strong and proven route of Fairs and Celebrations in Illinois.

ADDRESS: MEXICO, MO.

# ATTENTION BALL GAMES AND HANKY PANKS

Fresh Stock COVERED WAGON CIGARS, Jumbo Size, \$1.60 Per Box Fgt, Paid in 100 Box Lots. \$1.75 in 25 Box Lots. Sample Box, \$2.00 P.P. Paid.

DON ELLIOTT'S CIGAR STORE JACKSON, MICH.

299 W. MICHIGAN ST.

# BERT

# WANTS

WANTS Suitable Acts for Side Show, Talker, Ticket Sellers who grind. Cood proposition for M.C. and Half and Half. (Jackie Lynn, wire.) Those who have worked for me before, get in touch. Best of treatment and good cookhouse. Note: Helen and Chuck Stafford, Ernie Hudspeath and others. GEM CITY SHOWS, Murfreesboro, Tenn., this week; Clarksville, Tenn., next week.

# ROYAL AMERICAN SHOWS BILL KEMP WANTS DROME RIDERS

Both ladies and men. Top salaries and tips. Talker and Grinders who produce with a show that sells itself. Long season, opening Memphis Cotton Carnival, May 9. All answers to W. F. KEMP, Kerens, Tex., until May 3; then Claridge Hotel, Memphis, Tenn. No collect wires.

# WANTED-HELP-WANTED

Girls for two Dancing Shows, must be attractive; experience helpful but not essential. Also A-1 Talker, also Canvas Man. Need good-Geek for Snake Show. Good pay, good treatment for everyone. No false promises. Shiela Helen Craig and Bob, contact Torchy O'Day. All wire this week:

JIMMIE JOHNSON

Virginia Greater Shows

Salisbury, Md.

# ROLL TICKETS

PRINTED TO YOUR ORDER

**Keystone Ticket Co.** DEPT. B

Send Cash With Order. Stock Tickets, \$22.50 per 100.000.

10,000 ... \$ 9.50 20,000 ... 12.00 50,000 ... 18.50

100,000

# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according or St. Louis. To be listed in following week's issue, mail must reach New Clifford, A. York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT

CINCINNATI OFFICE

Ray, H. R. (Rube)
Raymond the Magician Reed, Mrs. Billi Swank, Ruth (Ruth Henderson)
Reed, Mrs. Billi Swank, Ruth (Ruth Henderson)
Reed, Fred (Dec'd) & Dorinda Swalter Devices MeLoughney John to the office of The Billboard where it is held, Cincinnati, New York, Chicago Barrett, Herb

2160 Patterson St. Cincinnati 22, O.

Hart, Louie Hawkins, E. H.

Herriman, Al Hiller, Eddie

Adams, Frank Agin, Benjamin Albert, E. L. Alland, Maurice Alland, Maurice
Allen, Frank
Allen, Robt.
Amarantes, Rev.
Raymond
Andreano, Frank
Andrews, David
Applebaum, Sam
Arlornd, Little Head
Armstrong Lawrence
Calvin
Austin, Wm. R.
Bailey, Al
Bain, Mr. Gene R.
Baker, James
Baker, Ruth
Hiller, Eddie
Hinton, Hotcha
Hodges, Joyce
Holbrook, W. R.
Holbrook, W. R.
Holbrook, W. R.
Hood, J. D. & Mrs.
Hooper, Frank
Houston, Lee
Howell, Ed (Scar)
Hudson, Mrs. Connie
Huftle, Tom & Mrs.
Humphries, Mickey
Hunt, Albert (Whitey)
Hunt, Michael
Hunter, Miss Billie

Baker, Ruth A.
Baker, Ruth A.
Baker, Walter
Barent, Chas. R.
Barnes, Charlie &
Basil Walker Barnes, Ran

Barnes, Ran Baron, Soi Barr, Gertrude Barrett, L. H. & Mrs. Barrett, Martin Walter Barron, Freddie Bartee, Geo. Lively Bassett, D. Bauserman, Dottie Bays, Dick
Bays, Dick
B-Bar Ranch Rodeo
Beal, Joe
Beck, Don
BeGar, Harry
Bellew, Jim
Bellows, Mrs. A. G.
Bellows, Alan
Bennett, Gladys

Burns, Eunice
Burns, Larry R.
Cain. John T.
Caldwell, J. E.
Caloian, Carl
Campbell, Heather
Campbell, Thos. L.
Carmichael, Doyle
Carmenters, The

Loder, Happy Lollar, Roy E. Long, Bernard Leo Lonien, Donald Lorenz, Donald Carpenters, The Lover, John Walter Lunsford, George McCabe, Vince & Carroll, S. J.
Cassili, Frank
Caupert, Edw. J.
Chambers, Larry
Chapman, Keith
Charneski, Felix
Christiansen, Jorgen
& Anne
Christy, Capt. Gene
& Mary
Church, C. L.
Charles, J.
Church, C. L.
Lunsford, George
McCabe, Vince & Mrs.
McCary, B. W.
McDaniel, Elmer
McDaniel, Grace
MacDonald, Charles
McDonald, Roy & McGee, James
McGee, James
McGill, Frank
McKay, M.

ong, Paul C.

(Formerly

Luther

Neal, Rubie

Christy, Capt. Gene

& Mary
Church, C. L.
Clarke, Gordon
Cline. Richard
Cobbs, John Raymond
Cobbs, John Raymond
Cobler, Wm. P.
Cole. John
Condon, Ray Earnest
MacColly, Faul & Mrs.
MacRae, Robert W.
Conner, Mickey
Cooke, Mrs. Mary J.
Cooper, Nelson & Madam Melba

Family Bruckner, John
Maiser, Louis
Montgomery, I
MacRae, Jenette
Montgomery, I
Maclar, Robert
Mulliam
Fenimore, Charles
Curtis Tutt, King

Makedam Melba

Family Bruckner, John
Maiser, Louis
Montgomery, I
MucLean, Albert
Dunn, Peggic,
Maggie, Jeanette
Dunn, William
Fenimore, Charles
Curtis Tutt, King

Full Amendation of Maiser, Louis
Montgomery, I
MucLean, Albert
Dunn, William
Fenimore, Charles
Curtis Tutt, King

Full Amendation of Maiser, Louis
Montgomery, I
MucLean, Albert
Dunn, William
Fenimore, Charles
Curtis Tutt, King

Full Amendation of Maiser, Louis
Montgomery, I
MucLean, Albert
Dunn, William
Fenimore, Charles
Curtis Tutt, King

Full Amendation of Maiser, Louis
Montgomery, I
MucLean, Albert
Dunn, William
Fenimore, Charles
Smith, Joseph
Curtis Tutt, King

Full Amendation of Maiser, Louis
Montgomery, I
MucLean, Albert
Dunn, William
Fenimore, Charles
Smith, Joseph
Curtis Tutt, King

Full Amendation of Maiser, Louis
Montgomery, I
MucLean, Albert
Dunn, William
Fenimore, Charles
Smith, Joseph
Curtis Tutt, King

Full Amendation of Maiser, Louis
Montgomery, I
MucLean, Albert
Dunn, William
Fenimore, Charles
Smith, Joseph
Curtis Tutt, King

Full Amendation of Maiser, Louis
Montgomery, I
MucLean, Albert
Dunn, William
Fenimore, Charles
Smith, Joseph
Curtis Tutt, King

Full Amendation of Maiser, Louis

Conner, Mickey
Cooke, Mrs. Mary J.
Cooper, Nelson & Madam Melba
Bertha
Bertha
Corey, Jos.
Corey, Jos.
Malman, M.
Marco, Bill Corey, Jos.
Cortes, Pete
Courtney, Mrs.
Marco, Bill
Marks, Dewey
Marroletti, Rocco J.
Crane, Norman R.
Crawford, Richard
Richard R.
Mason, Harry W.
Martucel, Vito
Warsley f Cutler. Richard R.
Cyr. Jake
Cronch, Delbert L
Dawson. Lester Alvin
Dearduff. Roy H.
DeCoste, Romaine A.
Delano. Phillip J.
Martin, Hobert L
Mason, Harry W.
Martucel, Vito
Matency, Hensley R
Mature, Mary
Mature, Michael
Anthon
May, James May, James

Delano. Phillip J.
Delacon. Wm. A.
Delach. Miss Seabell
Demetro. John
Dennison. E. W.
Dew. Velma
DiCorte, Mrs. David
Difazio, Vincent F.
Domer. Clyde
Donato. John Chappie
Dotson. Marie
Doucette. Edw.

May, James
Johnny
Mazepa, Peter
Miles, J. A.
Miller, Cash
Willer. Chartie Rerr
Miller, Howard D.
Miller, John
(Formerly
Lawrence Shows)

Domer, Clyde
Donato, John Chappie
Dotson, Marie
Doucette, Edw.
Draucker, Kenneth
T
Duncan, Mrs. Carl W.
Dunn, Harold (Dunn
Bros.' Minlature
Circus)
Eagle, Sylvania
Eckert, Bennie
Ehlert, Wm.
Ellis, Jim
Ellman, Mark
Elmore, Mr.
Emswiler, Mrs. Sadie
Etheridge, Billy
Evans, Clarence
Evans, Thos. A. &
Selicit Advances (Formerly
Lawrence Shows)
Miller, Little Joe
Miller, John F.
Millsap, M. J.
Millsap, M. J.
Millsap, M. J.
Millsap, M. J.
Mooney, Joe
Morely, Mrs. May
Morgan, Johony
Moyer, Edward
Murphy, J. J.
Murphy, Oscar D. &
Myers, Earl (Specks)
Nazarechuk, Nicholas
& Helen Myers, Earl (Specks) Nazarechuk, Nicholas & Helen

Evans, Thos. A. & Mrs Ewing, Gordon
Fagerberg, Arvid
Fallor's Tent Show
Fenstinio, Tony
Ferari Shows, Col.
Francis
F

Ferguson, Billy O'Hara, Jos. P Fink, Harry O'Hara, Steven Finktineteno, Tony O'Kelly, Ralph Fisher, E. L. Fisher, Jack Flowers, Jack Folk Celebration Show Osborn, Martin O'Hara, Jos. P. O'Hara Steven & O'Kelly, Ralph Forkum, Capt. Bill
Franklin. Fred
Frazer, Harold
Freeland. Forrest D.
French, Jessie Jessica Pacific Whaling Co.
Friedy. John
Furlow Jr., John
Futz, Mrs. Geo. L.
Galluppo, Jack
Gantt. Jimmie Lee
Garrett. John M. Pop
Geraird. Mrs. Edna
Gerry. Claire L.
(Bobby)
Gilbert, Bob
Gill. Frank (Slim)
Gilly. Mrs. Ralph
Goodrich, R. H. &
Grauman, Saul
Gray. Fred
Gregg, Tony,
Gross, Ben
Hackett, Edw. J.

Govens, Martin
Luther
Owens, Jackie
Owens, Mrs. Maudine
Pacific Whaling Co.
Page, W. O.
Page, W. O.
Parks, Ted
Pasquale, Francios
Pasquette, Francios
Pasquette, Francois
Pasty. Thomas
Petrson, Pat
Pearman. Mike
Pelley, Burnom
Pentx Jr., Adolphus
Peterson, "Swede"
Peyett, Clifford
Philbert, Edward H.
Pike, Bill (Shows)
Plunkett, Mr. Cleo
Pockery, Joseph
(Dutch) Forkum, Capt. Bill Franklin. Fred Frazer, Harold

Gregg, Tony,
Gross, Ben
Hackett, Edw. J.
Haddix. Benny
Hale, D. D.
Hall, Mrs. Alidene
Hallstrom. Dave
Hamiet, Harold
Hanson, Al Pontico, Joe Potter, N. S. Powell, Chickie Powell, Clinton C. Power, Thomas R. Powers, Doc

Hanson, Al Prevost, Donald Pre

Roberts, Tex Rodgers, Capt. Lon Rogers, Jeanette Lon

e Vail, Charles

m Wandol, John
Hand)

E Waters, Jack
Watson, Edw. J.
Watson, Mrs. Jessie
Watson, Mrs. Jessie
Mae

Britten, Robert

(Whitey) Hunter, Miss Billie Hunter, Robt. E. Jackson, Jerry Jay, Harold Roosevelt (Train Rosenbaum, H. E. Rosenberg, Louis Ross, Jos. M. Roth, Eddie L. Roth, Joseph Rouse, Jack Sabott, Charlie & Jessup, Art
Jessup, Harold J.
Jeter, Van L.
Johnson, Betty
Johnson, Edw. D.
Jomes, Eva
Jonas, Joe Watson, Paul Watts, Coletta J. Webb, W. M. Webb, W. M.
Mrs. Weber, Flossie
Weiner, Mrs. Anna
Weir, Joe
Wells, Mrs. E. W.
Wheelock, R. C. & Cane, C. A.
Wheelock, R. C. & Carlyle, Malcom
Carpenter, Keith Sager, Frank Sakobie, James Salerno, Michael Jones, Geo. & Jewell Jones, Mrs. Harry Jones, T. C. Sampson, Young Sanders, Jeff. D. Saulsberry, Robert rudy R F Kaapuni, Ernest Kackley, H. (Harry) Karr. Jo Ann Kaufman, Elmer Whiteside, Ambrose Chilcott, Edgar R. Clark, John R. Schmuck, Carl
Scott, Mrs. J. C. Lois
Scott Jr., Thos. J.
Seavers, Roy
Seederly, Ruth L.
Shaffer, Gladys
Shaffer, Howard
Shamshak, Nick
Shelton, Bob
Sickles, Bob
Siegel, Frederick C. Whitlock, Geo. S. Crowe, Chorey
Whitson, Mrs. Grace
Wilder, Hugh L. Daniel, Daniel P.
Wilkers, Mrs. Annalee
Wilkerson, Dick Demetro, Steve
Willard, Chester Ellis, Frank
Williams, Andrew H. Fildes, Harry Keufman, Elmer Keel, Lonnie I Kendrick, Paul Kerkis, Harry Kight, Gene Kimbell, Harry King, Marlene Kitchen, James Leslie ellows, Mrs. A. G. sellows, Mrs. Sellows,

Renton, Al & Son Thomas, Jack
Concessions Tillayou, Francois
Rice, Hiram Todd, Herbert A.
Rich, Kathryn K.
Richards, Franco
Richardson, E. V.
Richie, Levi Joy
Tom. Frank
Towner, Matthew J.
Towner, C. F.

Eugene

Tyrone, Jos. I. Tysko, John P Usher, Whitey George

Richardson, E. V. Richie, Levi doy Riggs, Dot

Riley, Wm. E. Roberts, Hal & Mrs. Roberts, Jean Roberts, Samuel

### MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, III.

Adair, Arlette Barret, Roy Barrow, Bobbie

Lara, Bink
Larsen, Lee R.
Leigh, Mary
Hawthorne, Jack
Montgomery, Lucky
Molean, Albert
Potter, Henry
Ronse, Jack
Saxe, Reggie
Smith, Joseph

Korman,
Lara, Bink
Larsen, Lee R.
Leigh, Mary
McClure, Harry D.
McClure, Harry D.
McCoule, Harry D.
Midaman, Ed
Widaman, Ed
Witherson, George E.
Winters, C. L.
Woodward, Ernie
Wright, Robert
Noah

### MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

Re, John J.
Remley, Lovona
Remley, Silas
Remley, Mrs. Virgil

McLoughney, John Marshall, Dan

Marks, Geo. Les Maynard, Gus Ramsey, J. S. Reilly, M. Reilly, M. Rosenfeld, Jimmie Shelton, Gene Shea, John Raymond Swain, H. G. Harold Thiele, John H.

MAIL ON HAND AT 390 Arcade Bldg.

Toner, Matthew Towner, C. E. Tutterow, Charles & Mrs. Miller, Clifford Talbot, Orley, & Mearl, 16eWard, Haroid, &

Usher, Whitey George
& Mrs. Ackley, J. W.
Utah Exposition Alexander, Frank
Shows Arnold, Raymond
Vail. Charles Bryer Sr., Ollie Buechling, William L. Burton, Jack Butler, Neoma

Walter, C. E. Watt, Clifford Yates, Robert Zeiler, E. & Son

# ST. LOUIS OFFICE St. Louis 1, Mo.

Marks, Pete Marshfield, Jean or Maser Jr., Orville E.

Korman, Carroll & Wetherbee, Mr. & Mrs. Harold

Bassett, Percy O.
Bateman, Charles F. Middleton, Mrs. Ann
Benson, Harry E. Middleton, Odell
Boatwright, B. E. Miller, Carl
Breeden, Claude M.
Britten, Robert
(Whitey)
Bryer Sr., Ollie

Meadows, Dudly
Middleton, Mrs. Ann
Miller, Carl
Miller, James R.
Miller, James R.
Minser, C. C.
Moreno, Tito M.
Morgan, Katherine Meadows, Dudly Morgan, Mr. & Mrs. Lorne Morris, Mrs. Dorothy Morris, Pete Norwood, Wm. A. Norwood, Wm Nelson, L. M. Nelson, L. M.
Nolte, Irwin E.
Ogilvie, L. B.
O'Neil, Edward Louis
Parker, Dorothy
Pinerton, James E.
Points, Bud
Pope, Carl
Pope, Ernest
Qualls, Harold
Reed, James K.
Restick, Miller, Ell
Reynolds, Johnnie
Robinson, Robert
Roher, Homer E.

Jaminson, Mrs. L. W. Jaylor, Ken Johns, Harry S. Thomas, Kenneth B. Johnson, Raymond F. Thurman, Brad W. Jolly, Ed Kahle Jr., Mrs. Walsh, Earl Charles Walsh, Mr. & Mrs. Raymond Keeler, Charles Kerma, Prince Eriel Walters, Darrell E. Kilgore, Leon Kirkhart, Mrs. James Kirkhart, Mrs. James Ward, Travis Wetherbee, Anna

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OPENING APRIL 30

WANT RIDE HELP—Foremen for #5 Wheel, \$65.00 per week and bonus; Two-Abreast Jenny, \$65.00 per week plus bonus; Octopus, \$55.00 plus bonus. Foreman and Assistants for Kiddy Rides. Concession Agents for French Fries, Glass Pitch and Balloon Darts. One more Man to up and down Concessions. Good deal. Will book Short Range and

HARRY J. KAHN

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# APPLE BLOSSOM FESTIVAL WINCHESTER, VIRGINIA, APRIL 30 AND MAY 1

BICCER THAN EVER, OVER 200,000 EXPECTED. Owing to tremendous increased

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# WINCHESTER AMUSEMENT CO.

FRONT ROYAL ROAD

WINCHESTER, VA.

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# RIDE HELP WANTED

Wheel Foreman, Tilt Foreman; Bob Leaverette, come in; Second Men on 10 Rides, must have driver's license, stay sober. Top salary with good treatment. OPENING for Mechanical, Monkey or Illusion Shows.

IMPERIAL SHOWS Fairbury, Illinois Bill Gullette, Mgr.

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USED C-CRUISE MAJOR RIDE Four Boats and four passenger-controlled Tubs revolving on an irregular circular track
 Self-loading and unloading
 32-passenger capacity
 Electric motor driven.

SPECIAL SALE PRICE ......\$3,500.00

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FINE WATCHES

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Brand new nationally advertised

Lustrous double-gold plated cuff links,

Wholesale only. 6 watches mini-

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SOLID STERLING

With Brilliant "ICE"

Resembles One Worn by One of

America's Top Television Stars

Actual Size

Corgeous, stunning pendant necklace made

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personality. Demanded

by women the instant they see it. Sim. Dia-

mond Ice, set in gleam-

ing Sterling Silver heart pendant. Full length

STERLING JEWELERS

Phone ADams 4621. Send for catalogue.

25% deposit with order, balance C.O.D.

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Souvenir Decal Catalog

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NEW LOW PRICES

Donmar Products Co.

3258 No. Halsted St. Chicago 13, III.

Elgin · Bulova · Benrus

Send for Free Spring Catalogue

WHOLESALE ONLY - 25% deposit

AND GRUEN WATCHES

for Men and Women Brand new 1953 model cases with rebuilt move-

ments, guaran-teed like new, \$0.95

15-J., \$12.65; 17-J., \$14.65

xpansion Band, 95¢ add. Plastic Gift Box,

7 Jewel .....

individually

1 doz.)

Columbus, Ohio

carded.

Large plush lined deluxe gift case

key chain and tie holder

 Written service guarantee · Copy of \$150 retailer

watch, gold plated case and matching expansion band

\$75 retail tag with each set

Complete Deluxe

WATCH & JEWELRY

Ensemble

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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.

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ACTION COMEDY PARODIES, INTRODUC-tions, song titles, MC patter, gimmick gags, stories, single gags; \$1 complete. Sebastian, 10934 Hamlin, North Hollywood.

AD LIB LINES, \$1; EMCEE INTRODUC-tions for any act, \$1. Order both to-gether and receive six free parodies lim-ited. George Schindler, 1613 East 29 Street, Brooklyn 29, N. Y.

ATTENTION! VENTRILOQUIAL DIALOGS, \$5 per dozen; monologs, songs, parodies, etc.; state list required. Tizzard, 110 W. 76th St., New York.

COMEDIENNES, COMICS! — EARN MORE money! Learn "The Art of Double Talk!" Complete instructions book includes assorted comic poems, stories, monologue, etc. Rush \$5. Writers, P. O. Box 575, Hollywood 28, Calif. ap25

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JOKESTER'S PRINTED NOVELTIES wholesale; fifty samples, \$1; refunded first order. Sebastian, 10934-B Hamlin, N. Hollywood, Calif. jn6 PIANO VOCALS — LEAD SHEETS, OR-chestrations and band scores arranged. Val's Arranging Studio, P. O. Box 1906,

"RENO," CATCHY NOVELTY HIT NUM-ber. Song mailed to any address, 35c coin. Paul Chevaller, 4488 Texas St., San

Diego, Calif. VENTRILOQUISTS! INCREASE EARNINGS! Complete laugh packed comedy act, "Ventriloquist Fun Time!" Top television. etc., material! Rush! \$10. "Amusements," P. O. Box 2841, Hollywood 28, Calif. my2

### AGENTS & DISTRIBUTORS

AGENTS, DISTRIBUTORS WANTED FOR fast-selling Perfume. Direct from manu-facturer. Flashy packages, big profits. Ber-gel of Hollywood. Inc., 7420 Melrose, Holly-wood 46, Calif. ap25

AGENTS, DISTRIBUTORS WANTED FOR fast moving novelty Dice Earrings. Send \$1 for sample, direct from manufacturer. Dice, P. O. Box 5266, Cleveland 1, O. AGENTS - ACT NOW! STAMP SOCIAL

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A MONEY MAKER—FREE CATALOG Se-lect Shaker Co., 5132 Shattuck, Oakland, Calif. ap25

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BASKET EARRINGS — TINY HAND-woven straw baskets filled with flowers, \$6 doz. prs.; Handwoven Hat-Basket Ear-rings, Hat Earrings, Hat Pins, Hat-Basket Pins, all colors, \$6 dozen; Hand-Knitted tiny Glass Baskets filled with flowers, Ear-rings, \$6 dozen; Tiny Basket Bracelets, \$6 dozen Large assortment unusual hand. \$6 dozen. Large assortment unusual hand-assembled Necklaces, Bracelets and Ear-rings, \$6 dozen. 10-day money back guaran-tee. J. J. Lastufka, Dist., Box 10248, Tampa,

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BOYS' GENUINE LEATHER DOUBLE Holster Sets, sample \$3.60, postpaid; money back guarantee. Fred Stanley, 920 Maple St., Rockford, Ill.

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CARDED MERCHANDISE HEADQUARters, also Agents' Supplies, Aspirins,
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items, Write for price lists, Maloney &
Sons, Dept. BB, 1063 W. Broad St., Columbus 8, Ohio. my9

COMIC BOOKS (COVERLESS)—REGULAR 10e sellers, assorted titles, \$15 thousand, f.o.b. Philadelphia; samples, \$1. Savar, 707-B Poplar St., Philadelphia 23, Pa. ap25

CURRENT BEST SELLER—HOME EMBOSS-ing sets, gold, silver, simple operation. Sample, \$1; \$8 doz. postpaid. Majatrix. 67 Lincoln, Seekonk, Mass. ap25 DECALCOMANIA TRANSFERS NOW OF-fered in small quantities; quick delivery;

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### DISPLAY CLASSIFIED

style of ad See first page this

OKERS FUN SHOPS-FULL CREDIT AL lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio ap25

MEXICAN JUMPING BEANS-NEW CROP fine jumpers, very active, just arrived; \$5 thousand; lots 5,000 to 10,000, \$4 thousand. National Products Co., Laredo, Tex.

MEXICAN IMPORTED LADIES' LEATHER Bags, six different styles to the dozen, very beautiful ones for only \$100 dozen. Guarantee. National Products Co., Laredo,

MEXICAN NOVELTIES—ALL KINDS ON hand. Special offer on Mexican hand-painted children's Chairs, \$9 dozen; same but rocking children's Chair, \$14 dozen; adult size, \$18 dozen; small dolls' Chairs, \$4 dozen. National Products Co., Laredo,

MEXICAN RESURRECTION PLANTS (THE Rose of Jericho); nice selected large plants, \$20 thousand! 5000 lots, \$18 thou-stand; cash with order, National Products Co., Laredo, Tex.

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PINS AND EARRINGS - MANY BEAUTI-PINS AND EARRINGS — MANY BEAUTI-ful styles in tailored and stoned earrings, \$2 and \$2.50 per assorted dozen, respec-tively; also attractive tailored and stoned pins at \$2 and \$2.50, respectively, per as-sorted dozen. Sample dozen regular price. 25% deposit, balance c.o.d. New England, 9 Empire St., Providence, R. I. my2 PITCHMEN, SALESMEN, AGENTS—MASS sales with 15 second demonstration. Brand new, no competition, Send for free sample. Snuffsit Products. Ltd., 170 Wisconsin St., San Francisco 7, Calif. my16

SALESMEN, DISTRIBUTORS—FAST SELL-ing Costume Jewelry, direct from factory; big picture catalog free. Pickcraft, B-18, Bank, Attleboro, Mass. my16 SELL BIG MONEY MAKER TO MEN AND women. Easy handwork makes fast-selling useful articles. Sample free. Sunmade Co., Brockton 64, Mass.

SELL "MOBILE EARRINGS" AND CASH in on latest rage in earring fashion. Try sample assortment of 3 pairs \$1 retailers and 3 pairs \$2 retailers for \$5. Santo Sales Co., 921 Eastwood Ave., Chicago 40, Ill. TEXAS LONG HORNS—VERY BEAUTI-fully mounted, seven feet from tip to tip for only \$75 per pair. Fast sellers. National Products Co., Laredo, Tex.

TOP VALUE IN ELECTRIC CLOCKS All guaranteed U. L. starters, hand deco-rated on fine china, trimmed in 24K. gold. =53200 French Renaissance floral design, 7½x11", \$7.95 each; retail value \$20. Black Panther, 12x9", special at \$8.95, No. 53206, retail value \$22.50. #53202 handsome Colonial Clock, 11½x10½", special \$10; retail, \$25. Individually packed. Three handsome guaranteed clocks, sample order of 3, \$26.90, f.o.b. Cleveland; retail, \$67.50. Certified check or money order. Certified check or money order

AGENT WANTED Charm Products, 220 St. Clair, N. W., Cleveland 13, Ohio

### WAGON JOBBERS-ATTENTION!

Nationally known manufacturer of branded, carded and popular priced merchandise, selling in drug, candy, notions, sundries, tobacco and variety stores, offers wideawake wagon jobbers excellent opportunity to make good money. Send for catalogue and price lists. If not rated, terms are C.O.D: Reply Box 851, The Billboard, 1564 Broadway, New York City 36.

WALLET-SIZE COMIC CARDS — WONDER-ful novelty advertising gift for discern-ing businessmen. Complete set is 15 cards; 3 different sets, \$1, \$72, \$3. Hathaway Spe-cialties Associates, 145 S. College St., Ak-ron 4. Ohio

WHITE SUMMER EARRINGS — HIGH quality; made in U.S.A.; 3 doz., assorted, \$8.50 postpaid, S & E Sales Co., 2007 So. K St., Tacoma 3, Wash. my2

\$9.25-8 POWER TELESCOPE, YOURS FOR just \$7.95 cash. Send for details. Cecil Linn Jr., 401 Aspenwold Ave., Elkhart, Ind.

# ANIMALS, BIRDS, PETS

ADULT INDIA COBRAS, THE KIND THAT spread their hoods, \$35 each: Snake Dens, assorted, \$18. Telephone 5411. C. C. McClung, Laplace, La.

McClung, Laplace, La.

ANACONDAS, BOAS, COBRAS, PYTHONS.

We offer the largest and most colorful snake dens on the market at the lowest prices. Also Glant Chinese Dragons, Tegu Lizards, Giant Bufo Marinus Toads, odd Turtles and large Tarantulas, Whiteface and Cinnamon Ringtalls, Brazilian Capuchins, Squirrel Monkeys, Rhesus, Bonnets, African Greens, Golden Baboons, Golden and Black Spiders, Woolys and Marmosets of all kinds. Toco, Airiel and White-Breasted Toucans, Pacas, Agouti, Capybaras, Prehensile Porcupines, Tayras, Grissens, Sloths, Glant Anteaters, Tamandua Anteaters, Wild Cats, Skunks and many birds of various kinds. This week's specials: "Twelve foot heavy bodied Anaconda, \$125, and Spectacled Indian Cobras, \$25." Tarpon Zoo, Tarpon Springs, Fla.

BABY DUCKLINGS FOR PRIZES—LARGE volume available and dependable service. Estimate your 1953 needs and let us send prices. Write DeVries Poultry Farm, Box B, Zeeland, Mich.

BABY PET MONKEYS—CINNAMON RING-tails, \$35; Spiders, \$38; Whiteface Ring-tails, \$35 each; Bonnet Macaques, \$35; Squirrel Monkeys, tiny, \$22.50 each, 5 for \$100. Bronson Tropical Birds, 2228 Amster-dam Ave., N. Y. C. my2

BEAR CUBS, SMALL, FOR IMMEDIATE delivery. Orders also accepted for later delivery. Box C-318, c/o Billboard, 2160 Patterson, Cincinnati 22, O. my2

with order, balance C.O.D. Open
Account to Rated Houses.

MIDWEST WAICH CO.

See first page this

Section

FOLDING SPORTS GLASS FOR ALL sports or the theater, \$12.95 cash. Send for details. Cecil Linn Jr., 401 Aspenwold

Ave., Elkhart, Ind.

See first page this

Section

FOLDING SPORTS GLASS FOR ALL sports or the theater, \$12.95 cash. Send for details. Cecil Linn Jr., 401 Aspenwold

Ave., Elkhart, Ind.

Patterson, Cincinnati 22, U. my2

BIRDS — WHOLESALE: CANARIES, \$24

doz.; Parakeets, \$66 doz.; ½ cash with order. Poisal's, 2150 Howe Ave., Sacramento, Calif.

(Continued on page 96)



# Selling? Premiums? Prizes? Gifts?

NAME BRANDS open the door to faster and easier

NAME BRANDS are your good will ambassadors in promotional selling.

NAME BRANDS for exciting premiums, prizes and business gifts.

NEW! 1953 CATALOGUE NOW AVAILABLE

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Premiums . Appliances Housewares

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Free Parking

# SUPERIOR SELLS BETTER!

Order NOW for Mother's Day SALES! 631P-1 Flashing rhinestones set in gleaming rhodium-finish Mother in. Safety catch. Always a best seller.



632P-1 Beautiful Mother Pin in Sterling Silver with sparkling hand-set marcasites. Strong safety catch.

633P-1 Mother Pinsame as above only slightly smaller.

Write for FREE Catalog. When in Phila, stop in and see

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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.

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Grand Item for The Pigtail Set

MERCHANDISE

Enchanting — Fitted MUSICAL PURSE



Retails \$7.95 And Worth It

wonderful gift for the junior miss . . . wonderful producer for you. Adorable shoulder-strap purse plays familiar childhood tune when opened. Lovable ornament. Roomy, fitted, with comb, mirror, pencil and notebook. Fully lined.

Minimum order \$20. Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia

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Fine Quality Cuban Bags at New Low Prices DIRECT CUBAN FACTORY CONNECTIONS ASSURE AMPLE STOCKS

### CASH IN-ORDER NOW

#502,	71/2×71/2, full skin and head		
(as	shown)	9.50	ea.
#908.	8"x10" (as shown) 1	2.50	ea.
#431.	81/2"x11" (as shown) 14	4.50	ea.
#422.	7"x13" envelope style with	317-5-2	
full	baby gator on front 1:	3.50	ea.

Adjustable Shoulder Straps Premier Creations Miami, Fla.—Russells Point, Ohio -ALL ORDERS-Box A-1 Russells Point, Ohio

(All styles come plain less head if desired)

Sample any bag, \$1.00 extra postpaid. All four styles, \$50.00 P.P. Quantity orders, 25% deposit. For resale only. Retail value \$16.95 to \$29.95. THESE BAGS SELL ON SIGHT. Complete catalog. 25¢ coin or stamps.



MeBRIDE JEWELRY CO. N. Y. 1, N. Y. 1261 Broadway at 31st St.

### ANIMALS, BIRDS, PETS

Continued from page 95

BADGERS, DESCENTED SKUNKS, RAC-coons, Ferrets, Goatis, Monkeys, Lynx, Coyotes, Horned Owls, Fancy Pheasants, Parrots, Parrakeets, Registered Toy Type Chihuahua Puppies, Many other types of Animals, Birds, Charone Animal Ranch, Burlington, Wis, Telephone Wheatland 23U. CALIFORNIA SEALS, SEA LIONS - WILD or trained. Main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif.

CANARY BIRDS, MANY UNDETERMINED sex, grand lot, selected birds, mixed colors, \$1.35 each; straight run, \$1.15 each. Parakeets, mixed colors, selected birds, \$4.75 each; straight runs, \$4.50 each, in dozen lots or more. At least third cash with order unless credit has been established. Over 40 years selling carnivals. Ask your banker who we are. National, 3101 Olive, St. Louis, Mo. my2

FOR SALE—WHITE HORSE LIBERTY ACT, High School Palomino, Trappings, Curb. Will trade for ponies, carnival, circus equipment. Nipper, 6651 Enright, St. Louis 5. my2

HANDSOME LARGE WHITE COCKATOO, turns complete somersault; price fifteen hundred dollars, Pamahasika's Studio, 3504 N. Eighth St., Philadelphia 40, Pa.

MONKEYS-YOUNG, BLACK-WHITE FACE Ringtalls or Golden Spiders from Central America, 3 for \$100 f.o.b. Miami. Money order, cash with order or 50% order, bal-ance c.o.d. J. Pearson, P. O. Box 4331,

MEXICAN BURROS (DONKEYS), BABIES and young, special for riding; \$45, Laredo or \$90 each prepaid. Mexican saddles for burros and ponies complete, \$30, Laredo. General Mercantile Co., Laredo, Tex.

NOW THAT YOU READ ALL THE ADS, write to Tropical Hobbyland for new spring price list. Here is a sample of what it contains: 6 young Cinnamon Ringtails, \$135; 5 young Squirrel Monkeys, \$100; 100 (S. A. Calman) Baby Alligators, \$85; Live delivery guaranteed. Tropical Hobbyland, 1525 N. W. 27 Ave., Miami, Fig.

PEKIN DUCKLINGS MAKE BIG PROFITS for carnival men. Everybody from 6 to 80 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.

PLENTY FRESH FAT SNAKES, ALL kinds; also Alligators, Owls, Armadillos, Horned Toads, Terrapins, Coatimundis, Paca, Peafowl, Agouti, Rhesus Monkeys, Guinea Pigs, Wild Cats, Prairie Dogs, Otto Martin Locke, Phone 141, New Braunfels, my16

SHOWMEN—INTRODUCTORY OFFER, 100
12" Baby Alligators (baby S. A. Caiman),
\$125, f.o.b. Miami. 50% deposit with order,
balance c.o.d.: live delivery guaranteed.
Tropical Hobbyland, 1525 N. W. 27 Ave.,

SHOWMEN, SAVE MONEY-LET ME DO your buying from many suppliers. Rep-tiles, birds, animals, monkeys, handicraft; place one order, get everything. Rattle-snake dens rest of April, \$1.50 per foot; other reptiles at big saving. If available, can get; send 50%. Gary Garretson, Silver Springs, Fla. Phone: MArion 2-3336, day or

TRICK PONY, SMALL SHETLAND: LARGE
Rhesus Monkey, bridge jumper. Good
television act. Pamahasika's Studio, 3504
N. Eighth St., Philadelphia, Pa.
YOUNG PARROTS AND MYNAH BIRDS—
Make fine talkers and colorful, affectionate pets. Natural mimics. Herb Miller,
1911-N, Lubbock, Tex. my9

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ALL EYES ARE ON AMERICA'S EXCITING
little magazine, "Great Lakes Chronicle."
Articles, stories, hobbies, income increasing ideas, cash prizes, lyrics, news. Get your edition today—only 25¢. Page ads accepted. McPlastens, BBCO, 609 West First, Los Angeles, Calif. my2

ALL SNO BALL SUPPLIES—BIG PROFITS, reasonable prices; good flavors, cups, scrapers, etc. Send for prices, information. Stuchbery Mfg., Dept. BS, 1417 Market, Chattanooga, Tenn. ap25

ANALYZE HANDWRITING FOR PROFIT Complete outfit, \$1, including Illustrated Charts, Instructions, Signs! (Extra Charts, \$10 1000.) Graphologers, Box 971-B. Phila-

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\$\$\$58\$! Cash in! Easy with "Auctioneer's
Pitch!" Complete proven format! Rush
\$10. "Mart," P. O. Box 575, Hollywood 28.

COMPLETE FROZEN CUSTARD OUTFIT 1950 Model Electro Freeze Machine, mount-ed in 1½ ton Ford van. In excellent con-dition, ready for the road. A-king \$1,800, 43A Maple Gardens, Fall River, Mass.mm Contact PETE GARDNER, 43A Maple Gar-dens, Fall River, Mass. Telephone

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Auction School, Renville 10, Minn. BUY FROM MANUFACTURERS, WHOLEsalers, branded merchandise; thousands of items; mail order, direct selling, per-sonal use. Business Guide, 1153 Broadway, N.Y.C.

DEMONSTRATORS ATTENTION-ALL ESsentials for making Nylon Corsages with instructions. Take over \$1,000 per week demonstrating and selling supplies for this new hobby. Sample prepaid, \$1; information free. A & T Sales, Dept. 10, P. O. Box 1973, Greensboro, N. C.

DRIVE-IN THEATER — 580 CAR; GROSS \$70,000; business should quadruple, near world's largest atomic plant now under construction; on 4-lane highway. Write or phone: Bierley Realty Co., Portsmouth, Objective Co.

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 busi-nesses in United States and Canada. Send 50¢ for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, III. my9

chines, Peanut Roasters, Hot Dog, Hamburger Fryers. 4 Target Balloons, 65¢; #7 round, \$1.95; #9, #430, #524, \$2.25 gross. Atlanta Popcorn Supply, 146 Walton, Atlanta Ca. lanta, Ga.

FOR QUICK SALE—1947 2 TON TRACTOR, only 8,000 miles; special built semi trailer, 32 foot, equipped with mechanical figurines and P.A. System. Box 1323, Rapid City, S. D.

GOLDEN OPPORTUNITY! 500 BROADCASTing Stations! Nationwide! Commission
Basis! You pay only for orders received.
No risk! Also other information how to
proceed, plus sample letter you can use
in writing these stations. \$1 postpaid.
Dennett's Products, Box 165, Providence 1,

LEGITIMATE PLAN BOOKLETS—"ROAD-man's High Profit in Outdoor Opportunities," "Making Money Without Capital," "Printer's Book of Trouble Shooting," "Profit Opportunities in Printing." Each 50e, 4 for \$1. National Bureau, Box 270, LaCrosse, Wis.

NANTASKET BEACH WATERFRONT, Nantasket, Mass. All developed suitable for roller coaster, baseball or skee ball machines, shooting gallery, candy floss. Good proposition. For information contact Adams Realty Management, 415 Beacon St., Boston, Mass. Boston, Mass.

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

PITCHMEN-SALESMEN — RUSTOFF IS A new chemical, mixes with water, takes rust off like magic. Fascinating demonstration item; send \$1 for prepaid sample and demonstration kit. Jewell Engineering Laboratories, 905 South 16 Street, Lincoln, Neb.

PORTABLE ROLLER RINK-50 BY 100 FT. 130 pr. Chicago skates, Bogan P. A. sys-tem, pop cooler, parts, etc. Georgie A. Novotny, 228 High Ave., Byesville, Ohio. SELL LAWN ASSORTMENTS OF FIRE-works, \$14.95 retail value; samples, 1 Noise Assortment, 1 Safe and Sane Assort-ment, \$17.50. Machler, Deerfield Beach,

SELL SNOWBALLS — \$8.50 BUYS ICE Shaver that shaves into paper cup and enough flavor and cups for thousand snow-balls; other outfits, \$2.50 up; supplies and equipment: illustrated circular free. Snow-ball Co., 9534-B Lemturner, Jacksonville 8, Fla ap25

START VENETIAN BLIND LAUNDRY— Profitable lifetime business. New machine. Free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan.

STORE 15 BY 52 FOR RENT-TOP LOCA-tion. Suitable: balloon, hall, etc. game. Inquire Altman's Poker, 171 Beach 98th St., Rockaway Beach, N. V.

WHAM-O FAMOUS NATIONALLY ADVER-tised Throwing Knives, \$1.75 retail, \$12.60 doz.; Wham-O Hunting Slingshots, \$1.50 retail, \$10.80 doz.: Wham-O Dueling Swords, \$4 pair retail, \$28.66 doz. pair f.o.b. Samples prepaid retail price. Dutz Enterprises. Box 284, Lincoln 2. Ill. my9

### COSTUMES. UNIFORMS WARDROBES

CLOWNS & BURLESK COMICS' PROPS.
Wigs, Hats. Free list! (Boxful Clown Oddments, \$3.) "Happy" Morgan's Clown Head
quarters, 2404-N 15th, Philadelphia. my2 FIFTY CURTAINS (8x16), each \$15; BEAU tiful Curtain (fabric material) designs (6x44), \$75; bundle Clown odds, \$7; Clown Suits, \$5; Band Coats, Caps, Orchestra Coats, Excellent Wardrobe Trunk, \$40; Suitcase, \$4. Wallace, 2453 N. Halsted, Chicago.

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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 Ma-chines, Supplies, Carmel Corn, terrific seller, National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. ap25 2 COMPLETE HOT DOG CONCESSIONS; 3 Coleman Burners, miscellaneous equipment. Wm. Diedrich, 1504 S. Morton, Evansville, Ind. my2

# FORMULAS & PLANS

ANY FORMULA. \$3. FORMULA CATALOG and Chemical Instruction Sheet, 10c. Jo-seph H. Belfort, 216 W. Jackson Blvd., Chi-cago 6.

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ABOUT ALL MAKES OF POPPERS. CARAmel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jn6 equipment for ice cream BAR-2½ gallon Mills Freezer, Bob Tail Soda Fountain-Dipping Cabinet, 2 Deep Freezes, etc. Ed Doeding, 2906 W. Jackson, phone

FOR SALE NON-COIN POP CORN Warmers, excellent working condition: less than half new price. Onken, 1121 Howett, Peoria. III. ap25

FOR SALE—PORTABLE RINK FLOOR, maple, about 8,600 sq. ft. Roller Rink, Faribault, Minn. my2

FOR SALE — APPROXIMATELY 200 FT. Red and Blue Sidewall cheap. Slout Show, Waterloo, Ill.

FOR SALE — STAR COUNTER MODEL. Popcorn Machine, 7x7 top, frame, Sno-Cone machine. Bertha Kent, 5431 W. Wash-ington St., Indianapolis, Ind.

FOR SALE—30 GROUSE HINDS FLOOD Lites, 1000 watts, type ADE 16: 70 dome type K Hills Flood Lites, 200-300-600 watts; 200 used trucks, trailers and buses. H. B. 200 used trucks, trailers and buses. H. B. Slaughenhaup's Used Truck & Parts Yard, Chambersburg, Pa.

NATIONAL CARBONS FOR 60" SEARCHlights; 500 pairs, \$60; 25 pairs, \$5 f.o.b. Dallas; guaranteed. Smith, 4701 Roxbury Lane, Dallas, Tex. ap25

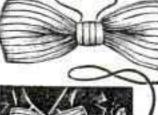
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Lifetime Supreme WHIRLAWAY REEL and ROD

NO. 7188 — A combination of the WHIRLAWAY REEL, 2-pc. finest quality Glass Rod, 50 yds. Monofilament Line, Beaded Chain and Swivel Practice Plug. Length 61/2 ft. WHIRLAWAY REEL is a slipcast type reel using the same principle as found in spinning reels. Foolproof construction, easy to adjust, the WHIRLAWAY REEL can be used for Spinning, Casting, Trolling and Fly Fishing. For right and lefthanded casting. Unsurpassed for ease of cast. The most complete, all-purpose foolproof reel ever designed. Sturdily constructed, all parts precision made. structed, all parts precision-made with working parts enclosed and protected. Rod packed in plastic bag; Reel packed in display carton. LIST PRICE—\$29.95.

\$17.95 3 or eq. more

No 3927 SNAKE



Create a sensation with this attractive striped rayon silk bow tie with elastic neck band, Squeeze bulb at end of plastic tube which is attached and concealed in tie and rubber snake wiggles out of the folds of the tie.



BASHFUL MONKEY

A new rubber lapel novelty with plenty of action. Has realistic painted features; rubber bulb, hose and safety pin attachment. Squeeze rubber bulb and monkey comes to life. Overall length with legs and arms outstretched, 7 inches.

25% deposit, balance C.O.D.

Wisconsin De Luxe Co. 1902 N. Third St. Milwaukee, Wis.

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SPORT PENDANTS • ANKLETS

 CHARM BRACELETS
 RINGS ● LOCKETS ● PINS ● EARRINGS

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FREE VIBRO-GRAVER WITH EACH ORDER AMOUNTING TO \$100.00 OR MORE.

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Yellow Expansion Band, 95¢ add SPECIAL \$50 DEAL 6 asst. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model watches, case and dials. Reconditioned and guaranteed like

New Big 1953 Wholesale Catalog, 25c Wholesale only — \$1 additional for samples. 25% with order, balance C.O.D. 5-day money back guarantee not satisfied.

Joseph Bros. Dept. B-25 Chicago 10, 111. "The Watch and Diamond House" SHEEREBEEREER.

### WHO EVER HEARD OF STARTING A BUSINESS FOR \$10.00!

Well, it's true. You can own and operate your own business full or part time and make tremendous profits with our non-coin operated hard-boiled egg dispensers, This dispenser is a must for every profit-minded bar and tavern. We show you how to set up and service a route with our business manual included free with each order. Each egg dispenser is brand new, still in factory carton. Valued at \$17.50 each, now only \$10.00 each.
Only limited number per territory available, so act quickly. Send order today to

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# Fireworks Wholesale

Our new deluxe package of more than 800 pieces of Fireworks for only \$4.95; retail value more than \$12.75. Be the in on this terrific We will ship the same day the order is received. No C.O.D. F.O.B. Beacon Falls, Conn.

The Beacon Falls Fireworks Dist. Co. Beacon Falls, Conn.



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ON ALL MATERIALS! Glass **Plastic** Paper

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A Roll-O-Gold — 1/2" Roll — 1,200 inches .....\$5.00 1" Roll—1,200 inches \$9.00 

100's MORE! MONEY BACK **GUARANTEE! GET FREE CATALOG!** 

RUSH YOUR ORDER AT ONCE FOR NEW "ROLL-O-GOLD"! 100ft. roll (1/2-inch width), \$5.00 per roll-1-inch width (100-ft. roll).

to 400% profit, close up to 94% MORE SALES!

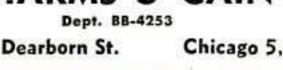
We ship open account to rated firms and we pay postage on prepaid orders. Unrated firms-25% deposit, bal. C.O.D.

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Small torpedo which explodes on slight contact. Fun at home, dance floor or skating rink.

Retails 12 torpedoes for 25¢. Per Box of 300 Midget Torpedoes \$1.50.

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cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order - balance C.O.D.

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\$13.95 for sample.

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Gold, Silver, Enamel. Organization EMBLEMS. Religious MEDALLIONS. Armed Forces INSIGNIA
—PLAIN and ENCASED
in lifetime gem-cut
LOVELY LUSTERED
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The CARADAY Line covers every wanted Insignia; every wanted Style — gor-cous pendants, earrings, low and bar pins, dress lips, tie slides, etc., etc. THE SURE-FIRE LINE with WARM APPEAL! PLENTY NARM APPEAL! PLENTY
FLASH! PLENTY CASH
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A VOLUME SELLER and REPEATER!

SAMPLE ASSORTMENT, \$5.00 (Individually gift packed, satin lined, pink/silver embossed jewel box.) SELLS for \$20.00 or more.

FREE ILLUSTRATED BROCHURE and DETAILS on Request.
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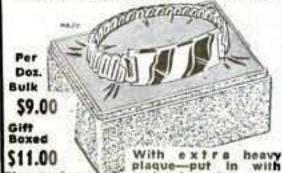
Dart Balloons ...... Gro. \$ .75 Silk Plush Bear, ..... Doz. 24.00

Men's Aluminum . . Gro. 9.00 Identification Braclet, Ladies' Aluminum . Gro. 12.00 Swagger Canes, Lan-

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Men's IDENT. BRACELET Smart, Flashy, Quality Merchandise



plaque-put in with lus postage. spring bar pins, Write for New '53 Ident. Catalog! Heath Distributing Co.

Manufacturers and Distributors
3252 Vineville Ave. Macon, Ga.

OFFICE ON WHEELS—TWENTY-SEVEN-foot trailer; 4 wheel Sun Trailer, com-pletely equipped, 4 desks, chairs, refriger-ator, etc. Porter Precision Products, By-pass #50, Cincinnati 15, Ohio. PRinceton

ONE USED MINIATURE TRAIN MADE BY Miniature Train Co.; 600 feet of track, four cars and locomotive. Write Room 506, 212 Broadway, New York, N. Y.

ROLLER RINK, PORTABLE—TENT 50x132, maple floor, skates, grinder, cooler, plus extras, \$5,750. Roller Rink, 940 Ashland, St. St. Paui 5, Minn. my2

400 GALLONS BLACK NAVY PAINT IN 5's, 65¢ a gallon; excellent condition, just reground; sample 35¢. Robert Parsons, Townsend, Va. ap25

### FOR SALE—SECONDHAND SHOW PROPERTY

ALL 16MM. SOUND—3,000 REELS: FEA-tures, \$30; some \$20; used Projectors. \$150. Programs rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

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ARCADE ON SPECIAL BUILT 28-FT. aluminum trailer; 55 machines, refinished, tractor, all complete, \$3500; 35x70 new top, used sidewalls and poles, \$650; 13x13 center top and frame, used one week, \$150. Will trade for Bulgy the Whale. Wilson, P. O. Box 1271. Phone 5-6318, Tulsa, Okla.

BLEACHERS, ALL TYPES; STADIUM Cushions, Folding Chairs, Screens, Thea-ter Chairs, Projectors, Tents. Lone Star Seating Co., Box 1734, Dallas, Tex.

COMPLETE CANVAS FOR 14 BY 20 Bingo, perfect condition; awnings and bally; bargain. John Collin, Box 984. Shawnee, Okla.

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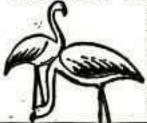
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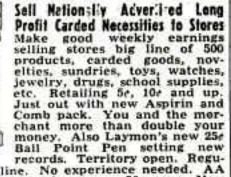


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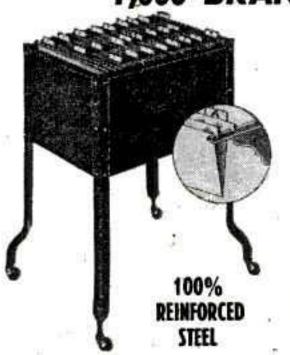
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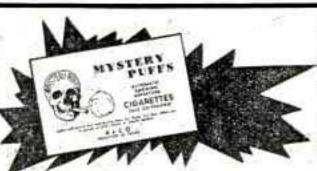
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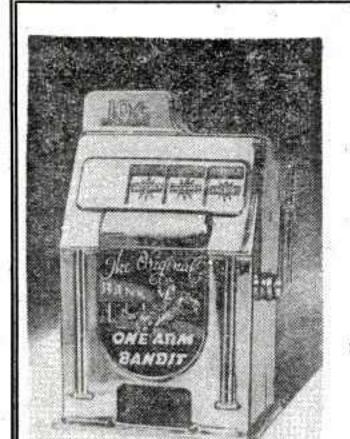
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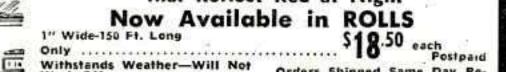
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FOREIGN AND DOMESTIC JOBS—WORLD-wide and U. S. High pay. Travel paid: stamped self-addressed env. brings reply. Foreign Opportunities, Waseca B, Minn. GIRL TRUMPET OR TROMBONE PLAYER for all girl traveling orchestra. Contact Grove Orchestra Service, Box 95, Spring

Grove, Minn. HAVE OPENING FOR COUPLE MORE side show-acts; fire, novelty, musical, etc. Splendid opportunity. Carroll Miller, Continental Shows, Kingston, N. Y.

LADY ASSISTANT FOR LONG ESTAB-lished Astrology Studio; A-1 opportunity, experience not essential. Write Professor Dahl, enclosing photo, birth date, descrip-tion, background. Box 4232, So. Daytona Beach, Fla.

STRING BASS, LEAD TRUMPET, TENOR sax, drums, vocalists preferred. Commercial band; salary \$85; Texas location. Box C-320, e/o Billboard, Cincinnati 22, Ohio. VERSATILE PEOPLE FOR TENT SEASON. Contact Chick Boyes, Hebron, Neb. ap25

for flying return act. Work year 'round in So. America: salary weekly. Must be com-petent. Send photo, weight, salary. VICTOR GESMUNDO, CONSULADO AMER-ICANO, SAO PAULO, BRAZIL AIR MAIL PLEASE

WANTED-EXPERIENCED ENROLLMENT men or women for seven different States.
Unusually good deal. Write O. D. Harper.
Associated Teachers of Music, Watertown,
S. D. ap25

WANTED-TENT WORKMEN AND CAN-vas help who drive trucks. Slout Show, Waterloo, III.

WANTED - EXPERIENCED PITCHMAN for books, prize boxes. Very good deal; year around work. Call Woodward 4-8409, Stone Burlesk, 2511 Woodward, Detroit 1.

WANTED—PEOPLE FOR MED SHOW, ALL lines: Musicians preferred. Must have car and living trailer. Toby Shelton, P. O. Box 578, Pandora, Tex.

# AT LIBERTY—ADVERTISEMENTS

5c a Word

Minimum \$1

Remittance in full must accompany all ads for publication in this column No charge accounts

Forms Close Thursday for the Following Week's Issue

### BANDS & ORCHESTRAS

MODERN, VERSATILE, 4 OR 5 PIECE ORchestra wants summer engagement. Write or phone. Milo Hall, 3401 33rd W., Seattle. Wash. my2

SENSATIONAL SIX-PIECE NEGRO BAND available Southern circuit. Agents, pro-moters, clubs, theaters, etc. Contact R. Bradley Williams, 15 Park Row, Room 326, New York 7, New York.

SIX-PIECE COMBO WANTS MIDWEST summer resort location. Experienced, modern, danceable. State particulars. Leader, Box 228, Men's Quad, Bloomington,

THE BILLY HALL TRIO-NEGRO-ACTION packed, dynamic instrumentals; smooth, azz and boogle-woogle: liberty tions anywhere. Bradley Williams, 15 Park nati 22, O. Row, N. Y. 7, N. Y.

THE DANCE BAND OF TOMORROW wants nine weeks of summer engagements in the surroundings of 300 miles from New York City; at liberty from June 6th. Four G.I. college boys who have played in different parts of the world as instrumentalists, classical and popular singers who meet all requirements. Will play only in high-class spots; union, Write Edward Martyn, 266 Belden Rd., Hamden, Conn. Tel. Fulton 7468.

# CIRCUS & CARNIVAL

'ATHLETIC SHOWS"-2 GIRL BOXERS want to travel full season, any State. Box each other or any challengers; 3 years' experience. Write Barbara Buttrick, 619 Park Ave., South Bend, Ind.

LADY-EXPERIENCED AERIALIST AND juggler. Disappointment cause of this ad. Write Mickey Du Val, Gen. Del., Poplarville, Miss.

TRAMP CLOWN OR KEYSTONE COP; also capable assistant in other departments; purchasing, etc. Berni "Just-A-Tramp" Miller, c o Billboard, Chicago.

### DRAMATIC ARTISTS

PRODUCER-DIRECTOR — WILL STAGE dramas, musicals; summer season; sets. lighting, etc. P. C. Freer, Hayes Reg., 155 W. 46th St., N.Y.C my2

# MISCELLANEOUS

PARKS AND WEEKSTAND SHOWS NOTE Advertising float escapes taxes of auto field by team haulage (per N.J. secretary-state). Its rentals plus walkaround equipment allows taxless music and Schnitzelbank acts. World's record ocarina compass, 23 tones chromatic. "One hand" playing of ocarina, sax. oboe, musette, an eye opener. Noesses, 1414 Grand, Hoboken, N. J.

STRIPPER, PIANO MAN AVAILABLE— Age 24 and 26. Girl is Pony, does flash strip; piano man, name band experience, cut any show. Carnivals, clubs, write Box 2041, Albany, Ga. Consider all offers, but must work together steady.

### MUSICIANS

ATTRACTIVE NEGRO GIRL PIANIST-singer of boogie woogle and jazz at liberty for location. Contact R. B. Williams, 15 Park Row, Room 326, New York 7, N. Y. BARITONE - AVAILABLE NOW, CIRCUS or fairs; experienced, sober, reliable.
Must be union; double trombone; nonunion band caused this advertisement.
B. M. (Doc) Clare, Box 118, Pleasant Hill,

BASS MAN—DOUBLING TRUMPET AND vocals for trio or combo. Good musician, neat appearance, reliable. Paul Nielsen, 134 Ann St., New Iberia, La.

BASS MAN-AT LIBERTY MAY 1ST; neat appearance, dependable; age 23; ho-tel society band and jazz combo experi-ence. Read, fake; desire connection with commercial society group. Write or wire Bud Andrews, 12 E. Liberty St., Savannah, Ga.

BASSMAN, 23, AVAILABLE IMMEDIATE-ly; union, read, fake. Write M. Marquee, 320 S. 19th St., Omaha, Neb. CORNET-UNION; CIRCUS OLD TIMER; lead or side. Fred Engroff, Box 26, Keedysville, Md.

DIXIELAND DRUMMER—TWO-BEAT, BUT not mickey; good solid drive. Will pay own transportation to job. White pearl Slingerlands, Zildian cymbals. Age 30; sober, dependable, good appearance and personality. Location only, Chuck Regan, 326 S. Minnesota, Sioux Falls, S. D. my9 DRUMMER-COMBO, BIG BAND EXPERI-

prefer big band, modern. Charles Black-ick, 31012 West Pecan, Carbondale, Ill. GUITAR MAN—READS, FAKES AND takeoff; Western swing and popular; radio, stage and hotel experience. 23312 Reynolds, Hazel Park, Mich.

DRUMMER — A-1; 13 YEARS' EXPERI-ence; do comedy, vocals; played top com-mercial large, small bands; formerly Willie Fischer's Logiammers, Go anywhere, Nor-man Cogan, 1974 Anthony Ave., Bronx, New York, np

I AM RETIRED FROM THE U. S. ARMY band as musician for over 30 yrs. Am specialized on trombone and snare drum. Would like to join circus band or to any concern that has a band such as hospital, factory, etc. Al W. Limny, 380 Sweet Ave., Buffalo 11, N. Y. ap25

MALE, UNION, PIANIST WITH SEMI-name band experience desires location but will travel. Prefer small combo. Read, fake, good repertoire; available April 20. Write Musician, 3102 St. Charles Ave., Apt. 1, New Orleans, La.

PIANIST—ABILITY, EXPERIENCE: SOBER, dependable; all essentials. Box C-319, c/o Biliboard, 2160 Patterson St., Cincincial 22000

PIANIST-EXCELLENT FULL CAVALLARO style; clean, tasty, good technique; also nice Latin, fine reader. Played Phoenix Flame Supper Club past 22 months. Pre-vious locations with good commercial, society orchestras, include hotels Roosevelt, Peabody, St. Anthony, Cavalier, Claridge, Heidelberg, etc. Age 27. Ted Jones, 2502 North 32 St., Phoenix, Ariz.

PIANIST-UNION; MALE; DESIRED LI-censed, union agent to book me into ho-tel lounges, Played best hotels. Box C-323, o Billboard, Cincinnati 22, Ohio.

PIANO, DRUMMER — AVAILABLE NOW. Commercial minded; all fake; union. Write or wire Bill Mounce, 904 Mitchell St., Humboldt, Tenn. Phone 893. RINK ORGANIST-FEMALE; GOOD SKATE tempo; reliable, references; summer rink considered; Eastern location desired; avail-able now. Box C-313, c/o Billboard, Cin-cinnati 22 Ohio ap25

STEEL GUITARIST - AVAILABLE MAY 10th. Read; sober; prefer Western small combo. Write Steel Guitarist, 423 W. 3rd St., Davenport, Iowa.

STRING BASS, DOUBLING TROMBONE— Tops on both; excellent tone, technique; read, fake, arrange, adequate drummer; like traveling, 28, single, clean habits and appearance, commercial. Give full details, contact Musician, 424 N. Ridge, San Francisco, Calif.

TRUMPET, COMEDY, VOCALS—GOOD combo, know all the tunes; name experience. Lake Tahoe district preferred. Musician, Box 195, Pollock Pines, Calif. ap25 TRUMPET — AVAILABLE APRIL 20TH: will satisfy all demands. Kenny Buckles, Hotel Tenn., Memphis, Tenn.

TRUMPET PLAYER AND SINGER; Re-cently Tony Pastor. Lead or combo; pre-fer location. Trumpet Player, General De-livery, Hollywood, Calif.

TRUMPET—TRIO WORK, LATIN COMBO. Play maraccas; read, fake, transpose, cut shows; excellent reputation, nice appearance; prefer work with male combo. Margie Dawson, 755 Government, c/o Town House, Mobile, Ala.

### PARKS & FAIRS

AT LIBERTY—SENSATIONAL HIGH-FIRE Diving Act Somersaulting thru the air; sharp, ugly spears; no safety devices; flaming oil and gasoline; no body protection, shallow tank, etc.; 25 years of impressive results; featured by Fox Movie-Tone; receiving high rating on applause meter. There is no substitute for experience, Contact Capt. Earl MacDonald, the Top-Notch American Dare-Devil and Stunt Man, 456 Lamphier Place, N. E., Warren, Ohio. Tel. 4-5337.

AT LIBERTY—DASHINGTON'S ANIMAL Act. Dogs, cats, for fairs, parks, celebrations, circuses. July Fourth open; you can't do better. Agents invited. 1413 Euclid St., Philadelphia, Pa. my16

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations, Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

CHAMP CALVERT—AMERICA'S ACE HIGH wire performer Closed tremendous 1952 season; now booking. Champ Calvert, 164 Averill Ave., Rochester, N. Y. my9

OUTSTANDING ENTERTAINMENT - PRO-fessor Wright and his 5 person variety show of Magic, Rhythm and Quiz. Pro-fessor Wright, Casey, Ill. my23 SENSATIONAL HIGH ACTS-FOR YOUR fairs, parks, celebrations, carnivals, drive-in theaters. Contact Lee Slade, 2646 Park Avenue, Detroit, Mich. TWO BIG ACTS-5 PEOPLE; ACROBATIC and balancing; 35-minute program; literature on request. Variety Artists, 2015 Oliver St., Fort Wayne, Ind.

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DECALS, DECAL SIGNS. Send 25¢ today
for generous assertment of samples for generous assortment of samples.

IMPRINT ART PRODUCTS, Inc. 611 Manhattan Ave., Brooklyn 22, N. Y.

# HOT SIZZLERS

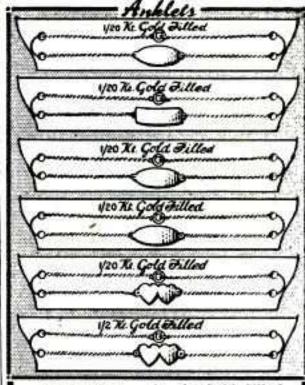
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16 Kt. Gold Pl. beautiful, trim signet ring made by largest manufacturer in the world. Here's one that will engrave beautifully!

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First Time in Sterling his tory a price so low for such an outstanding walue. Don't miss out! Rush your order and start making With Key-chains, \$7.58 a gr. complete.

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# STERLING JEWELERS

44 E. Long St. Columbus, Ohio Phone: ADams 4621, Send for Catalog. Columbus, Ohio 25% deposit with order, balance C,O.D.

\$20 minimum order from Canada and foreign countries.

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MERCHANDISE



25% with order, bal. C.O.D., F.O.B. Chicago STEINBERG-ROSS

General Merchandise Supply 628 W. ROOSEVELT RD. Dept. B-25, Chicago 7, III. Warehouse: 567 W. Roosevelt Rd.

Superior German craftsmanship brings you all the features of the most expensive cameras at this terrific low price! · Fixed Focus Normal

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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.

### New York

Guaranteed Sales is now handling a new line of handbags, designed for park and resort concessionaires. The handbags are made of bamboo, straw, toya and nylon. . . . Mohawk Business Machines Corporation has developed a device which uses electronics and a recording tape to deliver a spiel. Only six inches long, the unit weighs less than six pounds and may be placed in a box office to deliver a talk. Messages up to 2 minutes in length may be recorded by speaking into a microphone which is part of the unit, and new messages can be recorded by speaking into the device of the year, the aprons are made which automatically erases the old message and registers the new one. It can be set to deliver a continuous talk or to go on and off as it is activated. It can be set off by a pneumatic switch set into a floor mat, by a photo-electric cell, time clock, micro switch or manually by a push button. It may also be used as a public address system with a booster amplifier and external loud speakers.

Gordon F. Mundy, Schenectady

Guggenheim's been with it for over

forty years—offering highest qual-

ity, fastest service and lowest pos-

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sible prices.

nounces a new, smartly designed waste paper basket of polyethylene, a rustproof, flexible, non-breakable material which will not scratch the finest finish. The material is easy to clean and handle and may be used as a liner for step-on garbage pails. Nine and one-half inches in diameter and 101/4 inches high, the items come in blue, yellow and white at a cost of \$2.49 postpaid. . . . Latest item introduced by Yorkville Craftsmen, Guilford, Conn., is the coronation apron, matching fulllength aprons for the hostess. A welcome gift, offering a timely assocation with one of the big events of heavy white drill cloth with crown, piping, tape and a "Her Royal Highness" inscription in royal blue. They are available separately or as a pair at \$2 each or at \$13.20 dozen.

distributor of plastic products, an-

Chicago

Phil Miller, 61, head of Miller Creations, jewelry firm, died Thursday (16) following a heart attack. Miller had been in the merchandise business since 1907 and was particularly known as a leader in the sale of identification bracelets. Funeral was held today, Saturday (18). Survivors include his widow, Margaret; a daughter, Mrs. Evelyn Sawyer, and four grandsons.

# A Hep Kid!

Continued from page 79

wards, as the balloon ascension on King-Cristiani Circus and the street parade on the same unit. Well, they must give the public what they like. Confidentially, I have never seen a street circus parade and have never seen a balloon ascension, so I'm glad we kids of this generation are getting a chance, thanks to Messrs. Cristiani and King.

### What About Dante?

"I saw where Truzzi, my favorite juggler, wasn't with K-C this year. Where is he? You mentioned Joan Brandon photos in your magic column. I would like to get a set of these photos. How should I go about doing so? I saw Miss Brandon's act at the Home Show in New Orleans several years ago. She is a very clever person. Have you read 'Modern Coin Magic' and 'Okito'? I imgine they are good, from all I have heard. I wrote to Dante at the address you gave me and put my return address on it. I haven't heard from him yet. Is he stuck up, as so many magicians are? Have you seen the exposures in Coronet? Some day when I get \$18, I'm going to send you \$10 for The Billboard, and \$8 to the International Brotherhood of Magicians for a membership. The big word in that sentence is 'when.' But I'll continue to buy The Billboard each time it comes out and when it is available here. I am sure I've wasted much of your precious time. I didn't mean to write you such a long letter. Why not publish this as a biography and make money like other magicians I know? Seriously, I do appreciate all you have done for me."

# CORRECTION!

Our April 11th ad gave the impression that we were selling Benrus, Gruen and Helbros Watches for \$3.88. THIS WAS INCORRECT! THE AD SHOULD HAVE READ:

ALSO PLUSH SETS WITH BENRUS, GRUEN, HELBROS WATCHES

Chrono-Watch, Band and box, quarantee .

This Chrono-Watch is what we are selling for \$3.88.

Resale Only-20% Dep. with order CASEY HOFELLER CORP CHICAGO, ILL 208 S. JEFFERSON

# SURE SHOT DICE BOX

Amusement Purposes Attractive plastic box containing 2 ordinary dice. When you know secret you can predict top numbers after box is covered and shaken.

DEALERS: Write for No. 10 Wholesale Catalog of fast selling Tricks and Jokes. Please mention your line of business.

D. ROBBINS & CO. 131-B W. 42nd St.

D. ROBBINS & CO. New York 18, N. Y.



BUY DIRECT AND SAVE!



PLUSH DOG. Open mouth. Bon bon eyes and nose. No metal parts. Long ears and tail. Asstd. lively colors. \$33 dox. In six \$30.00 HIGHEST QUALITY doz. lots ......

29" HIGH QUALITY PLUSH BEAR, Cotton stuffed, Best sell-ing plush bear for the carnival trade, \$28.50 dz. In six dox lots. \$26.50 201/2" SITTING FRENCH POO-DLE, Quality plush. Plastic col-lar and leash. With fine fin-ished details, \$28.50 dz. In six \$27.00 doz. lots

19" to 25" 4-LEGGED RAYON
PLUSH ANIMALS. Five yearround sellers. Elephant, Donkey, Horse, Lamb, and Bull
Dog! Gaily dressed in their appropriate costume of plastic
leash, blanket, saddle, etc.
\$31.00 30" WHITE POLAR BEAR. All white woolly material. Movable eyes, Red tongue, Free pliafilm \$27.00 bags. \$30 doz. In six doz. lots...

30" WHITE FUR FUZZY WUZ-ZY BEAR, Long haired fur. White woolly frim. Free plia-film bags, \$54 doz. In six doz. \$48.00 BEAR. Solid seller. \$30 doz. In \$28.50

36" CLOWN, Rayon silk cloth material. Cotton stuffed, Gay colors. Pressed plastic face. Bell on head, \$18 doz. In six doz. \$16.50

35x18" RAYON SILK DOLLS. Standing and Sitting. Two col-orful carnival numbers. Cotton stuffed. Pressed plastic face. \$21.00 SAMPLE ASSORTMENT

No extra charge for samples. Assimt. consists of every number in the ad! Special Set-up for quantity users. FOB, NYC. 25% dep., COD if not rated. To re-ceive FREE catalog and closeout list, you must state nature of your business.

14 LARGE PIECES FOR \$36.00

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RING VALUES! Brilliant, flashy rings-14 K Gold



Stone center, or with White Stone center and 2 Side Stones,

7 Cluster White Stone





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Wholesale Only. 25% with order-bal. C.O.D. BURTON SALES CO. 843 W. Madison, Chicago 7, Ill. 

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MAKE BIG MONEY

Everybody from 6 to 60 will pitch for these cute yellow ducklings. Can supply weekly shipments April 6th on by parcel post. Write of phone us today. (Phone: Vanlue, Ohio, 32A.)

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in lewelry creations in summer pastel colors. 3pc, necklace and earring sets.

necklace & earring sets of simulated imported moonstones in pastel colors.



We sell wholesale only for resale. Prices do not include postage. Include sufficient amount.

Full payment with orders under \$20.00; others 1/3 dep., bal. C.O.D.

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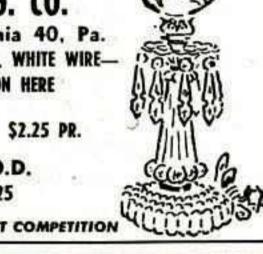
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5 Fragrances: S, C, W, X, T OTHER HOT SELLERS Bill Stern Sport Shirts. \$48.00 dz. Lansdale Gab, Slacks 72,00 dx, Pagoda Umbrelias, 16-Rib 30.00 dz.

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COOK BROS. 916 S. Halsted St.

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Selling marvelous new KIL-GLARE for auto and truck windshields. Gives cars that 1953 look, replaces costly tinted glass.

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from headlights, sun and reflections. A safety-must-one minute demonstration sells it. Priced right. Your minimum profit 100%.

Send for Free details or mail \$1.25 for sample spray-can (Retail value

Division Street - Chicago 22 . II

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# Pipes for Pitchmen

By BILL BAKER

JACK MURRAY . . . former med pitchman, is successfully operating a cafe in Cheboygan, Mich.

HAPPY ATWOOD . . .

former showman, concessionaire and pitchman, is owner-operator of a neon sign business, book exchange and gift shop in Cheboygan, Mich.

JACK MALES . . .

veteran pitchman, again is work-ing novelties in Corpus Christi, Tex., following a lengthy illness. He's set up on an open lot on Shorline Boulevard and reports that business has been okay.

JOE WINKLER ... better known to his pitch cronies as Joe Bananas, has quit the road in favor of operating a fruit stand in Houston.

"I WAS SORRY . . .

to learn of the recent death of Doc Ross W. Dyar, former med great, in Jackson Hospital, Miami," letters Jack Wayne from Indianapolis. "He was a member of the Miami Showmen's Association; Elks' Lodge No. 55, Indianapolis, and the Knight of Puthias of Indianapolis He will Pythias, of Indianapolis. He will be sorely missed by all who knew him."

MRS. BETH GROOM . well known in pitch circles, has been working around Evansville, Ind., of late according to reports hitting the pipes desk.

"DURING A RECENT .

visit to the home of Sol Addis, we discussed Pitchdom and pitchmen of 30 years ago," pens Mac Levine from Brooklyn. "It was that long ago that I had the pleas-ure of working for Jim Kelly, the collar button king. Kelly was one of the best workers of his day. In these times it is difficult to believe that a person could take a tiny collar button and build up a

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pitch around it, but his demonstration was a masterpiece. Kelly proved to his tip that his collar button was an improvement over any collar button ever made. One time at the Danbury, Conn., Fair I saw him make a terrific pitch and his sales were tremendous. I worked that fair with muscle exercises with Muscle Man Earl Liederman. I also traveled with Warren Lincoln Travers, cham-pion weight lifter; Abe Boshes, and Young Sandow, the strong man. I also pitched health books for Bernarr Macfadden."

CINCINNATI'S . . .

Food and Home Show at the Queen City's Zoo, which always has proved a winner for pitch-eroos making the event, will be held August 17-30 this year, it was announced last week by J. F. Heusser, zoo manager. Heusser said at the event's annual kick-off dinner Wednesday (15) that 106 of last year's 200 exhibitors already have reserved space for the

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Don't neglect these big money makers!



Our special rotary assortments

include religious lighters and

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carved compacts and atomizers.

To fill your needs, we have specifically designed boxed assortments for your rotaries. UNIQUE ROTARY ITEMS -NEW and NOVEL NUMBERS. Here Are a Few of the Many Styled Boxes

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These are just three of our perfectly de-signed boxes that rotary operators through-out the country have been asking for! jewelry, wrist watches, nudie lighters, etc., etc., etc.

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# SPECTACULAR NEW TV LAMPS

of hard leak and heat-proof plastic. Red, green and chartreuse with 2-light bulbs and artificial try at \$3.50 each. Packed singly. Minimum order 12 F.O.B. Cleveland. Sample order of 3 by insured prepaid parcel post \$12.00. Other TV Lamps \$3.00 to \$14.95.

CHARM PRODUCTS

220 St. Clair N. W. Cleveland 13, Ohio

# Music Operator Retains Top Dollar Investment

# Billboard Survey Explains Reason **Behind Juke Box Classification**

(Editor's Note: This is the last in a series of features based on The Billboard's 1953 Survey of Coin Machine Operating Companies. Survey results were obtained thru a questionnaire mailed to 3,000 firms. A total of 275 completed questionnaires formed the basis for the articles.)

CHICAGO, April 18. - The modern-day operator may use

# Gaunt Joins Badger Sales

LOS ANGELES, April 18. -Fred Gaunt, veteran coinman, joins Badger Sales Company here Monday (20) as sales manager in the coin machine department. He is being added as a staff man and will confine his activities to new and used coinoperated equipment, William R. Happel Jr., head of the firm, said.

Gaunt moves to Badger from the C. A. Robinson Company, which he joined in February, 1952, after 10 years with the Bud Parr firm, General Music. Prior to joining General, Gaunt had his own jobbing firm, Trojan Novelty.

A native of Kentucky, Gaunt entered the coin machine field in the vicinity of Louisville with his brother, Walter, about 1926. Together they distributed the old Seeburg piano in that section. He came to California in 1929 and was with AMI until about 1934. Leaving that distributorship, he operated a general route in this city, Palm Springs, Banning and other towns, again being associated with his brother. In 1941, he opened his jobbing business, which he conducted until 1942, when he joined General Music.

His brother Walter is one of the oldest operators in the business and has routes in the vicinity of 29 Palms.

# **Perkins Sets** Export Trip

CHICAGO, April 18. - Herb Perkins, owner of Purveyor Distributing Company, will leave Wednesday (22) by plane for Los Angeles and following a week there will fly to Hawaii and Australia to set up new contacts for his expanding export business. In February and March Perkins made a similar trip to several South American countries (The Billboard, February 28).

Perkins stated that new business developed as a result of his South American journey con-vinced him that export sales in erally believe that that portion both Hawaii and Australia could of the law, which exempts be similarly increased thru direct churches and clubs from the

who spearheaded the drive-

Louis Casola, Harold Hildebrand,

Charles Marik and Ronald Meline.

mately 5 per cent and there

were even some isolated instan-

ces where the increase was as much

as 100 per cent. Tho the change-

over reflected a decline in play,

the operators here believe that

play as a whole will continue to

improve and be back at peak lev-

Casola stated that the average gain in receipts was approxi-

No. Illinois Ops Find

Dime Play Switch Okay

ROCKFORD, Ill., April 18.— report of his routes and then dis-

The switch to dime play by game cussed the merits of the change-

operators in this area two months over with location owners. In all

ago (The Billboard, February 21) but one case the proprietors were

was termed a success by the four willing to give dime play a trial.

several different types of equip- they regarded themselves music ment in his routes but despite men. the wide diversification he looks upon himself as a juke box operator. Proof of this was 63.1 per dicated substantial investments pating in the survey, indicated music machines, the heart of most

# St. John, N. B., Okays Pins

ST. JOHN, N. B., April 18 .-After an absence of about 10 years, pinball machines have reappeared in the St. John area. Allowed with the approval of the police, the pinballs are on location in pool rooms, bowling

tobacco stores and food shops. officials. There is talk of legislation being introduced calling for the normal licensing of the ma- operator pays as much for a chines at a yearly fee.

The operator after operator answering the survey clearly incent of all the operators, partici- in games and venders as well as of them seemed to be in their far-flung juke box routes and that they basically considered

themselves juke box operators. The percentage breakdown was as follows:

Juke Box Operator......63.1 Vending Machine Operator...17.5 Pin Game Operator.....14.6 Arcade Owner ..... 2.9 Kiddie Ride Operator.....1.5 

pite the wide diversification alleys, soft drink spots, clubs, obvious from the operators' answers to earlier questions, six After 10 years, pinball games out of 10 of the group think of were given the okay by city themselves as phonograph operators.

"Keeping in mind that an (Continued on page 119)

# INDIANA PINS

# **New Suits Filed** On Hasbrook Act

INDIANAPOLIS, April 18. - A test in the Indiana Supreme type of replay. Upon the outcome of litigation Court is regarded inevitable. testing the constitutionality of the new Indiana anti-gambling law ed in Indianapolis Monday (13) act may hinge the future of a when Judge Clark of Superior large segment of the State's Court issued an order temporaramusement operations.

Possession of games, which Marion County law enforcement offer payoff prizes or even free officials and Indiana State police plays, is a felony under the new from seizing games. Judge Clark statute, punishable by a minimum of six months imprisonment and a fine of \$500. Enacted in the recently ended session of became effective Monday (13).

Indianapolis pinball machine owners and distributors have already succeeded in obtaining a temporary injunction under which law-enforcement officials and agencies are prohibited from interfering with the operation of their equipment. Similar action has been initiated in Terre Haute.

Seizure

All devices, considered as serving the purposes of gambling, are subject to immediate seizure under the provisions of the new act. Repeated violations may be punishable by as much as 10 years imprisonment.

Gov. George N. Craig signed the bill even the the attorney general of the State, Edwin K. Steers, warned of its unconstitupenalties, render the act invalid.

The exception, a woman location

owner, finally agreed to give the

switch a test after Casola guar-

anteed her a two weeks commis-

sion equal to the stop's highest

return in any two weeks during

the previous six months. In her

location, play stayed up and re-

now believe it is only a matter

of time before dime play on new

equipment spreads to most sec-

The four Rockford operators

ceipts doubled.

# MIAMI BEACH PINS

Considerable confusion result-

ily restraining Indianapolis and

set April 30 for arguments on

whether his order should be

made permanent.

# Fla. Supreme Court

MIAMI . BEACH, April 18 .- the Beach levy encourages mon-The \$1,926.25 Miami Beach mas- oply and tends to drive the little ter license on pinball machines fellow out of business. Under was held legal Friday (10) by the the present law, an operator of Florida Supreme Court at Talla- 10 games on the Beach is asseshassee. But it left the door open sed the same amount (\$1,926.25) for another court attack on the as a fellow operating four times tax by John P. Morgan, Beach that many." Amusement Company, which had | Morgan wants the Beach to sought a Circuit Court injunction adopt a scale of license fees in Dade County to stop the city's similar to the city of Miami, collection of the fee. Morgan where a master license costs \$250 claimed it would ruin a small and each piece of equipment operator of "coin games or devices of skill."

the heaviest in the country, calls for an annual payment of \$1,926.25 for a master license entitling its holder to operate 40 pieces of equipment, with an additional levy of \$40.25 for every game above that number.

following Morgan's suit in November, 1952, Circuit Judge Pat Cannon had restrained the city of Miami Beach from confiscating the operator's machines pending a decision, and by ordering the bond posted by Morgan to be kept in effect.

Ruling

Judge Cannon had erred in allowing the restraining order to continue in effect. The broad issue of whether the city of Miami Beach is justified in collecting the tax is to be decided tions of the country. Two of the in Circuit Court later.

The switch to dime play on pinballs was accomplished following careful planning by opering careful planning by opering ators. Each studied the play shuffle games.

It is country. Iwo of the find country later.

"I am fighting for a principle which I believe should be of vital concern to the coin machine industry," Morgan said. "Besides being an outrageously high tax,

# OREGON ASSN. SETS BENEFIT

PORTLAND, Ore., April 18. -The Coin Machine Men of Oregon will run a benefit dinner and show Monday (27). William Goebel, president of the State-wide association, said proceeds would be used to purchase two television sets for hospitals.

The CMMO, which has built up a reputation thru its civic activities, will donate one TV receiver to the iron lung ward of the Good Samaritan Hospital and the other to the psychiatric ward of Holiday Park Hospital. Both are in Portland.

# Gottlieb Reps **Begin Showings** Of Grand Slam

CHICAGO, April 18.—Distributors of D. Gottlieb & Company this week started showings of the five-ball game, Grand Slam.

Key to Grand Slam play are three holes which serve as bases and illuminate when runners reach the bags. A ball dropping into any of these three holes registers high score and puts a Among the major cities on man on base. Any time two men Kitt's trip, all of which will be are on base a rollover switch, by plane, are Paris, Brussels, near the top of the playfield, Geneva and, if time permits, lights up for replays. Other ways of making replays include making practical, Kitt will accept local the 1-9 bumper sequence. After currency as deposits against shipthis series has been completed ments to help overseas customa replay lights on one of the 9 ers minimize the need for using bumpers and moves from bumper up dollar credits. to bumper. The ball must strike | Empire Coin was organized by a lighted bumper to score this Kitt in 1941 and since that time

The new Gottlieb game has four home run targets. In Grand Slam play these runs are tallied on a special scoreboard, located just\_under the high score recording unit. Another feature of the game is an A-B-C rollover series. When these are hit, two home run rollovers at the bottom of the playfield light up for replays.

High score on Grand Slam goes The ban on interference with to seven million. It is equipped the General Assembly, the law pinball machine operations re- with three pop bumpers and two (Continued on page 119) powered flippers.

Miami he would pay only \$375

tax on music boxes, with a \$500

and \$30 for each juke box.

issue involved.

# Upholds License Fee

is taxed \$12.50. In contrast to the \$1,926.25 which a 10-game operator pays on the Beach, in

The Miami Beach assessment, In preliminary sparring

The Supreme Court ruled that

# Kitt Plans **Export Trip** Thru Europe

# **Empire Owner** To Visit Firms In 5 Countries

CHICAGO, April 18.—Gilbert Kitt, owner of the Empire Coin Machine Exchange, will fly to London Friday (24) to begin a four-week tour of Europe. He will confer with several of Empire Coin's customers, make direct contact with operators who have sought deals in recent



GILBERT KITT

months, and also study the possibility of importing some European-made equipment.

has expanded steadily in both the domestic and foreign fields.

The firm now is generally considered to be one of the largest distributor houses in the country and handles virtually every type of game and vender. Among the lines it handles on an exclusive basis are games manufactured by United, Genco and Evans, the coin-operated automatic picture machine made by Auto-Photo, and Evans music machines.

Empire Coin's export division has grown fast in the past four years. The firm's game export shipments in the past year alone were to 25 countries.

# Idaho Solons Plan New Test Of Bell Law

BOISE, Idaho, April 18. -Several Idaho law-makers are trying to force a court test of the Legislature's action outlawing bell machines. Rep. Marvin Vandenberg obtained a temporary court order to compel Pat Welker, chief clerk of the House, to certify to the secretary of state that the bill was not read at length, as required by the constitution, before the House voted on the measure.

Vandenberg's action was begun for the same privilege. Morgan after Rep. Norman Heikilla announced he would carry the dropped a similar move last case to the Florida Supreme week. Heikilla said that since Court if the Dade Circuit Court the measure passed the House rules against him on the main overwhelmingly, he felt it futile to contest the matter on tech-Miami Beach also levies a stiff nical grounds.

District Judge C. E. Winstead master fee for every 25 pieces set April 30 for the hearing of Vandenberg's arguments.

# Calendar for Coinmen

April 19.—National Automatic Merchandising Association, area meeting, Baker Hotel, Dallas.

April 20.-Westchester Operators, Guild, Inc., American Legion Hall, White Plains, N. Y.

April 21.—National Automatic Merchandising Association, area meeting, Plaza Hotel, San Antonio. April 24.—National Automatic Merchandising Association,

area meeting, Rice Hotel, Houston. April 27.—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill. April 28.—National Automatic Merchandising Association,

area meeting, Roosevelt Hotel, New Orleans. May 14.-Music Operators of Northern Illinois, monthly meeting. Place to be announced.

# Dime Coin Changer Aids Rides, Venders

Ascovend Head Sees Big Demand Evidence of Increasing Market

NEW YORK, April 18 .- One the location keeps all the pennies of the key reasons for the cur- in the scale machine. rent high demand for dime coin changers has been the rise of works in this manner: Ailor and the kiddie ride business in drug, the associate share the cost, of department, variety stores and the equipment on a 50-50 basis, super markets. This was reveal- for which the associate and Ailor ed thru a survey conducted by receive 37.5 per cent each of net a retail store trade paper and receipts (after payment of comfurther substantiated this week mission). If the associate makes by a sales report made by Asco- collections, services the units vend, a national scale, gum and and does the actual route-work, coin changer operating firm.

Toledo but Howard T. Ailor, president, also maintains an office here for the firm's vast Eastern operations. Unlike most other changers, the Ascovend version returns two dimes and a nickel for a quarter. Ailor believes many locations which between Ailor and the operator. California. have venders on dime operation lose a lot of impulse sales be- five coin changers would be incause they are not equipped stalled at the Bowery Savings with changers to provide dimes. Bank, opposite Grand Central \$28-Capacity

The unit, known as the JC-20, weighs 18 pounds and measures 5 inches by 5 inches by 18 inches. It has a \$28-capacity—four rolls of dimes and four rolls of nickels. During the last 18 months, Ailor has worked out modifications of the changer, including the elimination of the clutch and stopping the possibility of jackpotting. The slug rejector also thru which subway exits pass are has been perfected.

The unit is not sold—either to operators or to locations. Ailor works thru "associate" operators at a cost of \$30,000 a year. The (The Billboard, July 5, 1952) five coin changers, he concluded, thruout the nation.

On location, the coin changers are leased for three-year periods at \$5 a month. A combination coin changer and scale is leased for the same periods at \$8 a month. Under this arrangement,

LATE MODELS-LIKE NEW Complete With \$225 Poster & Film Ideal for beaches, arcades, pools. department stores, super markets

Send for KIDDIE RIDE FOLDER AND PRICE LIST

DISTRIBUTING COMPANY, INC. 298 LINCOLN STREET ALLSTON, MASS. AL 4-4040 WANTED-BALLY CHAMPION HORSE See big ad on page 120

# SALESMEN! **Coin Operated** KIDDIE RIDES

Part or Full Time. Earn substantial commissions. Nationally Advertised Lines. Sold direct to Jobbers and Operators.

> WRITE BOX D-30 Billboard, 2160 Patterson St. Cincinnati 22, Ohio

> > Importers

The associate operator plan he gets another 25 per cent of The Ascovend home base is in the net, bringing his total share of the net earnings to 61.2 per

> The associate receives a fiveyear operating lease, which is renewable at the option of both

> Meanwhile, Ailor revealed that Station. P. Raymond Haulebeek, a bank executive, explained that two new escalators, leading to the East Side and Queens subways, are being built from the subway to the bank, with the underground riders using the bank as an entrance and exit.

### Substantial Saving

required to maintain change booths. One New York department store, he continued, does so will save the bank a great amount of money, yet still allow traffic to pass thru the building

The growth of 10-cent kiddie rides has boosted the placement rides and midget movies.

Sam Goldsmith, Capitol head, for under \$500. said he has 30 Ascovend coin Alert recently changers on his locations. "ive are at Rockaways' Playland, Queens funspot, while others are pany, which was headed by Sam at Palisades (N. J.) Amusement Park. The balance are at Capitol's chain and department store locations.

The units are attached to walls by means of riv-nuts, made by Goodrich. These nuts make it virtually impossible to tamper with or remove the machine by any means other than a couple of crowbars and a blow torch, Ailor said.

He added that most shipments are by air freight.

# **National Sets** 3 New Rides

Kiddie Rides, newly organized community. manufacturers' representative here, announced that National now has three rides ready for delivery.

They are the PT-Boat, X-17 Flushing, N. Y., stores. Rocket and Locomotive. Rides are

Cash & Carry

25 ROYAL ROCKET SPACE SHIPS

25 ROYAL MUSTANGS

Here is a real buy. Due to the cancellation of an overseas order, we are offering these units at a price below our cost. You can save by ordering now. The same outstanding quality built into all Royal products available at most substantial

Brand New and in Original \$395.00

savings to the buyers. This price applies only to this limited quantity. Contact

# RIDE EXPANSION AHEAD

# Mfrs., Operators See Gain Thru Outdoor Locations

By TOM McDONOUGH

CHICAGO, April 18. - Mild weather in most sections of the country is expected to prove a big factor in the expansion of kiddie ride operations. This was the consensus of manufacturers Florida, and California.

ahead to the development of outparties. Cost of the insurance ride operators experienced the

In Miami, operators found that

location.

### Augment Routes

While many of the Florida resort area rides were in store locations, operators augmented and operators here, in New York, outside them as well. At least one Florida food chain saw enough The coin-operated ride field business in the experiment to thus far has had its greatest create outside ride areas with acceptance in such unusual loca- attendants to look after the tions as department and variety moppets while parents went stores and supermarkets. The about their shopping. In Calioperators point out they have fornia, the number of outdoor hardly cut into the over-all installations was not nearly as potential of this type of ride numerous but part of this was installation, it is time to look due to an anticipated rainy season. Now that most new door locations. Part of this models are equipped with rereasoning stems from the sucess tractable casters, sudden wet weather will not prove a detracpolicy covering the units is split past winter in Florida and tor to outside placement, it was pointed out.

According to ride manufacthey got their share of heavy turers and firms, which operate tion of these promotions, they play during the peak resort over several States, the successful ad it, will play a key part in months of January and February. promotion of rides outdoors They also reported heavy ride could prove the beginning of an traffic in November and Decein- expansion period which appears ber and last month. Thus, for limitless. Among the possibilities five months in a row, the horses, they vision are coin-operated boats, and rockets pulled in the Kiddielands, coin ride areas in dimes at an amazingly high rate. amusement parks, mass beach According to such ride men in installations and also seasonal the Miami area as Ted Bush and locations in resort areas such as The Board of Transportation, with the November to March Minnesota, the Ozarks, the he added, requires that all firms period was the lack of more Smokies, Lake Tahoe and the

rides, particularly more units per like. The last category would have particular significance since it would give operators a chance to shift from some of their equipment from locations which are bound to lose play in the their routes by placing rides just summer. The shifting of equipment from slow summer locations to resort areas has resulted in much extra profit for conventional coin machine operators in

> recent years. But even those operators with no plans for shifting equipment to resort locations have made elaborate preparations for moving units outdoors. They are certain that the rides will attract considerable kiddies.

> While the manufacturers and operators have high hopes for rides in outside locations they know they will require promotional plans to stir up interest in downtown areas and in neighborhood locations. The executhe anticipated business expansion.

# Coinmen You Know

Chicago

Hymie Zorinsky of HZ Vending, Omaha, received considerable favorable comment as the result of placing a Fireball 120-selection juke box in the lobby of the Brandeis Theater, Omaha, during the showing of "Hans Christian Andersen" and Disnev's "Peter Pan." PHILADELPHIA, April 18.-Ed Kohn. These assets consist mostly machine was programed with

Paul Huebsch, Keenen anles Capitol Projectors, ride manu- week that his firm plans to man- ufacture of the Jeep Ride, a small manager, had a lot of inquires facturer and operator of kiddie ufacture a Jeep Ride to sell for and large horse ride, a Rocket this week on the new up Ship, Flying Saucer and Miniature Bowler game. Firm is also getting a lot of action on its TV line especially in areas where Goleman said the plant, at 227 stations have opened up recently. Wood Street, is capable of pro- ... United Manufacturing Comducing about 25 rides a week, but pany was still one of the busiest he added that the capacity will be plants in the industry. The increased when sales warrant such firm's night shift, added two weeks ago in an effort to catch He pointed out that the market up on back orders, was running

> Over at First Distributors, Waltheir mobility within the location ly Finke had an exceptionally and from one location to another, busy week trying to catch up on Then too, he added, the smaller a rush of out of town business rides have a special appeal to the which developed just as soon as very yong moppets, who might be his partner, Joe Kline, went to too tiny for the conventional rides. New York on a business trip. Goleman said that the firm has ... Gil Kitt, Empire Coin Machine

> > (Continued on page 115)

# Alert to Concentrate On Inexpensive Kid Rides

Goleman, head of the recently- of machinery and equipment for selections from the two films. of the changers, Ailor said. One organized Alert Manufacturing making kiddle rides. of his better accounts here is Company here, announced this about \$250 and larger rides to sell

Alert recently bought the physical assets of the defunct Merry-Go-Round Manufacturing Com-

# Conat Canadian Business On Rise

NEW YORK, April 18.—Nat Cohn, head of Conat Sales here, reports that his firm's Canadian business has taken a sharp rise in the past fe weeks.

Cohen said the the Conat Atomic Jet and Aqua Jet are now on location in the Simpson chain of department stores in Toronto, Ottawa, Montreal, Vancouver, B. C., and Regina, Sask. Another Canadian location, Pollack, Ltd., Department Store, Quebec, took an advertisement in Le Soliel, French NEW YORK, April 18 .- Charlie language daily, to decribe the kid-Katz, sales manager for National die rides to the French-speaking

> In the U. S., the Gertz chain has installed Atomic Jets and Aqua Jets in its Jamaica, N. Y., and

A full-page feature, describing of fiberglass construction and the two rides, appeared in the weigh 250 pounds each. They are March issue of Sales Plans, a de-5 feet long, 3 feet high and 2 feet partment and chain store trade

F.O.B. Los Angeles

Resident

**Buying Agents** 

Ferris Wheel. Plant Capacity

Current plans call for the man-

for smaller rides is on the increase smoothly this week. because of the lesser outlay on the part of the operators and because of

no national sales plans as yet, but Exchange, hopes to secure a lot will work thru distributors.

# **EXHIBIT'S** Atomic Action SPACE GUN

Designed especially for KIDDIE RIDE LOCATIONS . . . and is not to be confused with previous games of this type.

SPACE GUN occupies less than 41/2 square feet of floor space . . . and is a highly profitable companionpiece for your Kiddie Rides.

MADE BY THE MANUFACTURERS OF EXHIBIT'S QUALITY KIDDIE RIDES EXHIBIT SUPPLY

4218 W. Lake St.

Chicago 24, III. Established 1901

ROYAL ENGINEERING COMPANY, 550 West Beach Avenue, Inglewood 3, California

P. O. Box 4181, Village Station, Los Angeles 24, California

ROGAN & COMPANY

Domestic & Foreign Distributors

### **APRIL 25, 1953**

# Dr. Pepper Bows \$538 Cup Vender, No-Down-Payment, 3-Yr. Financing

Single-Flavor, 250-Cup Unit Features Simplified Design, Manual Operation

low-cost cup vender plus a no- Pepsi-Cola Company introduced Dr. Pepper, stated that the new down-payment, three-year fi- a low down payment two-year nance plan was announced by plan in co-operation with three result of research for a low-cost the Dr. Pepper Company at a vender manufacturers March 28 cup vender started two years ago. press preview party at the Adol- (The Billboard, April 4). phus Hotel here Friday (17). The Using the no-down-payment 250-cup single flavor unit, pro- plan, the purchaser would pay duced for the beverage firm by \$16.50 per month on each vender, themselves mechanically and the Mitchell Company, a Dallas 5 per cent interest on the unpaid financially." heavy machinery manufacturer, balance. will list for \$538.20 cash f.o.b. or \$592.83 on the finance plan. Pepper's national cup vender

first to offer a no-down-payment of special showings have been method of purchase for cup scheduled over the country. He equipment, is the second time-stated that field service and payment program announced in maintenance instruction will be the cup beverage vending indus- made available to operators.

DALLAS, April 13.-A new try over the last two weeks.

Carl Boyle, manager of Dr. The Dr. Pepper program, the sales division, said that a number

machine, Model M-250, was the He said a number of hand-tooled models have been field tested in metropolitan areas and "proved

Specifications

Specifications of the new model: 20.5 inches deep, 22.5 inches wide, 63.75 inches high; adjustable leveling legs give from three to six inches floor clearance. A manual delivery system is used: downward stroke of a lever, after deposit of coin, effects automatic cup drop and mixing of sirup and water.

There are no relay switches, solenoids, transformer, electrodes (Continued on page 119)

**DIVERSIFICATION \$\$** 

# D. A. Estey Cites Factors in Success

Diversification in merchandise of varied merchandise offers a has been a principal factor in convincing sales argument in building the D. A. Estey Com- approaching a prospect. pany into one of the largest vend- The company, however, avoided

and ice cream equipment is to conducted as a separate operation. be added shortly. The Sanborn "In the first place, the service-purchase involved 37 multi- men are of different types. A coffee phase is to be expanded he observed. "Handling of carof more machines.

Diversification

is essential in signing new loca- on the other hand, is a relatively tions, especially industrial, in simple operation.' which the firm specializes.

"It's getting so plant management wants the entire line in- combining such servicing is the stalled before signing up," said

PORTLAND, Ore., April 18.— Estey. He noted that availability

ing operations in this region, ac- the error of trying to achieve the cording to Dewey Estey, president. economies that might seem prom-Continuing its program, the ising by servicing all types of firm recently purchased the cup machines in one route call. drink operation of C. W. Sanborn, Rather, Estey said, each line is

drink machines, mostly in theater man must be almost a master locations. The firm's enterprises mechanic to cope with both cold include cigarette, candy, gum, drinks and coffee machines," Approximately 75 operators, further, awaiting only delivery bonated-water tanks and operation of switches calls upon more skill on the part of the service-Estey finds that diversification man. Servicing candy machines,

Service Pattern

Another factor working against (Continued on page 109)

PX, Supplier Figures Talk

> Goldman Announces New Assn. Project To Be Introduced

WASHINGTON, April 18 .manufacturers and sales repre- far more investment in equipment over 1951 and nearly double the sentatives at the National Automatic Merchandising Association in theater locations to realize the Hotel here Monday (13) heard industry and military spokesmen discuss vending.

Meyer Gelfand, G. B. Macke Corporation, Region III chairman, introduced the speakers. Lt. Col. R. W. Endsley, Regional Office of the U.S. Army and Air Force Post Exchange Service, spoke on "Doing Business With the Post Exchange Service"; Ray Jones, vice-president, Philip Morris & Company, discussed "Facing the Trends."

George Duckett, G. B. Macke operations director, presented "The Washington Story on Sanitation." A NAMA board of di-(Continued on page 109)

Award Stoner Gov't Contract

AURORA, Ill., April 18. returned by operators. Standard Stoner Manufacturing Company was awarded a \$1,403,368 contract by the Chicago Ordnance District last week. The contract, for cartridge cases, was the larg- paper cup or paper container, est of four let at the time.

CITY MILK PROGRAM

# **Profit Factor Slows Quart Vending Growth**

Leonard M. Green, president of City Milk Company is determined "Most businesses must think to follow a slow and cautious mainly in terms of profit—but not course in its quart milk vending this one-to us, volume is more operation in New York City, ac- important." cording to Ben L. Simon, presi-

> ago (The Billboard, February 14), ery or vending channels-he must City Milk had Rowe venders in have a steady number of cus-70 buildings, servicing 6,000 fam- tomers, who buy from him day ilies. An installation in the Bronx after day, month after month. this week brought the total to 80, "When you operate on a margin and indications are that the rate of a few mills a unit, you can't of growth will continue at about depend on selling people just 10 new units a month.

> petitive of all commodities- source," Simon said. profits are not measured in cents -they are measured in mills. The minute profit margin is the quart vender in an apartment factor that determines the nature building, it is there to stay-no of the milk business in New

MASPETH, N. Y., April 18.- York. Simon puts it this way:

In order for a milk distributor to be successful—whether he sells A little more than two months his milk thru retail, home delivonce in a while, or when they Milk is perhaps the most com- can't get milk from any other

> There to Stay When City Milk installs a (Continued on page 119)

ABC Vending '52 Gross Record \$421/2 Million

NEW YORK, April 18.-ABC | ABC, one of the nation's largest Vending Corporation last year operating firms, has theater and grossed a record \$42,531,072, an in- industrial locations as well as units crease of \$3,267,340 or 8.3 per cent on the New York subway system. more than in 1951. Net earnings It concentrates on candy and soft were \$1,261,340, equal ta \$1.34 per drinks, altho it also handles other share, against \$982,011, equal to snack items. \$1.04 per share, in 1951. The firm

In commenting on the annual increase in volume each year since report issued this week, William 1948, when it was 13 per cent over C. Benson, ABC treasurer-comtrol- what it was in 1947. In 1949 it inler, explained that the increase in creased another 12.7 per cent; in gross and profit is due, in a large 1950 it went up 8.8 per cent, and in measure, to the firm's expansion 1951 it jumped 13.5 per cent. in drive-ins and theaters.

in industrial locations than it does 1948 figure. tential customers in an industrial \$1,889,463. location are the same, day-in, day- The growth of the corporation

The firm has been showing an

ABC's assets are listed at

Benson pointed out that it takes \$12,340,453, an increase of \$192,137

New Equipment area meeting at the Mayflower same amount of business. He ex- The firm spent \$1,906,093 in new plained that in theaters the venders equipment in 1952, against are better cared for by the man- \$1,702,189 in 1951. In 1948 ABC agers than in industrial locations. spent \$782,169 in new equipment: He added that theaters have authe next year the figure was dience turnovers daily, while po-\$1,243,385, and in 1950 it was

(Continued on page 119)

# Cup Vending Regulations Facts on Cigarette Smoking For Armed Forces Posts

Public Health Committee of the late, soups and other liquid food." Paper Cup and Container Insti- These regulations apply "only to tute this week announced suggested regulations for cup drink venders serving the Armed Forces. The suggestions have been accepted by the Division of Medical Sciences of the Na- cups and containers would retional Research Council

coin-operated beverage vending machine shall mean any device, which, upon the insertion of a coin, activates certain mechanisms and dispenses into a single service carbonated or non-carbonated

NEW YORK, April 18.-The | beverages, coffee, tea, hot chocovending machines which dispense beverages or liquid foods in disposable single service paper cups and similar containers.'

The regulations regarding paper quire that the design of the The regulations set forth, "A machines pr mit adding cups and containers from original wrappings or packages without handling their surfaces, and providing against dust, leakage and other contamination.

Containers for waste cups would not be permitted as part of the machine, but separate waste containers would be required adjacent to each vender. Such waste containers must be self-closing, water-tight, readily cleanable and plainly marked.

A device to prevent operation of the vender after supplies of paper cups or containers were exhausted would also be required.

# Maxwell Ups Coffee Price

HOBOKEN, N. J., April 18.-C. R. Duke, sales manager for Maxwell House vending machine coffee, this week announced price advances for the firm's product.

Effective Monday (13), orders those from five to nine cases for \$2.62 per pound, f.o.b. Orders of

mand and a static supply situation had caused green coffee Specific reports from leading costs to rise, and that this was cookie suppliers, flavor, promo- responsible for the increase in

# Wrigley Sets \$91 Price On Nickel Gum Consoles

CHICAGO, April 18.-William this number already ordered by offered for \$91.

On a 24-month finance arrangement, the per machine price for minimum orders of 10 machines is \$96, f.o.b. the new Wrigley York, as the original models are warehouse in Teterboro, N. J.

The four-column consoles, ators in various parts of the of 300 packs. country by Wrigley, which retained ownership. Outright sale was by-passed until their subsequent withdrawal renovation.

To date, approximately 400 machines of the 1,000 produced have been rebuilt, with 200 of

# National Holds Navy School

ST. LOUIS, April 18.—National Rejectors, Inc., is providing inproper maintenance of drink ven-Navy vessels.

manager, is currently instructing established public demand for stalled in Chicago's subway long shelf life, double cello-Navy classes at a school in cookies thru venders.

ters, to give maintenance and have been important contribuinstruction help to operators, are tions to the rising upcurve in now set up in Chicago, Atlanta, cookie sales. Dallas, Los Angeles, Long Island Industrial locations, especially opportunity for high-volume sales, and New York.

Wrigley Jr. Company announced operators who conducted earlier this week its four-column manu- tests. Latter, Wrigley spokesmen al nickel gum consoles, following said, are being given preference complete renovation and minor when filling orders. Transit mechanical changes, were being Sales, Chicago, has 40 of the rebuilt units in its subway

The renovation is being done by Self-Lok Corporation, New colors of the units are hammer originally introduced in 1949, tone grey with red top. Capacity were initially placed for test remains unchanged: 75 nickel purposes with established oper- packs to each column for a total

# COOKIE MFRS. CITE VENDERS

# Sales Soar, Customer Market Established; More Op Aids

the baked sweets. Back of this locations. structors to teach Navy personnel steady uptrend in automatic merhow to repair and maintain coin chandising of cookies is the fact operated euipment. The special that every year since 1939 the the cookie vending field, the

those where women make up a cookie firms are planning on re-

CHICAGO, April 18. - Cookie portion of the work force, are taining this market as a per-Dime Sales

A comparatively new entry in marketing programs.

Because the future of cookie vending appears to offer more

machines.

manufacturers continue to in-solidly entrenched as top cookie manent part of their business. crease their sales to the vending volume spots. Schools, offices More and better operator aids, field as operators in turn step and general transient-type in in the form of sales promotion, up annual sales and profits on stallations are also proved cookie longer shelf-life thru constant packaging improvement, are "part and parcel" of the bakeries'

One of the latest cookie manuservice was devised to effect volume has jumped sharply. To- dime package, may see some sur- facturers to enter the vending day, the result is a greater prising gains this year. One ex- market, Stewart's, Inc., anders now installed aboard most variety of flavors, better pack- ample is the 10-cent peanut nounced that estimated sales to of from one to four cases will sell aging, high count packs, an at- butter cookie being used in the operators in its first full year for \$2.64 per pound f.o.b. and Russ Penly, Atlanta branch tractive profit margin and an all-dime candy venders just in- would exceed \$500,000. To prosystem. According to the oper- phane wrappers are being used from 10-24 cases will sell for Norfolk.

The marked increase in coffee National officials point out that the Navy school is part of a gains in cup soft drink equipnation-wide program. Service cen- ment in the postwar years, also their seven and eight-column offers a more rigid, easier hand- Duke said the increasing deling package.

Cookie Comments (Continued on page 109) cost of vending machine coffee.

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# Fishman Partner In New Detroit **Operating Firm**

DETROIT, April 18.-William S. Fishman, vice-president of Automatic Merchandising Company, Chicago, is a principal in the newly incorporated Refreshment Vending Service here. With Fishman are H. G. Winton and Roy E. Schellhaus, also of the Chicago operation.

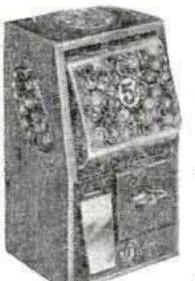
specialize in industrial installations. Initial operation is concenplant. It was also announced that the Detroit branch of Automatic Merchandising Company was moved to new quarters in suburban Hamtramck.

# Tru-Ade Moves to Elgin

CHICAGO, April 18.—Tru-Ade, Inc., has completed the moving of its headquarters here to 104 Douglas Avenue, Elgin, Ill.



# VICTOR'S DELUXE MODEL BABY GRAND



NEW ROCKET CHARMS 514.25 machine than 100 500 NEW ROCKET CHARMS

\$10.00

\$13.25

and

100 or more Available with 1c or 5c slot Write for lowest prices on gum and charms

H. B. HUTCHINSON JR. Ave., N. E. Atlanta 6, Ga. Tel.: Emerson 4300



### VENDING MACHINES FOR SALE

SAME AS NEW — 10 Peanut or Candy Machines, 5¢ slot, \$3.00 each; 12 Peanut or Candy Machines with 1¢ slot, one Ball Gum, \$5.00 each. Will take \$75.00 for the 23 machines. Used one month.

PORTER VAN AULT Sarasota, Fla. P. O. Box 1941

SALE!

Used Ice Cream Bar Vending Machines.

BEST OFFER!

A & V VENDORS Fond du Lac, Wis. 153 Hoyt St.

# THE BILLBOARD Index of Advertised Used Machine Prices

# Vending Machines

Equipment and prices listed below are taken from advertisements in The Biliboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm Refreshment Service will advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment. trated in the Kaiser-Fraser auto age, fime on location, territory and other related factors.

			-	Comments.				_
ABT Guess Your Weight	A	ssue of pril 18		ssue of pril 11		Issue of April 4		ssue of arch 28
Ace Shoe Shine	\$	100.00 49.50 7.45	5.95	\$49.50 7.45	5.95	\$49.50 7.45	\$5.95	6.95
dvance No. 11		5.95	SUSEN.	10202	000000	20000	STABLE	7.45
lax Hot Nut, Sc		Set Unes		5.95		5.95		5.95(2) 39.50
Ikuna Cracker Machine	-	37.50		5.00				
sco Hot Nut, 5c	7.0	7.50		7.50			7.50	14.95
tlas Bantam, 5c tlas Deluxe Nut Vendor		7.95		6.95 7.95		6.95 7.95	6.95	7.50
ebco Nut, 5c (2 col.)		UMARTY		10.00		10.000m	The Control	200.080
olumbus. 1c	7.45	8.00	5.00	7.45 8.00	7.45	8.00	7.45	8.00
olumbus, 5c		8.50	5.00	8.50		8.50		8.50
UGrenier Adams Gum.		17.50		17.50		17.50		
Du Grenier Candyman	45.00	49.50		57.50		62.50		
buGrenier V		82.50 82.50	. 2					
uGrenier S (7 col.)		77.50						
astern Electric C-8 xhibit Card Vendor, 1g	1	125.00 5.00(2)	1	5.00(2)	91	5.00(2)	14.50 1	125.00 5.00(2)
oot Ease (Exhibit)	85.00	95.00	85.00	95.00	85.00		85.00	95.00
ewel, Sc		90.00	(5)	10.00 95.00		95.00		95.00
Meenix 5c or 10c		49.50		49.50		49.50 54.50		49.50 54.50
Marines Chillians	33#	00.50		00.50		24220000000		100000000
laster 1c & 5c	7.95	89.50 10.00	7.95	89.50 10.00	7.95	89.50 10.00	7.45	89.50 7.95
aster, 1c	7.45	8.50	5.00	7.45	7.95	8.50	7.45	8.50
angulas, injector se	12,635,6		KD-00075	8.50	00.000	CARREST CO.	177.8340.6	23/21/
laster, Sc		7.45 17.50	5.00	7.45 17.50		7.45 17.50		17.50
tills Candy (5 col.)		89.50		89.50		89.50		89.50
fills Tab Gum	41	16.50		16.50		16.50		9.50
fodel V Globe, 1c								8.95
ational Candy (9 col.)		99.00						
ational King Candy		19.50		99.50		99.50		99.50
lational 750		120.00		120.00		85.00		NAS-AND
ational 930ational 950		130.00 145.00		130.00		130.00		130.00
forthwestern 33 Ball Gum forthwestern Deluxe	7.50(2)	7.95	7.50(2	7 95	7.50(2)	7.95	1.500	2) 7.99
1c and 5c orthwestern Model 39, 1c.	7.95	13.95	7.95	13.95 8.50	1.95	13.95 8.50	1.95	3.95(2
Vorthwestern Model 49,	2179		7.92	1/5/1909(1)	1.93		1.95	146mans
1c or 5c		12.50 69.00		12.50		12.50 69.00		69.0
op Corn Sez		69.00	69.00	69.50	69.00	69.50	69.00	69.5
Rowe Gum, 1c (5 col.)		3335	transfer to	5.00				
towe Imperial (8 col.)			78.50	355X502()		82.50		82.5
Rowe President (8 col.)		155.00	125 00	12500 155.00		155.00	23	155.0
lowe Royal (6 col.)	7-20-2079-027	90.00		90.00	and the second	90.00	tion of	90.0
towe Royal (8 col.)		130.00	90.00(2)			130.00		130.0
	11421421	1000000	A STREET,	140.00		(i)		
hipman 3-Way Stamp		20.50						2020
Vendor		39.50		39.50		39.50 18.50		39.5
ilver King 1c Ball Gum		7.45 8.50		7.45 8.50		7.45	7.46	7.4
Silver King, 1c or 5c		7.45	7.45	7.95		8.50 7.45	7.45	7.4
Silver King Nut, 5c		50.00		7.95		50.00		50.0
Siros Brush-Up		18.50		18.50		18.50		18.5
tar Candy		10.95 9.95					9	
	-	1000000000					ğ	07.5
Uneeda Model A (6 col.)		87,50				87.50 92.50		92.5
Uneeda Model A (9 col.)		125.00		125.00		95.00		95.0
Ineeda Electric (9 col.) Ineeda Model E (8 col.)		122.00		80.00		125.00 80.00		80.0
Inceda Model E (9 col.) Inceda Model E (12 col.).				00.06 00.08		80.00		80.0
Ineeda Model 500 (7 col.).			72222	90.00	100000		200 550	
ineeda Model 500 (9 col.)		135.00	90.00	95.00 135.00	95.00	135.00	95.00	135 0
ineeda Model 500 (15 col.).				95.00				00.0
Ineeda Monarch (6 col.)				75.00 75.00				90.0
needa Monarch, 25c		105.00		79.50		79.50		79.5
-Pop-It		195.00 49.50		195.00 49.50	45.00	195.00 49.50		49.5
lictor Baby Grand		11.00		11.00	3930	11.00	9.95	11.00
Matthew Cante		89.50		89.50		130 50		110 5
Watling Scale Watling Fortune Scale		119.50		119.50		119.50		119.50

# Seek Vender Tax Revision in Minn.

MINNEAPOLIS, April 18 .-Revision of the local tax ordinance on venders, due to the latter's expansion into the food field, was asked this week by Russell Ackerman, acting superintendent of the Bureau of

The present city tax is \$34 for sales totaled 17.20 billions. the first two machines and 14 cents for each unit over two. The new proposal could result in a them out of the field." flat fee of \$40 per machine annually. operators, however, it was indicated that city officials were quick to point out that such and operators would seek to work

# Canadian Cig Sales Up After Tax Slice

OTTAWA, April 18.-Cigarette sales in Canada increased 14 per cent following the lowering of taxes in April, 1952, according Paul Nyhus, agricultural attache.

Cigarette consumption during the calendar year 1952 totaled Licenses, Weights and Measures. 17.80 billions, compared with

Before reaching a final decision, a levy "might very well drive out a fair ordinance together.

New! Modern! Terrific!

# MONEY-MAKING MACHINE

START THE DOLLARS ROLLING YOUR WAY NOTHING ELSE LIKE IT ON THE MARKET!

TELLS FORTUNES . ANSWERS QUESTIONS PLAYS CARDS •

DISPENSES NAPKINS

VENDING MACHINE

Pays for itself in 2 to 3 months! Every tavern, bar, cafe, soda fountain demands 5 to 25 on counters and in booths! Merchants get 25% of gross; you get 75%. A Fortune in Pennies for You!

HERE ARE VERIFIED FACTS:

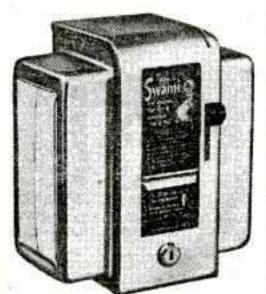
Location #1 (Cafe), 3 months to	est,
4 machines:	5.0
Gross Take	.00
You Pay Merchant 24	.00
YOUR PROFIT\$72	
Location #2 (Tavern), 2 months to	est,
3 machines:	
Gross Take	.40
You Pay Merchant 42	.10
YOUR PROFIT\$ 86	.30
Location #3 (Bar), 2 months to 4 machines:	est,
Gross Take	.20
You Pay Merchant 40	.30
YOUR PROFIT\$120	-

### HERE'S WHAT OPERATORS SAY:

"My profit paid for my machines in 5 weeks."

"I wouldn't trade my 200 'Swamis' for a small country bank!"

"I've operated coin machines 9 years. 'Swami' pays more per dollar invested than any machine I've owned." "Easiest machine in America to



Price

F.O.B. Dallas Special Quantity Discount. Immediate Delivery.

### UNBELIEVABLE CASH INCOME DAILY!

Your profits start the FIRST DAY your machines are on location. Earnings are tremendous and steady week after week.

Three hours a week takes care of 100 machines. Ideal part or full-time business for both men and women. No experience required.

Dallas, Texas

BE FIRST IN YOUR COMMUNITY! GET THE BEST LOCATIONS! LET US PROVE TREMENDOUS PROFITS FOR YOU FROM SPARE-TIME. Don't Wait! Phone, Wire or Write TODAY-NOW!

### THE SWAMI CORPORATION

4025 Maple Avenue

Without Base.

Phones: Justin 4869—Lakeside 3512



SILVER QUARTER OPERATION-KING SIZE INCLUDED! Add \$5.00 to Above Prices for 30c Vending KING SIZE

CONVERSIONS FOR ALL MODELS OF CIGARETTE MACHINES!

Our Paints Are VENDERIZED **Prevents Peeling** Flaking & Rusting DuGrenier Candyman With Base, All Equipment Unconditionally Guaranteed. Trade

DuGrenier Model "S" rols., 210 cap. King Size & Silver Quarter cluded-\$77.50.





when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

is the WORD for I CO HU

NEW COMBINATION

BABY GRAND DE LUXE ROCKET CHARMS

Featuring all the earning power that can be packed into a Bulk Vender . . . Test locations show that ROCKET CHARMS and BABY GRAND empty in 4 to 5 days. ROCKET 200 BABY GRAND holds CHARMS. 1 Baby Grand DeLuxe (5c Play). \$14.50 4 Baby Grand DeLuxe.\$57 per case of 4 500 Rocket Charms. 40 Total cost of case deal . \$97 Total cost of single deal.....\$24.50

Your Gross Profit at 5c per play is \$50 per 1,000

again A battery of BABY GRAND DE LUXES and ROCKET CHARMS will send you back to your Victor VEND ROCKET CHARMS GRAND DE LUXE WILL SPECIALLY BUILT BABY and again with repeat orders. IMPORTANT: ONLY again and Mr. Operator Distributor

This Is What Operators Are Saying About Victor's ROCKET CHARMS and BABY GRAND DE LUXE . .

".... 12 Baby Grand DeLuxe and Rocket Charms on test location in this area emptied on average of every 8 to 10 C. B.-Green Bay, Wisc.

"I made a net gross return of \$199.20 on 17 Baby Grand machines with Rocket Charms in 4 weeks

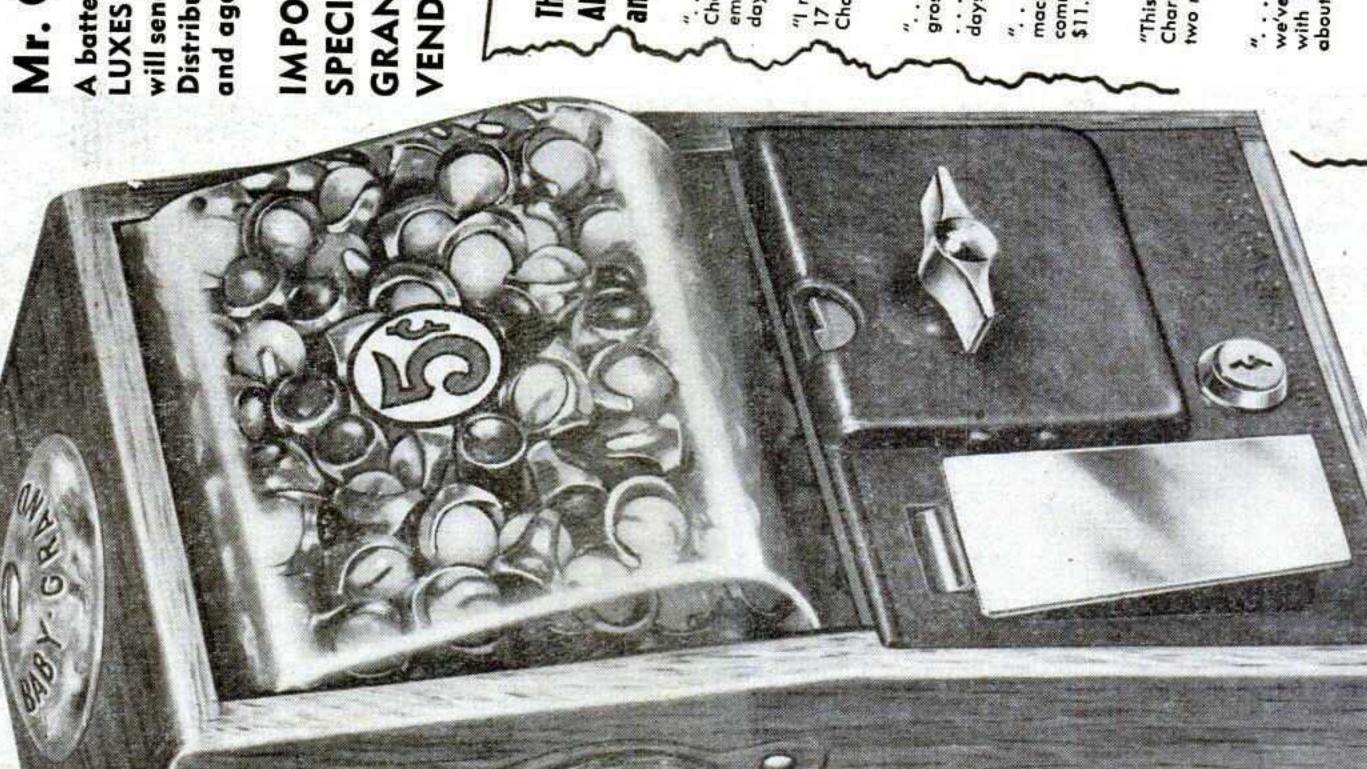
M. H.-Dallas, Texas

".... the Rocket Charm vender ... has grossed \$172.10 for the past two months days." M. E.-Dallas, Texas

"... we have just finished checking 8 machines with Rocket Charms and after commission . . we had \$93.90, or \$11.73 per unit for the first ten days." V. R. H.-Dallas, Texas "This machine (Baby Grand with Rocket Charms) has grossed . . . \$150 during the two months it has been on location. . . ."

C. N.-Dallas, Texas

".... one of the finest money earners we've ever had on location. Baby Grand with Rocket Charms has been grossing about \$12 to \$15 every ten days..." J. N.-Chicago, III.



GRAND and ROCKET CHARMS There is a VICTOR distributor available to handle your orders for BABY

Wherever you are...

Only Authorized Victor Distributors can give you the service



Lansdowne, Pa, Philadelphia

· Pittsburgh

· Tolodo

Grand Rapids

Oak Park

OTHER VICTOR PRODUCTS

· Louisville

. St. Louis, Mo.

· Kansas City

• Denve

Los Angeles

· Oakland

DISTRIBUTOR

CONTACT YOUR NEAREST VICTOR

Baby Grand DeLuxe Chicle Treets Vender -Ic Play

Topper DeLuxe Topper DeLuxe Globe Style

Half-Cabinet Style Hot Pop Popcorn

Vender

Baby Grand DeLuxe Ic or 5c Play

Pa

Birmingham

· Atlanta

Memphis

MINNEAPOLIS, MINN Ellingsworth Supply Co

20

by Cities

Listing Is Arranged Alphabetically

CLEVELAND 8, OHIO

2

ATLANTA, GA.
H. B. Hutchinson
860 North Ave., N. E.
BALTIMORE 2, MD.
Parkway Machine Corp.
715 Ensor St.

Standard Specialty Co.

21

· Breaux Bridge, La.

OTTAWA, CANADA Regent Vending Machine

PHILADELPHIA, PA.

24

ST. LOUIS. MO.
I. Resented Co.
3218 Olive St.
TOLEDO 14. OHIO Sidmore Vending Co. 2137 Fifth Ave. 26

ANSDOWNE, PA

16

42 Fairbanks St., N. KANSAS CITY 1.

BREAUX BRIDGE, LA. LeBlanc Vending Co. P. O. Box 324

BROOKLYN 3, N. Y. Pioncer Vending Service 590 Albany Ave.

CHICAGO, ILL

14

BIRMINGHAM, ALA.
Birmingham Vending Co.
540 Second Ave., N.
BOSTON 20, MASS.
Champion Nut & Chocolate C.

27

28 TORONTO 4, C. Tiveron Enterprises 738 Lansdowne Ave LOS ANGELES 6, CALIF.
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# EVERYBODY, but EVERYBODY will want . . . CIGARETTE PACKS



Camel, Chesterfield, Old Gold, Philip Morris, Helmar, Marlboro, Murad, Lucky Strike, Sweet Caporal, Raleigh, Kool, Herbert Tareyton, Pall Mall, Parliament . . 15 different packs in all; quite a Series for children to

\$15.00 Per F.O.B. Jamaica, N. Y.

With 30 FREE Display Stickers advertising this feature gimmick. Or: AT YOUR DISTRIBUTOR

Big, as big as we could make it to vend perfectly. Beautiful, as beau-tiful as nine colors of printing could reproduce these packs authentically.

Ask ANYBODY and EVERYBODY -Who gave you CIGARETTE

PACKS, Luminous Bulbs and

False Teeth?

SAMUEL EPPY & Co., Inc. 91-15 144th Place

### SPECIAL OF THE WEEK! Recond. & Refinished JEWEL VENDOR

Two compartment, St, vends all bulk mdse. Orig. cost \$29,50 \$10.00 EA.

Mills 1¢ Adams Gum, 6-Col. ...\$17.50 Exhibit Card Vendors, 1¢ ..... 15.00 DuGrenier 1¢ Adams Gum, 4-Col. 17.50 NW Mod, 49, 1¢ or 5¢ ..... 12.50 Silver King 1¢ and 5¢ Bulk....

Silver King, 1¢ or 5¢ ...... 8.50 Asco Hot Nut, 5¢ ..... 7.50 VENDING MDSE. Virginia Salted Peanuts.... 31¢ lb. Spanish Salted Peanuts 276 lb.
Deluxe Nut Mixture 496 lb.
Cashews, 450 Count 656 lb.
Cashew Butts 406 lb. Licorice Lozenges ...... 23¢ lb. loston Baked Beans ..... 23c lb. Rainbow Peanuts ...... 23¢ lb. Baby Chicks (Tablet Gum) ... 35¢ lb. Above Mdse. Pkd. in 30 Lb. Ctns. NEW AND RECONDITIONED

VENDORS
PARTS, SUPPLIES, ACCESSORIES
BALL GUM, CHARMS, NUTS
EVERYTHING FOR THE Send for Your Free Copy of Our

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GIVE TO THE RUNYON CANCER FUND

Precision-Built

for PROFITS!

slides into

OPERATION SAND-BLAST

# Coke Bottler Tackles Vender Sanitaton in New Manner

400 drink venders.

The bottler, whose territory resort beaches, has achieved nearly a complete saturation of the area with bottle machines. Over 250 are in operation at Keesler Air Force Base, and a slightly smaller number are distributed thru the hotels, motels, lodges and beach centers.

Because of the humid, highly corrosive climate of the Southern Mississippi area, venders require

AX NO-TAX CIGS

# III. Customers Must Pay Levy On Ind. Cigs

CHICAGO, April 18. - The hipment of tax-free cartons of cigarettes to Illinois consumers from out-State firms ran into a snag this week. Occasion was the Tuesday (14) refusal by the U.S. Supreme Court to grant a rehearing in an earlier tax-evasion suit against firms involved.

It was estimated that Illinois lost as much as \$5 million a year in taxes as a result of the booming mail-order business. Phil Fuchs, director of the Chicago Association of Tobacco Distributors, stated that the "end of the fight is one of the best things that has happened for cigarette dealers."

Operators in suburban Chicago areas and thru the remainder of the State also forecast benefits following the end of tax-free sales competition.

As a result of the Supreme Court decision, one Indiana firm, Edward Sales, Hammond, announced it would start immediately to attach the Illinois 3-cent tax stamp on cigarettes "because etc., can be swiftly removed. customers will have to pay in the end."

Another leading Hoosier cigarette firm, however, stated it would continue to ship cartons without the Illinois tax stamps. The firm, Rolins Sales Corporation, Indiana Harbor, stated "its up to the customer to pay the tax.

Albert Meserow, attorney, who on new red enamel, and get has been fighting the cigarette on its way more swiftly the tax suits, declared he would ask attempting to blast off the a rehearing in the Supreme Court as a last move.

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Gen. Sales Mar

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Pittsburgh Phone: AT 1-6478

Pacific Coast

Distributor: OPERATORS VENDING

MACHINE SUPPLY

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Los Angeles

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ALL-PURPOSE VENDOR

Polished, easy-to-clean merchandise chute.

Vends CHLOROPHYLL GUM — all bulk mdse.

than 7 lbs.

SILVER STREAK

BRUSH HOUSING & BALL GUM WHEEL

pin the top . . play is indicated when top stops spinning.

PLASTIC . . . . . . . \$3.00 per M

SILVER PLATED . . \$6.50 per M

MANUFACTURING CO., INC.

Spin the top

11411 Knightsbridge Ave., Culver City, Calif.

NEW!

Tamperproof! Held by top lock, body clamp only.

Guaranteed mechanically – weighs less

BILOXI, Miss., April 18.- | constant policing and repair, not Consistent use of a midget sand- only from a mechanical but from blaster is enabling the Coca-Cola an eye-appeal standpoint, accord-Bottling Company here to meet ing to Monroe Johnson, manager. climate-induced maintenance Most vending units operated by problems on a route of more than the firm show an active "appearance life," one-third or more shorter than those in other incorporates one of the Air Force's areas of the country. Therefore, largest training centers as well the reconditioning shop is an as the famous Biloxi gulf coast extremely important item in maintaining sales.

Every vender, when brought in off of any of the 15 routes maintained by Johnson, is completely stripped, every part thoroly tested and worn parts replaced. The cabinet is given a new paint job inside and out before it is reassigned to another location. Exterior painting with the Coca-Cola red enamel has never been a serious problem, but interior surfaces, and those hard to reach its venders in the plant. with paint brush or spray gun, had always presented difficulty.

Last year, experimenting with various means of getting into narrow areas, under crimped or rolled edges on vending machines. Johnson hit upon the idea of utilizing a portable sand-blaster. While he knew from experience that other bottlers in the South, notably a Coca-Coca bottler at Panama City, Fla., had been able to adapt professional sandblasting equipment for not only cleaning of vending machines, but even bottling equipment, John son felt that such facilities were necessary only for "the hard-toget places" in his own system

The result of much market scouring was a small sandblasting outfit, which, purchases at a cost of less than \$50, ha proven the complete answer. The sand-blaster closely resembles at ordinary paint-spray gun, with handle, metal container for the fine-gritted sand used, and a low cost, easily handled nozzle gun to direct the flow. To use it effectively, all that is necessar is to screw the sand-blaster ont an air compressor.

"We were extremely fortunatin the fact that the beaches onl a short distance away furnish a' the finely-grained sand we need. Johnson said.

The sand-blasting system ha worked out so well that th interior parts of the venders are now cleaned with it, all rust grease, hardened sugar deposits

"We have never found necessary to sand-blast the e. terior of our coolers or venders Johnson pointed out. "Paint r mover, merely applied with brush, has proven more th adequate for that purpose, ar we can simply coat an old, fade vending machine with paint mover, merely applied with paint job.

# From LITTLE ACORNS mighty INCOMES grow! Lorillard Sales Hit Record in '52: \$214 Mil

NEW YORK, April 18 .- In report to P. Lorillard Company Robert M. Ganger disclosed tha the firm did a \$214,000,000 volume in 1952, the highest in its history with a net income of \$5,700,000 some 13 per cent more than ir

Ganger added that the firs' quarter volume for 1953 wa ahead of the volume for the lifperiod last year. He explaine that the price increase in cigrettes had something to do wit the upsurge, but pointed out ththe increase was in effect onl during the last three weeks the period.

"Certainly the cigarette bus ness in recent months has ex perienced the most turbulen-times in its history," he said "Never has the industry seen so much switching of brands and product loyalties. Not since the days of Turkish cigarettes, before World War I, have smokers had so many brands from which to

choose.' also about one or more king-size leaders.

CATCH CULPRIT

# Hit Slugging In Bridgeport **Brass Factory**

BRIDGEPORT, Conn., April here, Secret Service agents ap-Trumbull, Conn., who allegedly used the spurious coins in Canteen Service Company equipment in a local plant.

The agents reported finding purpose. over 500 slugs in Devan's home, after working with security officials of the affected plant, the Bridgeport Brass Company. The investigation resulted from Canteen complaints that more than 4,000 slugs had been taken from

It was stated that Devan, an employee, had taken the slugs from a scrap heap in the factory and reworked them to fit the venders, which operate on a nickel. Plant officials also reported that they found evidence that dime and quarter-size slugs were being fashioned from scrap during the past few months.

Devan, if convicted, would be liable to a minimum fine of \$1,000 or one year in jail, or both. It was announced that other arrests were expected to be made.

# **New Muti-Item** Vender Patented "BIG PROFITS!" By Chi Operator

CHICAGO, April 18.-Followng almost three years of ievelopment, Harold D. Baum as completed a hand-built genral purpose merchandise vender. t was tested in a local plant. According to its inventor, who has obtained patents on several pasic features of the machine. t could be manufactured to sell or between \$500 and \$600.

Essentially, it is a five-shelf init, offering up to 60 different tems in five price ranges. While ctual product delivery rhieved by gravity, an electrical-

actuated "pusher arm" on each f the five shelves moves the elected item forward to drop to a sponge rubber padded eceptacle.

Selection is made in this maner: deposit of a coin or coins tuates the motor standard on he shelf carrying items of the rice deposited. Customer then irns a selection wheel which loves the pusher motor into osition behind the product deired. This is determined by a ow of top numbers which light p as the pusher mechanism is n vending position behind each ow. When a button, which corsponds to the shelf number, is pressed, the pusher arm is then noved forward to drop the item nt the delivery chute.

An average of six items is caried on each of the magazine hannels of each row. Metal separators, riveted to an endless spring steel belt, hold the items n position.

The pilot model has a wood panel, exposing all five shelves or their full width. It is 38 nches wide, 22 inches deep and 6 inches high. Baum said that ndividual selections can be made from three to six seconds opending upon the last position f the pusher motor and the row position of the next item vended Produc: stocked in the test achine included hair tonic hampoos, shaving cream, tooth paste, powders, perfumes, firstid bandages, lotions, etc. Prices

from 10 to 25 cents. brands, a filter tip, or possibly

a cork tip.

anged, in even demoninations

He declared that manufacturers who neglect king-size, cork-tip or He pointed out that the ciga- filter-tip cigarettes are overlookrette manufacturer could once ing that part of the industry concentrate, for the most part, on which is experiencing the greatest one Lading brand. Now, he growth. American smokers, he added, he must decide what he added, spent more than \$500,000,is going to do, not only about 000 in 1952 for cigarette brands a regular-length cigarette, but that were not among the six

# U. S. Tobacco Wins NATD Booth Award

NEW YORK, April 18 .- The United States Tobacco Company's Information Center at the recent convention of the National Association of Tobacco Distributors at Atlantic City was given a special award "in recognition of its superb services to the wholesale trade and associated industries" at the convention.

The firm sponsored the public service booth in place of its usual 18.—Driving against slug usage commercial exhibit. It served as a center of information, announceprehended Paul G. Devan, ments, telephone communication and messages. J. Whitney Peterson, U. S. Tobacco president, offered his company's space, facilities and staff for this

# VICTOR'S



TOPPER DELUXE GLOBE STYLE

1 to 23 . \$14.20 24 to 42 .. \$14.00 48 to 99 . \$13.75

Also comes in half cabinet style at have the New Baby Grand

Deluxe Vendor \$14.25 each \$13.25 each (100 or more)

BIRMINGHAM VENDING CO. 540 2nd Ave., N. Birmingham 4, Als.

# **Vendors and Jobbers CHEWING GUM LINE!**

\* Cellophane Wrapped \* Fresh from the Factory

\* All Flavors and Types-PLUS Bubble Gums-1c, 2c, 5c Items!

### Half of Standard Brand Prices

All sixes Ball and Vending Gum, Chlorophyll Gum. Chicle & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sixes -520, 320 & 250 per lb.

AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant . Newark 4, N.

### VICTOR'S lopper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style



15 Ensor St

\$14.20 Ea PARKWAY MACHINE CORPORATION Baltimore 2, Md.

# IN STOCK VICTOR'S



Model BABY GRAND CHICLE TREETS VENDOR

New

Deluxe

ORDER TODAY VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

A Natural tie-in with baseball season. Complete game of baseball may be played. In all machines. Plays indicated—(1, 2, 3 bases, home run and out). Embossed on top. Everyone will love playing with this sensational top. Also: A complete line of charms and feature items. All charms F.O.B. New York City, N. Y. PAUL A. PRICE COMPANY, 55 LEONARD STREET, NEW YORK CITY 13

BASEBALL



# VICTOR'S

250 West 57th Street, New York 19, N. Y.



1. Baby Grand
De Luxe (5c
Play), \$14.50.
500 Rocket
Charms, \$10.00.
Total cost of
single deal,
\$24.50. Baby Grand

DeLuxe, \$57 per case of 4. 1000 Rocke Charms, \$40. Total cost of case deal, \$97. Your Gross Profit at 5c per play is \$50 per

Also Available

VICTOR'S Topper De-Luxe, Globe

VICTOR'S Topper DeLuxe, Half-Cabi-Immediate Delivery on all Victor Models. Time Payment Plan Available, Trade-ins

\$14.25 ea \$13.25 ea more
All machines packed & sold 4 to the case. Write for our complete charm and merchandise list. Prices subject to change without notice.

Pioneer Vending Service Brooklyn 3, N, Y. 590 Albany Avenue Phone: PResident 4-5358

### BIG! BIG!



COMBI-NATION ROCKET CHARMS AND BABY

VICTOR'S

NEW

GRAND DELUXE

1 Baby Grand Deluxe.....\$14.50 500 Rocket Charms....... 10.00 Everything for the Operator at Lowest Market Prices!

CHAMPION NUT CO.

# **ARROW**

Guaranteed Reconditioned Machine	S
Acern, 1¢ or 5¢	
Complete line of merchandise and supplies, write for free list.	

ARROW VENDING MACHINE CO.

102-17 Roosevelt Ave. Corona 68, N. Y. C., N. Y.

### CONVERSIONS

We convert all types of cigarette machines to 25¢ or 30¢ operation! CIGARETTE MACHINES

Unconditionally guaranteed! Silver quarter & King Size included, \$5.00 additional for 30c vending. Rowe President, 8 or 10 Cols. .\$125.00

Rowe Royal, 8 or 10 Cols.... 90.00 Rowe Imperial, 8 Cols..... 78.50 Uneeda "500", 7 or 9 Cols.... 90.00 Uneeda Monarch, 6 or 8 Cols... 75.00

JEM VENDING SERVICE

2147 76th ST., BROOKLYN 14, N. Y. Phone: Beachview 2-5159 or Laurelton 5-5506

Parts for all machines available. All our machines are factory recon-ditioned. 1/3 DEP., BAL. C.O.D.

# Cookie Mfrs. Cite Continued from page 104

tion and sales-wise, follow: Austin Packing Company, Inc., Baltimore, reported that its an-

nual sales to operators since 1939 has grown steadily; today, it represents about 50 per cent of the firm's total volume.

Ernest H. Fox, president, stated that 80 per cent of its vender volume is made up cheese and toasted peanut butter sandwiches. Double cellophane wrappers, introduced six months ago, are important in lengthening shelflife, he said.

To aid the operator at the point of sale, Austin is continuing to furnish decals, pressure stickers and other promotion pieces without cost to the operator. Work is now in progress on additional material of this nature for future release.

Fox declared that his company would continue to emphasize its product as a vender item. "We pioneered flat pack cookies for venders in 1939," he recalled.

According to Charles Rolleston, vice-president of Gordon Foods, Inc., Atlanta, annual sales to operators have doubled each year since the firm entered the field. It is anticipated that all cookie items in the present nickel group will be packaged in dime sizes in coming months, he

While the firm is not currently offering special sales promotion or operator aids, it is planning consumer sales promotion in some form for its operator customers. "Additional personnel for special work among the operators will be added to the sales organization to effect even better service to this important field," Rolleston stated.

Federal Sweets & Biscuit Company, Clifton, N. J., reported sales to operators now make up approximately 60 per cent of its volume. Future plans include introduction of additional cookie items, and more production equipment.

"We started offering cookie vender packs in 1951, sales were doubled in 1952, and we expect them to be doubled again in 1953," R. H. Goldstein, sales manager for Leaf Brands, Inc., declared.

Greater variety (three packages are offered now) plus special promotion are on the agenda at Leaf.

Lawrence Reiss, Statler Manufacturers Corporation, New York, which supplies the Sunshine Biscuit cookie line to operators of its straight cookie equipment, reported a line increase in cookie sales. "The reasons for this include the natural desire by women to avoid very rich foods, constant availability of quality merchandise and the introduction of soft drink and coffee venders in various plants."

# Diversification

Continued from page 104

different frequencies in which calls are necessary, Estey pointed out. Cold drinks and coffee machines are serviced daily, whereas a cigarette machine might go as long as a week without requiring a refill.

Machines vending carton milk present different problems, he said. They must be cleaned daily to prevent accumulation of wax that would impede functioning of the machine. Altho the dairy stocks the milk machines, a serviceman often must make a second visit to replenish stock or move cartons from storage to vending areas.

"An attempt to effect one-stop servicing would require trucks of such size as to be impracticable," Estey continued. "By maintaining individual operations we sidestep innumerable complaints from location owners."

Fast, dependable repair service is another keystone of the Estey policy. Four repairmen are on call during the day and another is available all night. This ample force avoids the danger of manpower shortage thru sickness or unexpected flow of repair calls by providing a reservoir of trained personnel. A difference is noted in this department also, in that lines placed in industrial locations require daytime maintenance, while those lines in night stops are handled by an

all-night man.

# "Jack Pot Pays Off"



"I sure hit the jackpot with the new Northwestern Tab Gum Venders recently purchased. Getting them into good locations is a pushover . . . and do they pay off!" P. D. C., Michigan

Servicing

THE NORTHWESTERN CORPORATION 2453 East Armstrong St.

Morris, Illinois

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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 Parkwa 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

Indianapolis, Indiana Peanut Products Company 910 Harney Street, Omaha, Nebraska Rake Coin Machine Exchange 609 Spring Garden Street Philadelphia 23, Pa.

1123 West 21st Street

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

NEW TOTAL STREET, STRE	
N.W. DeLuxe 1c & 5c Comb	\$13.9
N.W. #39 1s Porc.	7.9
N.W. #33 1c Porc. B.G	1.7
Master le Bulk Porc	7.4
Master 5¢ Bulk Porc	7.4
Master Ic & Sc Bulk Porc	7.9
Columbus 16 Bulk	7.4
Silver King 1¢ B.G. or Mdse	7.4
Silver King St	7.4
Exhibit Post Card (Metal)	15.0
Advance #D It B.G.	5.9
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MERCHANDISE & SUPPL	EC
MEKCHANDISE & SUPPL	1

MERCHANDISE & SUPPLIES
Pistachio Nuts, Jumbo Queen \$ 99 Pistachio Nuts, Vendors' Mix 8 Cashew Whole 6 Cashew Butts 5 Peanuts, Jumbo 3 Spanish 2 Mixed Nuts 5 Almonds 480 ct. 5 lbs. vac. pk. 8 Baby Chicks 3 Rainbow Peanuts 3 Boston Baked Beans 3 Jelly Beans 2 Licorice Lozenges 2 M & M 4 Assorted Fruit Charms, 100 ct. 4
Ball Gum, all sizes, 200 lbs. min. Prepaid, per lb

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL 440 442 W. 42nd St., New York 36, N.Y.

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

Milk Program Continued from page 104

matter how long it takes the vender to operate in the black, Simon pointed out.

"Most locations start off at a fairly slow pace, then gather steam. At first, the vender is a gadget to the apartment dweller. Later on, he discovers that it dispenses the same quart of milk he buys at the corner grocerybut he doesn't have to carry it home and he can buy it exactly when he wants it. He also learns that it's the same milk the milkman delivers-but it's two cents cheaper.

"When he is aware of these facts, he becomes dependent on th vender for his milk supply. Thn he becomes a steady customer. Altho City Milk will only make a few mills a day from this customer, its profit at the end of the year will be measured in dollars."

According to Simon, the future of the quart milk vending industry depends in a large measure on the apartment dweller's acceptance of the vender as an efficient, economical and sanitary method of dispensing a commodity he uses every day.

### Home Delivery Off

Home delivery of milk in the New York area is falling off. With the home delivery price running two cents over the store price (current price is 22 cents in stores, 24 cents delivered), there is little liklihood that the trend will be reversed or even arrested.

According to Simon, this is where the quart milk vender comes in. He contends that because milk is such a staple, relatively wealthy families are conscious of its price. Hence, families who will think little of spending extra dollars for a luxury food will balk at spending a few extra pennies for milk.

Simon estimates volume at a quart of milk per family per day. Naturally, the more children a family has, the greater will be

its consumption. The venders are serviced daily by three part-time routemen. City Milk, which has a longestablished industrial half-pint milk vending operation, uses the

### its half-pint and quart machines. Current Installations

same service shop at Maspeth for

The quart - size Rowe vender itself has been in the process of developmnt for nearly four years, with the first installation in a Forest Hills, L. I., apartment building in 1949. Current installations include one building in Tudor City, Manhattan; nine buildings of the Equitable Life's Fordham Hill development, Bronx; 11 buildings of the Clinton Hill project, Brooklyn, serving 1,300 families; a number of Carol Management apartment houses in Queens; apartment houses on Manhattan's Riverside Drive and West End Ayenue, and 12 buildings in Knickerbocker Village.

# PX, Supplier

Continued from page 104

rectors panel answered questions

from the floor.

Following the business session, Austin Packing Company gave a cocktail party which featured an address by NAMA president Faron Goldman. Goldman stressed that there were many complicated problems in the vending industry which could not be solved by individuals but which could be worked out thru concerted action by the association.

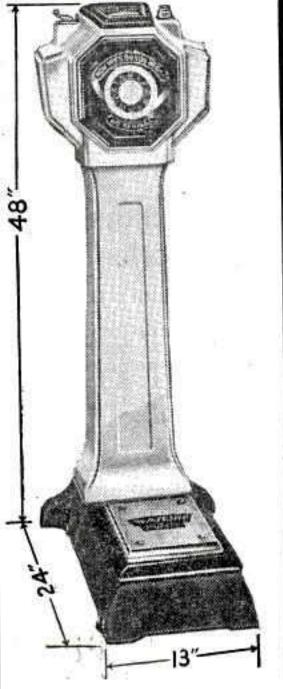
### New Project

Goldman also indicated that the board of directors had approved a new NAMA project which "will have far reaching influences in expanding the horizons of the automatic merchandising industry, and in obtaining the understanding and support of vending by the public."

Details, and nature of the project will be announced later,

Ray Scheuer, Vendomat Corporation of America, Baltimore, was elected as the new Region III chairman, succeeding Gelfand. Michael Mallis, City Vending Company, Baltimore, was elected vice-chairman, and Bayne Phipps, Spacarb of Washington, Inc., secretary-treasurer.

At the NAMA board of directors' meeting, also held on Mon-day, Tom Hungerford, Herb Geiger and Harry Rosen were appointed to the nominating committee.



# DOWN **Balance \$10 Monthly**

ALL WEATHER SCALE

COMPLETE CABINET AND BASE, CAST IRON POR-CELAIN ENAMELED, FOR OUTSIDE LOCATIONS WRITE FOR PRICES

Invented and Made Only by

Manufacturing Company Chicago 44, III. 4650 W. Fulton St. Est. 1889 — Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago



You too will need a \*M.C. Truck like Sandy MacTight if you vend marbles. \*(Money Carrying)

# MARBLES

The Marble Season Is Here! NOW IS THE TIME To Put Marbles in Your Machines

AGATE-GLASS-ASSORTED COLORS Barrel, of 50,000 ......size 9/16 \$49.00 Barrel of 40,000 ......size 5/8 \$39.00 Keg of 21,000 ......size 9/16 \$21.00 Keg of 17,000 ......size 5/8 \$19.00 Shipments made at once F.O.B. factory. Freight or truck. FULL CASH WITH

ROY TORR Lansdowne, Pa.



Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?

ADVANCE

Is the Vendor for You Cigarette Machines, All Models in Stock Want more information?

Write today to . . .

J. SCHOENBACH Factory Distributor Of

Advance Vending Machines 1645 Bedford Ave., B'klyn, 25, N.Y. PResident 2-2900

### Communications to 188 W. Randolph St., Chicago 1, III.

# Rumor MOA May Form Own Copyright Organization

'No Comment,' Says Miller; **BMI** Action Is Cited

box circles are buzzing with board, George A. Miller, presi- the judiciary committee. No rumors that Music Operators of dent of MOA, had no comment. America is preparing to form its own copyright organization (sim- eliminate section 1 (e) of the ilar to ASCAP and BMI). Owned Copyright Act of 1909, which felt that MOA is looking back and operated by MOA, the or- exempts juke boxes from paying ganization would insure operators performance rights fees. The new of a supply of music not subject bill proposes to exempt the ownto ASCAP or BMI license fees er of a single machine but proin the event of passage of pro- poses the owner of two or more posals to change the Copyright coin - operated music machines Act.

CHICAGO, April 18.-Juke When contacted by The Bill-| currently has been referred to

The McCarran Bill proposes to should pay performance fees. It

hearings have as yet been set.

In opinions expressed by operators "off the record" it was upon the successful emergence of BMI, a decade ago, as a copy-right organization following the radio industry's fight with ASCAP. Operators feel the venture is worth consideration in the event the present bill, or some later ASCAP measure, becomes law.

# **Union Activity** Keys S. Calif. Music Ops Meet

BURBANK, Calif., April 18 .-About 35 San Fernando Valley operators at the semi-monthly meeting of the Co-operative Music Operators Tuesday night (14) heard reports on the two unions in the field, named a committee to check on personal property assessments, and designated Al the next session, April 28. Merle problems and policies. Holmes was the chairman of the meeting held in the Sky Room at Lockheed Air Terminal here.

Can't Forget You." The record, Walter Hemple, one of the COMO The reaction of the teen-agers organizers pointed out, had been

Sam Abbott of The Billboard Strainer, a Cathedral Latin soph- made a brief talk on association area covered by the operators present.

Reports

Clayton Ballard and Al Hanlin reported on separate visits with Frank Matula of the Teamsters' Union. Ben Korte and Red Catlin (Continued on page 113)

# Racine to Hold **Dime Play Meet**

RACINE, Wis., April 18.—The Phonograph Operators' Union of Racine will hold a special meeting Monday (20) at 7 p.m. in the Nelson Hotel. The main topic of discussion will be dime play.

Operators from Racine, Kenosha, Milwaukee and Rockford have been invited to attend the gathering, which will be

preceded by a dinner. Principal speaker at the meet-Miller announced that the ing will be Lou Casola, Mid-West Distributing Company of Rockright legislation were building ford, Ill. Harold Hildebrand and Ronald Meline, Rockford operators, will give their views on how dime play has affected them.

# Wurlitzer V.-P. Moves Offices

CHICAGO, April 18 .- R. C. Rolfing, president of the Rudolph Wurlitzer Company, announced "We are making great strides Roy F. Waltemade, vice-president date and decide who will be hon- in our program to have an MOA in charge of manufacturing diviored at the affair. Probable dates emblem placed on every mem- sions, is moving his headquarters ber's machines. Artists are now in May from the executive offices Serving on the committee are Al drawing up ideas and we will at 105 West Adams Street here Denver, Sidney Levine, Max Weiss, shortly select the one that will to the company plant at North Meyer Parkoff, Barney Sugerman and Nash Gordon. Asked to particate also working on cuts and the company plant at North put a speaker is to find out what at booths and tables do well. If Tonawanda, N. Y. He will conpart of the location has the most the location is such that the wall tinue to direct the operations of noise. It seems in several location box will only pull coins which ipate in the affair will be coin- mats to be used on the stationery both the North Tonawanda and tions one particular area in the would go into the machine anyoperated game, ride and vending of members, manufacturers, and De Kalb, Ill., plants from his location gets more traffic than how, it is best to do without new headquarters.

# 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:

DECCA TO BUILD UP HOUSE BAND. Decca Records is mapping a big build-up for its new house band, The Commanders (Music department).

CLASSICAL-FOLK LINES ISSUED ON DECCA EP'S. Decca's Extended Play release will move out to distributors next week and include classical and folk selections (Music department).

RCA GOES ON MULTI-LABEL KICK. RCA Victor is kicking around the possibility of introducing two new labelsone r.&b. and the other jazz LP re-issues (Music department).

BLUEBIRD, ENTRE SLASH PRICES. Bluebird and Entre, low-priced classical labels of RCA Victor and Columbia, this week announced list price reductions to \$2.98 (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

# Michigan Court Holds Location Contracts Valid

# **Ackerman Recommends Operators** Secure Firm, Recorded Leases

aspects of coin machine operation ity as basic real estate deeds. took the spotlight at the wellattended meeting of the Music Operators' Guild of Michigan at up by Ackerman, was a statethe Detroiter Hotel. The evening ment of a ruling that the Federal was devoted primarily to a use tax on machines was an Hanlin as temporary chairman of general discussion of location obligation of the location owner,

contract was valid.

Irving B. Ackerman, counsel ator in the court battle, outlined Revenue Code. the significant points. He went Register of Deeds, giving them machine.

DETROIT, April 18. - Legal essentially the same enforceabil-

Another legal point that may save Detroit operators alone up to \$60,000 a year, also brought and not the operator. Ackerman Top item on the agenda was a learned thru correspondence with presentation of the Rhodes case the Internal Revenue Bureau that Following the dinner, the group settled down to business Court held that a location box to be maintained upon his which was decided in court here the tax must be paid by the box to be maintained upon his premises, and not the one who and secretary of the Guild, who maintains it as such. He cited had represented the music oper- Section 3267A of the Internal

> Most operators in this area are on to recommend that all oper- assuming the tax at present, as ators obtain firm contracts or this has been the custom of the leases for each location, and then trade in relations with the locatake steps to record them for their | tion owners. However, with the protection. In Michigan, unlike discovery that the tax is no some other States, a statute pro- longer his obligation, the operavides for general registration of tor may find the way open to documents such as chattel mort- re-negotiations which may save gages, etc., with the County him \$10 per year on each

# Selection of Equipment Important for Profits

the most important decisions in

A spot check was made among Chicago operators to determine what yardsticks they use in placed that most operators follow slight angle. similar formulas.

All operators checked agreed that the main consideration should be the quality of the output. Some locations need extra speakers while others do not. The trend is toward more locations with multiple-speaker arrangements, it was agreed.

Corporation, said "We use as many as six to eight speakers in a location if we feel that it is necessary. Our aim is to have even distribution of music in all parts of the location. Some operators will cut down on the amount of speakers because of the cost factor, but we feel its worth it in the long run."

Several of the operators in the location before placing impulse play as possible. speakers. One operator said the another, ie., the front of the bar, the wall box.

CHICAGO, April 18.—One of the area nearest the kitchen, etc. In considering extra speakers the acceptance of a location by it must also be determined what an operator is the selection of the volume level will be required. right equipment for the greatest Restaurants usually require a low profit. In order to remain on the level of sound. Another considblack side of the ledger, the eration is the height of the speakoperator must consider not only er over the heads of the customthe placement of the machine, ers and the direction it faces. In but also wall boxes, and extra narrow areas, a speaker can cause a rumbling effect because the sound is sent out at a right angle to the wall and causes an echo effect. In narrow areas it ing equipment. Results indicat- is best to face the speaker on a

Mary Gillette, Gillette Distributing Company, agreed that speakers can make or break a location in some cases. She also went along with the other operators in saying that the individual location should dictate whether or not wall boxes are needed. John Oomens, of Walter Oomens'-Sons, concurred and added that Bob Lindelof, General Music he did not have a single location using wall boxes.

All operators checked agreed that the following were main points to consider:

1. The music must first of all be accessible.

2. It must provide good listening. Some locations prefer soft music while others, out of necessity, prefer it loud.

3. Machines should be placed claimed they made checks with- so that they encourage as much

4. In large locations where best way to ascertain where to people remain seated, wall boxes

Copyrighted material

# HIT TUNE PARTY **HUGE SUCCESS**

3,500 Youngsters Jam Music Hall to See Favorite Artists

again music predominated the acclaim when he and three others Cleveland scene as 3,500 cheering formed the Chamber Music Sociteen-agers jammed the Music ety of Lower Basin Street. Hall Saturday (11) to hear and see 20 of their favorite artists and select a Hit Tune for the month of May.

Winner was Buddy Greco, Coral Records singer, who received the highest reading on the applause meter for his rendition of "You're Driving Me Crazy".

high school newspaper correspondents and editors, being en-Press and the Ohio State Phonograph Merchants' Association, cosponsors of the Hit Tune Party. The teeners also were the guests chatted and the kids gathered autographs as well as material for school paper articles.

by Henry (Hot Lips) Levine. Hit Tune party." Others added, Levine, now a staff member at

CLEVELAND, April 18.—Once WTAM, was given nation-wide

Talent Parade

This started off a talent parade that would have made vaudeville tycoons stare. Following the introduction of vocalists Johnny Andrews, Jackie Lynn, and Jay Miltner, came whistler Fred Lowry, singer Buddy Greco, harmonica player Richard Hayman, The big day started with 40 the Four Lads, the Ames Brothmembers of The Cleveland Press' ers, Ray Anthony, singer Vicki High Timers, an organization of Young, singer Dolores Hawkins, singer Tony Morelli, the Toon with Fred Darian and Jose Gran-Loons, the Gaylords, accordion- son being introduced from Vogue tertained at a buffet luncheon in ist Bob Presti, and vocalists Bob Records in Hollywood. They disthe Hotel Auditorium. They Santa Maria. Barbara Page and tributed records of Darian's rewere the guests of The Cleveland Frank Amato. Interspersed were lease, "Strange Bells" and "I productions by the band and Levine's Dixieland congregation.

was one of enchantment. Nancy plugged on Peter Potter's teleof the stars of the show. They Gore, a ninth grade student at vision show, "Juke Box Jury," Shore High School, said "It's over KNXT. greater than TV," and James With Joe Mulvihill, WTAM omore, declared, "Nothing less work and lauded the group for disk jockey and master of cere- than tremendous." Rickey Kiefer, its co-operative spirit. Hemple monies, calling the musicthon to an eighth grade student at Har- added that since COMO's organorder, the show opened with the ding Junior High, felt that ization in February, there had WTAM Morning Bandwagon, led "movies take second place to the not been a spot jumped in the

(Continued on page 113)

# MILLER'S 7-POINT PLAN SHAPING UP

Operators Give Wholehearted Support; Four Considered for Executive Post

OAKLAND, Calif., April 18.-George A. Miller, president of the Music Operators of America, announced this week that progress on his 7-point program is "coming along in wonderful fashion." "I can definitely say that MOA has made a place for itself in the industry," he said.

Miller's 7-point program was outlined at an executive committee meeting in Chicago, March 9-10. The program steps follow: 1. To set up a defense

# NY Music Ops Set Plans for UJA Affair

NEW YORK, April 18 .- A committee of the New York Music Operators' Association met here Thursday (16) to discuss plans for a dinner on behalf of the United lations, publicity, and contact the Jewish Appeal.

The group meets again Tuesday (21) to select a chairman, pick a are June 23 or September 15.

operators and distributors.

against copyright legislation. 2. Ways and means to raise funds for this action.

3. Amend the bylaws to accept individual members. 4. Create a public relations

program. 5. Make available MOA emblems for placement on juke boxes. 6. To organize a national

charity program. 7. To create a tax council for the aid and benefit of

member operators. defense measures to fight copy-

"This time it seems the operators are beginning to feel the impact of the situation and we are receiving their whole-hearted support," Miller said. "We have already interviewed four men to fill the position of executive director. It will be this man's duty to handle public reoperators. As yet, we have not made a choice.

record companies."

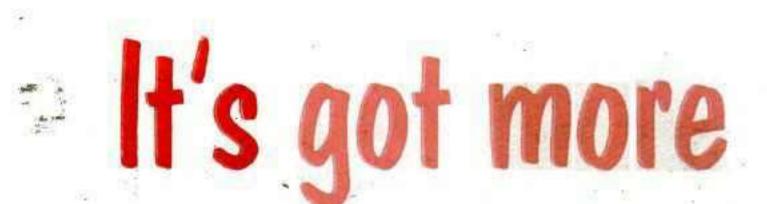




GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

SELECTION MODELS, BLOND OR MAHOGANY CABINETS

MUSIC MACHINES



ON THE BALL

# That's why you get more IN THE CASH BOX

Not only does the Wurlitzer Fifteen Hundred have more on the ball-it mixes the fast ones with the slow ones, the 45's with the 78's. No other phonograph will do it.

It puts a selection of 104 tunes solidly over the plate and the customers love it.

If you want to get into the big league locations...and stay there...make your pitch with the Wurlitzer Fifteen Hundred.

See your WURLITZER DISTRIBUTOR



**WURLITZER MODEL 1650** 

A compact 48-selection, straight 45 RPM phonograph priced to pay the operator a real profit. Available as Model 1600 playing 45 or 78 RPM records.



THE RUDOLPH WURLITZER COMPANY . NORTH TONAWANDA, NEW YORK

# River Forest luke Boxes to Stay Silenced

RIVER FOREST, Ill., April 18. -River Forest juke boxes will emain silent pending another ourt fight, it was announced hursday (16).

perated juke boxes. Also upheld

748 New England Avenue, ownan, said an appeal would be aken to the State Supreme court.

The boxes have been silent ince the ban was imposed four ears ago. The ordinance was assed following a teen-agers' rgument over records in a local estaurant.

# **Union Activity**

Continued from page 110

dded to the discussion and told he group that they had joined. Villiam Leuenhagen, Los Angeles ecord jobber, offered to answer uestions about the new Indellectrical Repairmen. Doc Wilox joined in the discussion, exlaining the workings of the ndependent group.

Sam Ricklin and Gabe Orland, f California Music, gave a brief ecount of their experiences as nion members. The firm, re-ently picketed by IUMER, is amsters' union.

nd Joseph Fielding be named on committee to meet with the os Angeles County tax assessor garding assessments of used juipment. Fielding was deleated to write a letter for the pointment.

### Convert Areas

Altho primarily concerned with me play, the group gave little scussion to this matter because the lack of time. It was deded to convert certain areas, as cklin suggested. Operators in e various sections met after ljournment to make definite

The association passed a otion to deal only with general oblems confronting the operars and to eliminate personalities all discussions.

Altho Los Angeles music maine distributors have picked the check for the dinners in e past, this one was dutch. emple said that none of the obers had been contacted rerding the procedure for the ssion. Jean Minthorne, of Minorne Music, Seeburg distribu-, was the host at the March 31

# Hit Tune Party

Continued from page 110

here should be more of this." Charlie Schneider, promotion nager for the Scripps-Howard wspaper chain, was impressed th the affair and is now asking a list of operator associations that the same idea may be d in other cities where ipps-Howard papers and optor groups might get together. Cleveland Press is a memof Scripps-Howard group.

en unreleased records were yed by Mulvihill on a Wurer juke box at stage center the audience indicated its by applause which was reded on an applause meter. winning side, "You're Driv-Me Crazy," will be featured the No. 1 spot on over 3,500 e boxes in the Cleveland The record also will be ed over all radio stations in area as their Hit Tune for coming month. Publicity will given the record on car cards, newspaper plugs, etc., during month.

fulvihill wrapped up the afby awarding prizes to the ty ticket holders. Among the es were a portable radio, e record players, 44 albums, record players, 11 and of 25 records for a total of

# **New Britain to Extend 10-Cent Trial Period**

HARTFORD, Conn., April 18 .-One central Connecticut city-experimenting for six weeks with 10-cent and three plays for a quarter on juke boxes—is extend-The Illinois Appellate Court ing its trial period by offering pheld the village ban on coin- four plays for 25 cents.

Abe Fish, owner of the General was the lower court ruling that Amusement Game Corporation of olice had no power to seize juke Hartford and president of the Connecticut State Coin Associa-Eugene Lieberman, attorney tion told The Billboard Thursday epresenting Adolph Raymond, (16) that New Britain, only 10 miles from Hartford, is the town r of two boxes, who fought the in which the coin operators are co-operating in a unique experiment. The results may directly affect every coin operation in operation in Connecticut.

> "New Britain operators," said Fish, "decided to set the pace for Connecticut operators and are now in the midst of a six-week experiment, which started out with dime play and three plays for a quarter. This has now been extended to four plays for a quarter, but only in areas where teenagers predominate as patrons.

"There are half a dozen operators in New Britain, and they are all working together. The experiment, needless to say, has the closest attention of every endent Union of Mechanics and major coin operator in Connecticut. Reactions will be reported on at the May 14 CSCA meeting in Hartford.

"New Britain was set up as the test city because of the smaller number of active coin operators. Coin men in certain sections of Connecticut have strongly advocated the dime play and three plays for a quarter, but this idea ow trying to iron out a juris-ictional fight. Ricklin and Or- of four plays for a quarter, preand crews are members of the ferably for teen-age locations, may well be the salvation of the Homer Razor suggested that coin industry in that it will entertainment offered by this great medium."

# SERVICE MEN, TOO, PREFER EVANS' PHONOGRAPHS

When a route man heads for an Evans' Phonograph Location, it's generally with a feeling of relief at the prospect of a "breather!" He knows he will find a smoothly functioning instrument, with no mechanical problems or location complaints to complicate matters. He breezes through the normal service procedure quietly and unobtrusively, because the routine is made easier by Evans' many quick-service facilities. And, when he moves on to the next call, he's in a better frame of mind, more efficient, more valuable to the operator!

> ON DISPLAY AT YOUR **EVANS DISTRIBUTORS**

100-SELECTION CENTURY

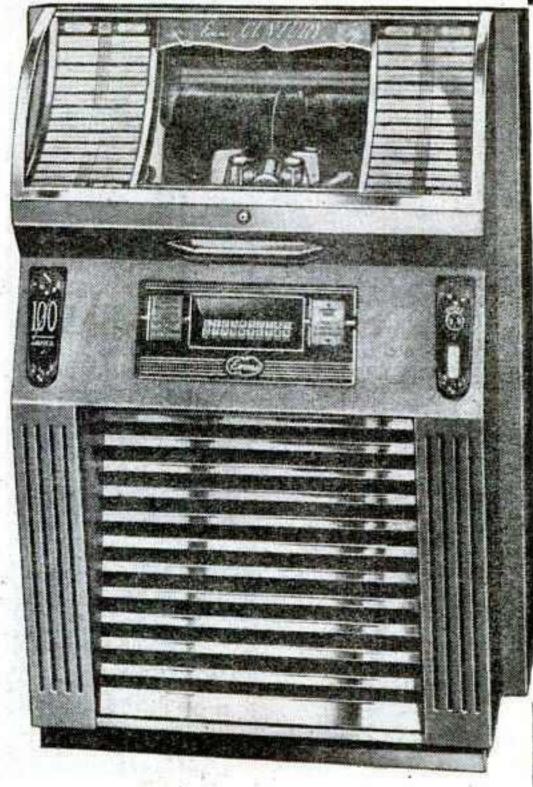
50 RECORDS 45 RPM

40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM

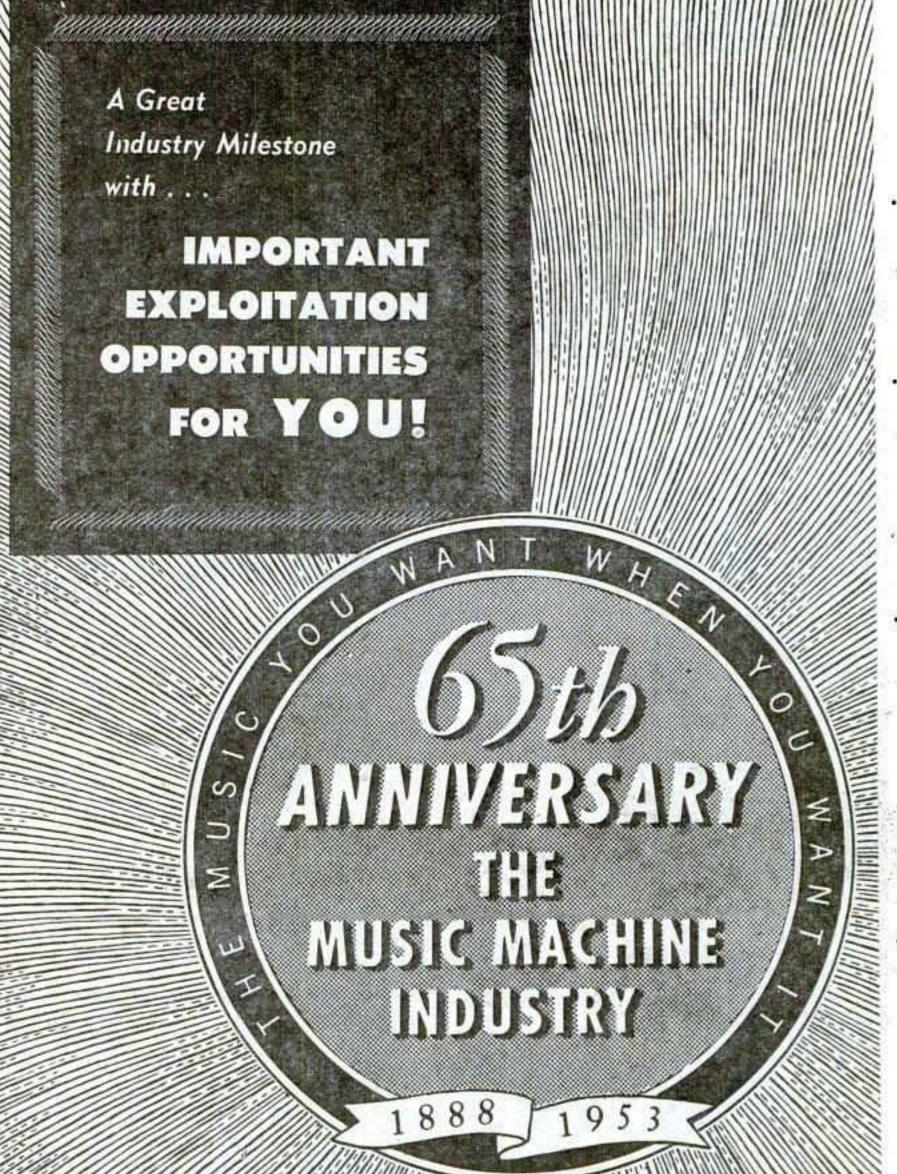


OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.



H. C. EVANS & CO. 1556 W. Carroll Ave. Chicago 7, Illinois

icklin, Ballard, Korte, Hanlin, remind younger people of the YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



# 1953

is the Juke Box Industry's 65th Anniversary Year

# May 24

National Juke Box Week

# May 23

is the Date of The Billboard's Big 65th Juke Box Anniversary Issue

# May 14

is the Last Day for Advertisers to Take Full Advantage of This Outstanding Sales and Exploitation Opportunity

# **Billböard**

New York Chicago Cincinnati St. Louis Hollywood



phonograph with 120 Selections!



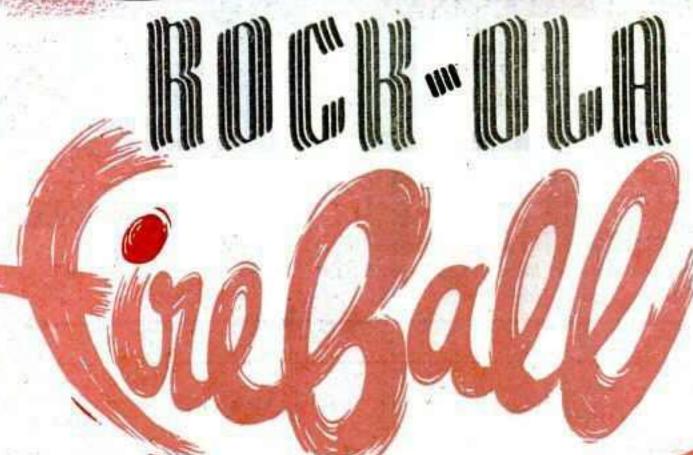
phonograph with the single-button Line-O-Selector



MACHINES

phonograph with revolving

Model 1436



The only Phonograph with

Proven Performan Proven Profits

Selections



Available in 2 models for either 78 RPM or 45 RPM Records

# See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

# EASTERN

BAILIE DISTRIBUTING CO. 647 South West St., Syracuse, N. Y.

EASTERN VENDING SALES CO., INC. 940-42 Linden Ave., Baltimore, Md.

HACOLA DISTRIBUTING CORP. 265 Franklin, Buffalo, New York

B. D. LAZAR COMPANY 1635 Fifth Avenue, Pittsburgh 19, Penn.

> MUSIC & TELEVISION CORP. 1119 Commonwealth Avenue Boston 15, Massachusetts

5 & K DISTRIBUTING CO. 2014 Fairmount Avenue Philadelphia 30, Pennsylvania

SEACOAST DISTRIBUTORS, INC. 1200 North Ave., Elizabeth, New Jersey

# MIDWEST

BADGER NOVELTY COMPANY 2546 North 30th Street, Milwaukee, Wis.

BRILLIANT MUSIC COMPANY 19963 Livernois Ave., Detroit 21, Mich.

CALDERON DISTRIBUTING 450 Massachusetts Ave., Indianapolis, Ind.

### CENTRAL COIN MACHINE EXCHANGE

525 S. High St., Columbus, Ohio

I. WESTERHAUS

3726 Kessen Ave., Cincinnati 11, Ohio

DIXON DISTRIBUTORS

FABIANO AMUSEMENT CO

3808 Southern Blvd., Youngstown, Ohio

208 E. Dewey Ave., Buchanan, Michigan

I. ROSENFELD COMPANY 3218 Olive St., St. Louis, Missouri

LA BEAU NOVELTY SALES CO. 1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO.

4533 Payne Avenue, Cleveland, Ohio

SAVAGE NOVELTY COMPANY 628 Third Street, Beloit, Wisconsin

SUPERIOR SALES COMPANY 1337 Second Ave. Des Moines, Jawa

TOLEDO COIN MACHINE EXCHANGE

814 Summit St., Toledo, Ohio

UNI-CON DISTRIBUTING CO. 3410 Main Street, Kansas City 2, Missouri

WORLD WIDE DISTRIBUTORS, INC. 2330 N. Western Ave., Chicago 47, III

# NORTHWEST

PUGET SOUND NOVELTY CO. 114 Elliott Ave., West, Seattle, Wash

### SOUTHERN

A. M. & F. DISTRIBUTING CO. 3118 Tulane Ave., New Orleans, Lauisiana

H. M. BRANSON DISTRIBUTING CO. 811 E. Broadway, Louisville, Kentucky

CAPITOL MUSIC COMPANY

135 E. Amite Street, Jackson, Mississippi

COIN AUTOMATIC MUSIC CO. 241 W. Main St., Johnson City, Tennessee

FRANCO DISTRIBUTING CO.

24 North Perry, Montgomery, Alabama ROBINSON DISTRIBUTING CO.

301 Edgewood Ave., S. E., Atlanta, Ga.

5 & M SALES COMPANY, INC. 1074 Union Avenue, Memphis, Tennessee

SOUTHERN MUSIC CORPORATION

2828 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO.

418 Margaret St., Jacksonville 6, Florida SOUTHERN MUSIC DIST. CO.

503 W. Central Ave., Orlando, Florida

FRANK SWARTZ SALES COMPANY

515-A Fourth Ave., So., Nashville, Tenn.

WERTZ MUSIC SUPPLY CO. 1013 E. Cary St., Richmond 19, Virginia

### SOUTHWEST

AUTOMATIC MUSIC CO. 1214 W. Archer, Tulsa, Oklahoma BORDER SUNSHINE NOVELTY

2919 N. Fourth Street Albuquerque, New Mexico

BOYLE AMUSEMENT COMPANY 522 North West Third Oklahoma City, Oklahoma

FT. WORTH AMUSEMENT COMPAN' 1210 S. Main Street, Ft. Worth, Jexas

FRONTIER AMUSEMENT 2020 Myrtle Avenue, El Paso, Texas

PAUL W. HAWKINS

329 East 7th Street, Tucson, Arizona

RUTHERFORD ENTERPRISES 608 Johnson Street, Amarillo, Jexas

UNITED AMUSEMENT CO. 446 N. Main St., San Antonio, Texas

# WESTERN

H. B. BRINCK

825 East Front Street; Butte, Montana

DAN STEWART COMPANY, INC. 2667 West Pico, Los Angeles, Californ

DAN STEWART COMPANY, INC. 140 E. Second, South, Salt Lake City, Ut

MODERN DISTRIBUTING CO. 3222 Tejon Street, Denver 11, Colorac

OSBORN DISTRIBUTING COMPAN 2647 Thirty-Eighth Avenue

San Francisco, California

"The Industry's Greatest Phonograph Achievement

**ROCK-OLA MANUFACTURING CORPORATION** 

800 North Kedzie Avenue Chicago 51, Illinois

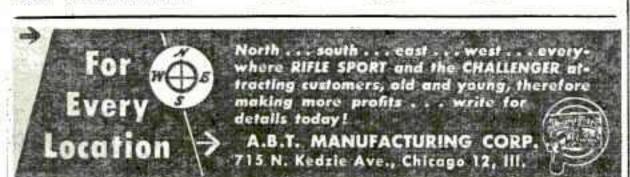
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# THE BILLBOARD Index of Advertised Used **Machine Prices**

# Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders only the single machine price is listed. Any price obviously depends on condition of the equipment age, time on location, territory and other related factors.

AMI	Issue of	- Issue of	Issue of	Issue of
AMI.	April 18	April 11	April 4	March 28
Hideaway	\$275.00	\$275.00	PSECONOW.	\$275.00
Model A	225.00 265.00	249.00 265.00	\$225.00 249 00	95.00 225.00
	294.50 325.00	294.50 295.00 325.00	265.00 294.50 295.00	249.00 260.00 325.00
Aodel B	394.50 400.00	375.00 394.50	325.00 375.00	350.00 375.00
Manne		400.00	394.50	425.00
Rodel C	394.50 395.00 399.00 429.50	394.50 399.00 429.50 450.00	394.50 395.00 399.00(2)	395.00 399.50 425.00(3)
	450.00	727.30 430.00	429.50	450.00
inging Tower	39.50	39.50	39.50	55/20
HICAGO COIN				
lit Parade	129.50	129.50	129.50	
VANS				
Constellation	395.00	350.00 395.00	284.50 395.00	275.00 375.00
	700000			759,0000,00000
MILLS	129.50 160.00	129.50	129.50	
onstellation	124.50 100.00	127.30	124.50	
PACKARD	79.50 99.50	79.50 99.50	79.50 99.50	79.50
Model 7	69.50	69.50	69.50	74.50
1.5	(1)		3/53/65/47	
OCK-OLA	39.50	39.50	39.50	
eluxe	39.50	39.50	39.50	
laymaster Hideaway	49.50	49.50	49.50	
remier	39.50 375.00	39.50 375.00	39.50 375.00	
ocket 50-51 Blonde	39.50	39.50	39.50	
andard	295.00	295.00	295.00	295.00
422	79.00 94.00	79.00 94.00	79.00 85.00	79.00 85.00
ATTE DEPOSITATION OF THE	119.50 125.00	119.50 125.00	94.00 119.50	94 00 119.50
2040 - Universidad de la compansión de l	129.50 114.50 119.00	129.50 114.50	129.50 114.50 115.00	125.00 115.00
426	149.50 150.00	119.00(2)	119.00(2)	119.00(2)
	169.00	149.50 150.00	149.50 169.50	149.50 150.00
	CARRELE CARRELLA	169.50	7474477744774474	TO ACADA DAG NATIONAL
428	199.50 249.00	199.50 249.00	199.50 225.00 249.00	225.00 249.00
428 Blande	250.00		ROBERT AND CONTRACTOR OF	
432	395.00	395.00	375.00 395.00	375.00 395.00
62%	440 50	640.00	440 50 405 00	425.00
434	449.50	449.50	449.50 495.00 499.00	495.00 499.00
			57.5 S. M. V.	
EFBURG .				
asino	39.50	39.50	39.50	
146 Hideaway	89.00	89.00	89.00	89.00
47 M Blonde	75.00	75.00	75.00 89.00	75.00 89.00
-146 M Hideaway	115.00	115.00	115.00	115.00
I-147 Hideaway	50000000		125.00	125.00
-148 M Hideaway	179.00	199.00	159.00 199.00	159.00 199.00
record do	199.50	199.50	199.50	199.50
148 M	39.50	39.50	39.50	
Tone	39.50	39.50	39.50	
100 BL	2509000	795.00	795.00	795.00
1-100 B 45 RPM	774.50 574.50	774.50 775.00	774.50 775.00	775.00
1-100-A 78 RPM	595.00(4)	574.50 595.00(3)	574.50 595.00(3)	575.00 595.00 649.00(2)
	675.00	649.00 675.00	649.00	675.00
20	-	0.22752	227227	
laza	39.50 125.00 129.50	39.50 125.00	39.50	150.00
46 Hideaway	89.50 125.00	150.00		150.00
46 M	99.00 125.00	119.00 125.00	99.00 119.00	99.00 119.00
CONTROL OF THE PROPERTY OF THE			125.00	125.00
46 5	99.00 125.00	119.00 125.00 124.50 175.00	119.00 125.00	119 00 125.00
47	124.50 159.50 175.00	124.50 175.00	124.50	175.00
47 M	139.00 140.00	140.00 149.00	125.00 140.00	125.00 140.00
	STATEMENT AND ARTHUR A	159.50	149.00	149.00
47 S	140.00	140.00	140.00	140.00
48	139.50 185.00	139.50	139.50	
48 Hideaway	165.00		185.00 200.00	200.00
48 M	250.00	250.00	200.00	250.00
48 ML	225.00	225.00	225.00 229.00	225.00
48 ML Blonde	209.50 229.00	100.00	300.00	219.00
48 SL	199.00 49.00	199.00	199.00 49.00	199.00
941 Hideaway	129.50	129.50	129.50	17.00
947	149.50	149.50	149.50	
947 Hideaway	129.50	129.50	129.50	2018
947 M	175.00 245.00	169.50	169.50	169.50
948 Blonde	129.50	129.50 225.00	129.50 225.00	225.00
ogue	39.50	39.50	39.50	
THE DESIGNATION OF THE PROPERTY.				
VILLIAMS	49.50 125.00	49.50 75.00	49.50 75.00	75.00
Ausic Mite	47.30 123.00	17.30 13.00	15.00	73.00
VURLITZER	- 00.00		70.55	
00	39.50 49.50	39.50 49.50	39.50 49.50	
50	69.50	69.50	69.50	
50 E	200000000	75752555	89.00	
00	44.4	49.50	500000	54.50
50	39.50 109.50 119.00	39.50 119.00 124.50	39.50 119.00 125.00	109.50 119.00
015	135.00 149.50	119.00 124.50	119.00 125.00	125.00 129.50
	150.00 169.50	150.00(2)	150.00 169.50	150.00(3)
	74 2020000V	169.50		
017	129.50	115.00		
ui. Hideaway	115.00	129.50	115.00 129.50	99.50 115.00
080	125.00 140.00 149.50	125.00 140.00 149.50 150.00	125.00(2) 149.50 150.00	125.00(2)
100	229.00 229.50	269.00 294.50	250.00 269.00	229.50 250.00
	275.00 294.50	295.00(4)	294.50	269.00 275.00
2210	295.00(2)	venteriogra-%	295.00(3)	295.00(3)
250	319.50 375.00 394.50	375.00 389.00 394.50 395.00	350.00 389.00 394.50 395.00	350.00 369.50 389.00
	395.00(2)	371,30 ,73,00	271.30 343.00	395.00(2
ictory	39.50	39.50	39.50	
AND ASSESSMENT OF THE PROPERTY				



# Coinmen You Know

Continued from page 103

of new business as a result of realize that the juke business has ing Company ... Another "legal (24) and then visit five key cities restaurants. on the Continent.

Wide Distributors were at a of activity on the expanded probusy handling out-of-town rush orders. There is a rumor that Genco will soon intro an amusement piece of particular interest to the Arcade trade.

### oittsburgh.

M. J. Abelson, of Oak Manufacturing, suggests it is a bit too early to foretell the full portent of 1953 as a sales year but that the vending machine business is picking up. . . . Charles Porta is so busy these days he has little time for outdoor sports, even as a has 40 per cent more room and better parking facilities in its new location at 1705 Fifth Avenue.

William F. Hamel, Cole Products, is proud of the firm's new unit just out. It has a capacity of 1,200 cups and carried 17 gallons of sirup. . . . Operator Sydney Reinwasser's new restaurant near Atlantic City opens on Memorial Day.

Novo Vending Service reports it is seldom that television is put on in some of the locations it serves and that some have even removed TV sets. Proprietors

# Crowley Joins Chris Novelty as Music Mgr.

GRAND RAPIDS, Mich., April 18.—AMI, Inc., announced that Frank Crowley, associated with the music business for many years in the Baltimore area, has joined the Chris Novelty Company, AMI distributor of Baltimore, where he will manage the music department.

# Gill Amusement Named Rock-Ola Distributor

CHICAGO, April 18. - The Rock-Ola Manufacturing Corporation announced the appointment of the Earl Gill Amusement Company, 810 Hobson Avenue, Hot Springs, Ark., exclusive sales outlet for Rock-Ola products in Montgomery, Garland, Hot Springs, Yell, Pike and Clark counties.

the air trip he makes to Europe. fallen, and they want to revive eagle" will emerge in coin ma-He will fly to London Friday it again, particularly in chine circles in June when Harry

Harry Rosenthal, general man-Music and game sales at World ager, Banner Specialty, says AMI —the music box with service call: high peak this week. Al Stern, so low that service men sleep Len Micon and Fred Skor played at night-coin phonographs are host to a steady run of visitors. moving briskly. . . . Sidney Wein-... At Genco there was plenty stein, of Sidmore Vending, finds leniency with accounts in conduction of Golden Nugget. Sam nection with time payment of Lewis and Avron Gensburg were petty amounts is in the nature of gracious good will.

> Michael Ballinger, owner, Acme Vending Machine, says "Til I Waltz Again With You," is doing well on his boxes. . . . Monroe Green, who left the vending field. is selling white goods, watches, and general merchandise.

### Miami

Leon Hersh has severed his connection with J & M Vending Ltors and moved to North Carospectator... Standard Distributing lina where he owns property. Hersh formerly was a part owner bought out by J & M Vend-

Hausen, of the Early Bird Vending Company, is graduated from the University of Miami law school ... Harold Carson, of the Juke Box Company, and his wife are in New Orleans for a twoweek vacation.

Mrs. Ruth Michaelson, Long sland Music Company, Brooklyn, attended the April 9 meeting of the AMOA with her friend, Doris Shapiro, who is the association secretary. Mrs. Michaelson has been vacationing at Miami Beach . . . Al Soke, A & S Amusement Company, is looking around for a suitable Arcade site in the Negro district of Miami . . . A happy-go-lucky fellow with a perennial smile is Harry Zimand, of Acme Music and Vending Company. Zimand knows everybody worth knowing in his stamping grounds of Miami Company, sold out his small Beach. He also keeps things livemusic route to Supreme Distrib- 1, at AMOA meetings with his ready wit and good humor.

Like most operators, Dave Enof Modern Vendrinks which was gel, of Dade Vending Company, (Continued on page 117)



# How Was Your Timing on . . .

# "Somebody Stole My Gal"

Johnnie Ray Columbia 39961

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 . only the winners for top play the year around!.

Yermie Stern. 2 E. 45th St., New York 17 Please start sending me title strip cards of Billboard's "Best Buys" to cost \_ for 3 full months. Payment is enclosed. 779 Address

Zone.

City

State.

Spotted as a Billboard BEST BUY

MARCH

Title Strips Ready for Top **Juke Profits** 

MARCH

### 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.

Card: (per week		Cost (for 3 months)	Cards (per week)		Cost (for 3 months)
		strips)\$ 9.00	70	(1400	strips)\$29.00
2000	( 600	strips) 13.00 strips) 17.00	80	(1600	strips)33.00
	(1000	strips) 21.00	90	(1800	strips)36.00
60	(1200)	strips) 25.00	100	(2000	strips)39.00

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# 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 venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

ABC (United)	Issue of April 18 \$25.00 95.00 99.50 145.00(2)	Issue of April 11 \$95.00 99.50 145.00 149.50 150.00(2)	Issue of April 4 \$99.50 145.00(2) 149.50	Issue of March 28 \$145.00(3) 149.50 150.00(2)
Across-the-Board (United)	149.50 150.00 175.00 225.00	175.00 225.00	150.00(2) 175.00 225.00	175.00 225.00
Ali Baba (Gottlieb) All Star Basketball (Gottlieb))	34.50	34.50	34.50 49.50	34.50 49.50 175.00
Aquacade (United)	39.00 39.50 79.50 99.50	20.00 39.00 39.50 99.50	39.00 39.50 79.50 99.50	39.00 39.50 79.50 40.00 79.50
Atlantic City (Bally)	375.00 389.50 395.00 400.00	375.00 395.00 410.00 425.00	395.00 400.00 410.00 425.00	99.50 395.00(2) 400.00 410.00
	410.00 425.00	in and the second	5050000	425.00
Baby Face (United) Bank-a-Ball (Gottlieb) Banjo (Exhibit)	74.50	39.00 30.00 74.50 49.50	39.00 49.50	39.00 49.50
Barnacle Bill (Gottlieb) Basketball (Gottlieb)	34.50 95.00	34.50 95.00 150.00	34.50 120.00	34.50 120.00
Baskethall Champ (Chicago Coin)	250.00	174.50 225.00 250.00	225.00 250.00	189.50 225.00 250.00
Basket Ball (Chicago Coin) Basket Ball (Scientific) Bat-a-Score (Evans)	250.00 75.00	149.50 185.00	185.00	194.50
Batting Practice	59.50 89.50	69.50 89.50	69.50 89.50	69.50 89.50 95.00
Be Bap (Exhibit) Big Hit (Exhibit) Big Top (Genco)	69. <sup>-</sup> 0 94.50 165.00 64.50	69.00 94.50 64.50	69.00 94.50 169.50 50.00 64.50	80.00 94.50 40.00 55.00
Bingo Ralls	597 8/8 I	49.50	49.50	64.50 49.50
Black Gold (Genco) Bolero (United)	59.50 195.00 215.00 220.00 250.00	59.50 195.00 215.00 220.00 250.00	50.00 59.50 195.00 200.00 220.00 235.00	59.50 195.00 200.00 220.00 245.00
Boston (Williams)	55.00 69.50	55.00 89.50	250.00 55.00 89.50	250.00 55.00 69.50
Bowling Champ (Gottlieb)	89.50 50.00(2) 59.00(2)	50.00(2) 59.00	70.00(2) 59.00 64.00	89.50 50.00(2) 59.00 64.00(2)
Bright Lights (Bally)	195.00 215.00 219.50 225.00 250.00	195.00 200.00 215.00(2) 219.50 225.00	175.00 200.00(2) 210.00	200.00(3) 215.00(2) 219.50
	250.00	265.00	215.00(2) 219.50 225.00	265.00(2)
Bright Spot (Bally)	275.00 295.00(2) 310.00 315.00(2)	295.00(2) 315.00(2) 325.00(3)	265.00 275.00 295.00 300.00 315.00(2) 325.00(4)	265.00 300.00 315.00(2) 325.00(4)
Buccaneer (Gottlieb) Buffalo Bill (Gottlieb)	325.00 34.50 59.50 74.50 79.50	34.50 59.50 74.50	34.50 59.50 74.50	34.50 59.50 74.50 79.00
Buttons & Bows (Gottlieb)	59.50 69.50	59.00 69.50	49.50 59.00	79.50 35.00 59.00
Campus (Exhibit)	65.00 94.50 69.50 89.50	65.00 94.50 89.50	69.50 94.50 50.00 89.50	69.50 94.50 35.00 69.50
Cararan (Williams)	34.50	150.00 34.50 49.50	34.50 35.00	89.50 34.50 35.00
Catalina (Chicago Coin)	49.50 35.00	49.50 20.00 35.00	49.50 49.50 35.00	49.50 49.50 35.00
Champion (Bally)	37.50 40.00 59.50 89.50 64.00 69.50	35.00 40.00 75.00 89.50 40.00 69.50	35.00 40.00 75.00(2) 89.50 40.00 49.50	35.00 40.00 89.50 40.00 64.00
Chinatown (Gottlieb)	29.50	185.00 29.50	69.50 225.00 29.50	69.50 210.00 225.00 29.50
Circus (United)	349.00 395.00 30.00 79.50	30.00 65.00	345.00 445.00 30.00 55.00	155.00 25.00 30.00
College Daze (Gottlieb)	50.00 75.00 89.50	79.50 50.00 75.00	65.00 79.50 54.50 75.00	79.50 54.50 75.00
Coney Island (Bally)	225.00 275.00(2) 295.00 300.00	89.50 275.00 295.00 300.00 315.00 325.00	89.50 295.00 300.00(2) 315.00 325.00	89.50 275.00 295.00 300.00(2) 315.00 325.00
Control Tower (Williams)	315.00 322.50 325.00 95.00 119.50	80.00 95.00	95.00 119.50	95.00 119.50
Coronation (Gottlieb)	a (1900) 1900 (1900) (1900) (1900)	119.50	235.00	210.00 235.00
County Fair (United) Cross Roads Cyclone (Gottlieb)	175.00		135.00 215.00 139.50	175.00 215.00 135.00
Dallas (Williams)	44.50 60.00 74.50	44.50 60.00 74.50	44.50 65.00 74.50	44.50 65.00 74.50
Dancing Dan	75.00 79.50 99.50	75.00 99.50	95.00 99.50	79.50 95.00
DeLuxe World Series (Williams)  Dew-Wa-Ditty (Williams)	34.50	34.50	250.00 34.50	99.50
Disc Jockey	215.00 169.50	195.00 125.00	195.00 220.00 225.00	195.00 225.00 175.00
Double Action	75.00 95.00 49.50 65.00	75.00 95.00 85.00 35.00 49.50	75.00 95.00 99.50 49.50 69.50	75.00 115.00 49.50 69.50
Territor accomination parameters	69.50 75.00 79.50	65.00 69.50 75.00 79.50	75.00 79.50 85.00	75.00 79.50 85.00
Oreamy (Williams)	64.00 75.00 89.50	75.00 89.50	75.00 79.50 84.00 89.50	75.00 84.00 99.50
Eight Ball (Williams) El Paso (Williams)	39.50 69.50	20.00 150.00 20.00 39.50	39.50 49.50	39.50
Fighting Irish (Chicago Coin) Five Star (Universal)	69.50 75.00 75.00 95.00 99.50 140.00	75.00 95.00 99.50 140.00	85.00 75.00(2) 95.00(2) 99.50 125.00 140.00	69.50 85.00 95.00(2) 99.50 125.00 140.00
Flip Skill	29.50 69.50 44.50	69.50 44.50	69.50 44.50 49.50	69.50 35.00 44.50
Football (Chicago Coin)	59.50 79.50 195.00 215.00 220.00	59.50 225.00 235.00	54.50 59.50 195.00 200.00 225.00 235.00	54.50 59.50 79.50 225.00 245.00 249.50
400 'S 10- (C)	225.00(2) 269.50	269.50	245.00 269.50	269.50
400, 5c or 10c (Genco) Four Corners (Williams) Four Horsemen (Gottlieb)	210.00 139.50	180.00 195.00 139.50	195.00 210.00 89.50 139.50	195.00 89.50 110.00



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> NEW and REnewed MECHANICAL HORSES **ROCKETS** and SPACE SHIPS at

Market's Lowest Prices

Used KEENEY CIGARETTE MACHINES **MIGHTY Attractive Prices** 

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# SPECIALTY COMPANY

Endorsing Only the Best Home Office

199 W. Girard Ave., Phila, 23, Pa. Branch 1508 Fifth Ave., Pittsburgh 19, Pa.

NEW-RECONDITIONED



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, III.

# 🕿 BEST BUY THIS WEEK🖦 SEEBURG-USED Model H148M R.C. Special . \$200.00 Model H147M R.C. Special

(Metal Cabinet) ..... 110.00 Model H146M R.C. Special .. 100.00 Pre-War R.C. Special ..... 29.50 WURLITZER-USED Model 1017 R.C. Special . . . \$100.00 **ROCK-OLA-USED** 

Model 1424 R.C. Special . . . \$100.00

AUXILIARY EQUIPMENT—USED Seeburg W6-156 (5-10-25¢) Wireless Wallomatic ....\$34.00 Seeburg 3W2-L56 (5¢) 3-Wire Wallomatic ..... 5.00 Seeburg W1-L56 (5¢) Wire-less Wallomatic ...... 5.00 AMI (40 Selections) Wall Box 27.50

Rock-Ola (20 Selections)

Wall Box ..... 5.00 Packard (25 Selections) Wall Box ..... 5.00 We believe this is the lowest price ever offered on this equipment.

W.B. Distributors, Inc. 1012 Market St., St. Louis, Mo. **Authorized Seeburg Distributors** 



Athletic Scale is a na-tional hit. Completely redesigned and selling at a new low price. Finished in a variety of colors. Write for prices. GREAT LAKES SYSTEM Phone: OWen 4-6331 C-5274 S. Dort Hwy. Flint, Mich.

Shopped Like New Bally

SPOT-LITES

DOUBLE-U-SALES CORP.

1101 Cathedral St., Baltimore 1, Md. Phone: Saratoga 4770

			APRIL 2	5, 1953
a of south and specialists	Issue of April 18	Issue of April 11	April 4	Issue o March 2
Frolic (Bally)	395.00 399.00 400.00 415.00(2) 425.00(3)	395.09 415.00(2) 425.00(2) 439.50	399.00 400.00 415.00(2) 425.00(3) 439.50	395.00 400.0 415.000 425.000 439.5
Futurity (Bally)	435.00 225.00 240.00 265.00	240.00 265.00 275.00	240.00 265.00 275.00	240.00 250.0 265.00 275.0
Georgia (Williams) Gizmo (Williams)	95.00 99.50 35.00 49.50	95.00 99.50 35.00 49.50	99.50 35.00 49.50	53.00 49.5
Glamour (Bally) Globe Trotter (Gottlieb) Gold Cup (Bally)	145.00 59.50	145.00 24.50 55.00	145.00 24.50 45.00	75.0 24.50 59.5
Golden Gloves (Chicago Coin) Grand Award (Chicago Coin).	69.50 75.00 35.00	59.50 69.50 75.00(2) 35.00	55.00 59.50 69.50 75.00 35.00	69.50 75.0 35.0
Handicap (Williams) Happy Go Lucky (Gottlieb) Harvest Time (Genco)	65.00 79.50	195.00 65.00 109.50	\$139.50 65.00 109.50	\$65.00 79.5
Hayburner (Williams)	109.50 124.50 125.00 150.00 155.00	124.50 125.00	124.50 125.00	\$65.00 79.5 89.00 109.5 139.5 150.000
Hit-a-Homer	165.00 22.50	140.00 155.00 165.00 22.50	150.00(2) 155.00 165.00 22.50	155.00 165.0 22.5
Hits and Runs (Genco) Hit 'N' Run (Gottlieb) Hit Parade (Gottlieb)	65.00 29.50 39.50	65.00 150.00(2) 29.50	65.00 150.00 29.50	150.00 160.0 29.5
Holiday (Chicago Coin) Holiday (Keeney) Hong Kong (Williams) Horseshoes (Williams)	259.50 199.50	39.50 259.50 175.00 195.00 159.50	39.50 259.50 199.50 225.00 139.50 159.50	39.5 259.5 199.50 225.0
Horseshoes (Williams) Hot Rod (Bally)  Jack and Jill (Gottlieb)	159.50 99.50	159.50 99.50	139.50 159.50 99.50 49.50	159.5 89.50 99.5 49.5
Jack and Jill (Gottlieb) Jalopy (Williams)  Jockey Special (Bally)	175.00 54.50	175.00 45.00 54.50	150.00(2) 175.00 45.00(2) 54.50	175.0 54.5
Jockey Special (Bally)  Joker (Gottlieb)  Judy (Exhibit)  Jumping Jack (Genco)	99.50 285.00	99.50 265.00	105.00 105.00 99.50 285.00	99.5 295.000
Just 21 (Gottlieb)	295.00(2) 325.00 49.50 69.50	295.00(2) 295.00(2) 20.00 69.50	295.00(2) 69.50	310.0 39.00 49.5
King Cole (Gottlieb)	49.50 69.50	20.00 69.50	69.50 49.50	39.00 49.5 69.5
King Pin (Chicago Coin)	95.00 124.50 129.50	95.00 124.50 129.50	50.00 95.00 99.50 124.50 129.50	55.00 129.5
Knock Out (Gottlieb)	69.50 75.00 79.00 99.50	50.00 69.50 75.00 79.00 99.50	69.50 75.00 79.00 79.50 99.50	69.50 75.0 79.00(2) 99.5
Leader (United)	250.00 269.50 275.00 285.00 295.00	269.50 295.00(3)	269.50 295.00(5)	269.50 275.0 295.00(4
Lite-a-Line (Keeney)	95.00 99.50 159.50 185.00 195.00	99.50 159.50 195.00(2)	75.00 95.00 99.50 159.50 195.00 225.00	99.50 159.5 225.00 275.0
Lucky Inning (Williams)	275.00 35.00 69.50 84.50	225.00 275.00 35.00 84.50	275.00(2) 84.50	69.50 84.5
Madison Square Garden (Gottlieb)	- STATE	85.00	99.50	
Majors (Chicago Coin) Major League	74.50 45.00	74.50 20.00 45.00	59.50 74.50 45.00	49.00 74.5 45.0
Majorette Manhattan (United) Mardi Gras	145.00 29.50	135.00 145.00	145.00 35.00 29.50	145.0 35.0 29.5
Maryland (Williams)	49.50 55.00 84.50 59.50	20.00 39.00 55.00 84.50 59.50	49.50 55.00 84.50 59.50	49.50 55.0 84.5 59.5
Merry Widow (Genco) Minstrel Man (Gottlieb) Moon Glow (United)	29.50 159.50	29.50 159.50 20.00 39.50	25.00 29.50 110.00 39.00 49.50	29.5 159.5 39.00 49.5
Niagara (Gottlieb)		49.50	145.00	E STATE OF THE STA
Nifty (Williams)	95.00 64.50 69.50(2)	94.50 64.50	89.50 94.50 64.50	94.5 64.50 69.5
Old Faithful (Gottlieb)	85.00 89.50 129.50	85.00 129.50	95.00 129.50 169.50	95.00 129.5
One, Two, Three (Genco) Oasis (Exhibit)	34.50(2) 45.00 109.50	34.50(2) 45.00 109.50	34.50(2) 45.00 49.50 109.50	34.50(2) 45.0 109.5
Palm Beach (Bally)	450.00(2) 455.00 460.00	450.00 465.00(2)	450.00(2) 465.00(2)	450.000 465.000
Paradise (United)	465.00	20.00 140.00 175.00	195.00	195.0
Phoenix (Williams) Photo Finish (Universal) Pin Bowler (Chicago Coin)	35.00 39.00 40.00 80.00	35.00 39.00(2) 80.00	35.00 39.00(2) 95.00	35.00 39.00 39.5 95.0
Pinch Hitter (United)	95.00 65.00 74.50	20.00 75.00 94.50 65.00 89.50	94.50 89.50 104.50	94.5 74.00 89.5
Playtime (Exhibit)	89.50 45.00 22.50	45.00	45.00	104.5
Puddinn' Head (Genco) Punchy (Chicago Coin)	39.00 39.50 75.00	39.00 39.50 75.00	39.00 39.50 69.00 75.00	39.00 39.5 75.0
Quarterback (Williams)	55.00 85.00 89.50	59.50 89.50 150.00 175.00	59.50 65.00 69.50 89.50 155.00 175.00	79.50 85.0 89.50 125.0 175.00 185.0
Queen of Hearts	240.00 95.00	95.00	95.00	95.0
Rainbow (Williams)	35.00	20.00 35.00 75.00	35.00 75.00	20.00 35.0 75.0
Rip Snorter (Genco)	85.00	85.00 95.00	95.00	35.00 55.0 79.0 95.0
St. Louis (Williams)	44.50 69.50	44.50	139.50	140.0 44.50 69.5
Sally (Chicago Coin) Saratoga Screwball (Genco)	39.50 34.50 35.00	20.00 39.50 34.50 35.00	39.50 34.50 35.00	39.5 34.50 35.0
Sea Jockeys (Williams) Select-a-Card (Gottlieb) Serenade (United)	55.00 79.50 34.50	125.00 150.00 40.00 55.00 34.50	165.00 55.00 34.50 54.50	79.00 79.5 34.50 54.5
Set Shot Basketball Shanghai (Chicago Coin) Shantytown (Exhibit)	49.50 84.50 85.00	209.50 49.50 84.50 85.00	49.50 85.00	49.5 85.0
Sharpshooters (Gottlieb) Shoot the Moon	49.50 59.50 65.00 159.50	40.00 49.50 65.00 145.00 159,50	159.50 159.50	47.50 59.5 65.0 159.5
Show Boat	90.00(2) 119.50	55.00 90.00(2) 119.50 20.00	90.00 110.00 119.50	90 00(2) 110.0
Skill Pool (Gottlieb) Slugfest South Pacific (Genco)	195.00 200.00 135.00 139.50 60.00 69.50	175.00 100.00 135.00 69.00 79.50	139.50 155.00 69.50 79.50	195.0 139.50 155.0 45.00 59.0
Spark Plug (Williams)	79.50 145.00	145.00 165.00	165.00 175.00	69.50 79.0 79.1 165.0
Special Entry (Bally)  Sportsman (Williams)	49.50	35.00 49.50 45.00	35.00 45.00 49.50	110.
Spot Bowler (Gottlieb) Spot-Lite (Bally)	85.00 89.50 119.50 95.00 260.00	85.00 119.50 275.00 284.50	95.00 119.50 285.00 295.00	89.50 95.1 115 00 119.1 275.1
	284.50 300.00 315.00(2) 335.00	285.00 295.00 300.00 315.00(2)	300.00(2) 305.00 315.00(2) 325.00(2)	300.000 315.000 325.00 335.
Springtime (Genco) Stars (United)	95.00 295.00 299.50	74.50 95.00 295.00 299.50	325.00(2) 335.00 95.00 295.00(2)	79. 295.000
Star Dust (United)	325.00	335.00 35.00	299.50 335 10 35.00	299.50 335. 35.

55.00 75.

79.50 89.5

150.00

75.00 89.50

75.00 89.50

# Coinmen You Know

Continued from page 115

for operators.

this week thru the medium of undersized Walleyes. Arthur Godfrey's television programs which were broadcast direct from the Kenilworth Hotel. The folksy comedian extolled the virtues of this area and undoubtthousands.

### Detroit:

Richard A. Pinkston Jr., is establishing a juke box business under the new firm name of Pinkston Music Company ... Edgar Vernon and John Walker, operators of V and W Music Company, have moved to new quarters at 77 East Euclid Avenue ... Herman Stallings, who operates the North End Cafe, has entered the juke box business.

Hubert Wisdom, who heads Wisdom Music Makers, moved to new headquarters at 18601 Revere Avenue ... Irving Wasserman closed the offices of the Paramount Music Company ... Refreshment Vending Service, Inc., has been incorporated to operate an industrial vending route, concentrating in the Kaiser-Frazer auto plant. Principals are H. G. Winston, William S. Fishman, and R. E. Schellhaus, all of Chicago. Fishman heads the Automatic Merchandising Company, whose Detroit branch has moved to new quarters at

Fred Chlopan, president of the Detroit Shuffleboard Association, was in Jackson this week for the Michigan Table Top convention ... Peter T. Jameson has established Friendly Music Enterprises, Inc., an operating firm. Irving B. Ackerman, counsel for the Music Operators Guild, has been named to two committees of the Wayne County Board of Supervisors, the pension committee and the Wayne County general hospital committee.

Ben Morrison, who recently completed a year as president of the Michigan Showmen's Association, will leave Detroit about May 1 to spend the summer in California, where he has several annual promotions. He will visit two weeks of experience that the Hot Springs and Mexico en route west.

# Milwaukee

doesn't hesitate to admit that the on. Several operators, who have national equestrian competition AMOA has done wonderful broken the ice in the downtown | ... Math Schaefer has placed a things for the industry in Greater area, report being highly satis- new routeman on the payroll. Miami. Engel says his receipts fied with the price hype thus Addition to the roster is Ray have increased about 25 per cent far ... Clyde Nelson, General Schweitz, who recently returned since AMOA improved conditions Novelty, is unhappy over his from service in Korea with the fishing luck thus far this season. Armed Forces. Week-end trip to the Wolf River Some 55,000,000 Americans got at Fremont, along with the mis- A new business enterprise is a first-hand look at Miami Beach sus, resulted in a meager bag of taking up a lot of Mike Risch-

Business, however, he adds, was holding up fairly well. The General Novelty music routes, he says, are undergoing a gradual edly "sold" Miami and Miami conversion to 45 r.p.m. equipment. Beach as a vacation spot to "Anything in the music line that we buy nowadays has to be 45 r.p.m.," he said.

> Hilltop Coin head and sparkplug of the local coin men's association, Doug Opitz, planed back this week from Arizona. Meeting of the local music organization was held in abeyance until Doug's return and should be held next week.... Barney Kuehn's Music Mart is fast becoming a center for coin machine and disk personnel. The hospital recuperating from an Music Mart waxery is located conveniently on the North Side and allows routemen plenty of free parking space. Disk talk flew fast and heavy at Barney's place this week when three record salesmen stopped in simultaneously. Hawking their wares were Al Allison, Capitol Records; Stan Wagenknecht, of Columbia, and Ken Wendel, who handles M-G-M and other James Martin

Feeling in the pink and tipping the scales at about 170, Allison, Capitol Records sales rep, reports being completely recovered from 5000 Edwin Avenue in suburban feel even better, he adds, is the his recent illness. Making him way that operators in his territory are ordering Frank Sinatra's initial Capitol job, "Lean

> Wagenknecht infos that operators are grabbing up large orders of Columbia's coin-luring Red Buttons' diskings. Current lensing of the Red Buttons TV shows on local video station is stirring considerable interest in the comic. which according to Stan is being reflected in the juke boxes.

Mitchell Novelty's Erv Beck is another of the highly optimistic. local operators who reports gratifying results with the change to dime play. Mitchell Novelty's only dime play spots are in the downtown area, and Beck states that he is more confident after dime play is here to stay.

Badger Tobacco's Art Cohen spent last week-end at Lake Forest, Ill., participating with Dime music attempts made other members of the Tripoli during the past two weeks in Shriners horse riding squad, the Milwaukee seem to be latching Spahi's, in the fraternal order's

Issue of Issue of Issue of Issue of April 18 April 11 April 4 March 28 34 50 60 50 Summer Time (Gottlieb) ... 34.50 59.50 20 00 34.50 34.50 59.50 59.50 350.00 Sunshine Park (Bally)..... 295.00 295.00 375.00 295.00 Super Hockey.... 55.00 59.50 59.50 59.50 59.00 59.50 Super World Series (Williams) 195.00 250.00 175.00 125.00 175.00 195 OC 250 OF 195.00(2) 195.0 250.00 225.00 225.00 225.00 225.00 sweepstakes (Williams) .... sweetheart (Williams)..... 99.50 99.50 79.50 99.50 99.50 Tampico (United)...... 64.50 64.50 79.50 64.50 79.50 59.50 64.50 79.50 79.50 69.50 Tahiti (Chicago Coin)..... 69.50 Telecard (Gottlieb)..... 49.00 49.00 Tennessee (Williams)..... 29.50 29.50 29.50 29.50 49.50 50.00 49.50 50.00 49.50 49.50 50.00 Texas Leaguer (Keeney).... 50.00 69.50 69.50 55.00 69.50 69.50 Thing (Chicago Coin)..... 45.00 89.50 45.00 89.50 45.00 89.50 45 00(2) 99.50 64.50 64.50 Three Feathers (Genco) ... 50.00 64.50 64.50 Three Musketeers (Gottlieb) 85.00 85.00 85.00 85.00 125.00 135.00 125.00 135.00 3-4-5 (United)...... 135.00 135.00 29.50 35.00 Thrill (Chicago Coln)..... 29.50 35.00 29.50 35.00 29.50 35.00 49.50 49.50 Louchdown (United)..... 165.00 165.00 165.00(2) 165.00 29.50 49.50 29.50 49.50 29.50 49.50 Trade Winds (Genco)..... 29.50 49.50 99.50 100.00 99.50 100.00 99.50 100.00 Trigger (Exhibit) ...... frinidad (Chicago Coln).... 35.00 49.50 35.00 49.50 35.00 49.50 35.00 49.50 35.00 Triple Action (Genco)..... Triplets (Gottlieb)..... 95.00 85.00 95.00(2) 85.00 89.50 85.00 95.00(2) 95.00(2) 69.00 19.50 69.00 89.50 \$50.00 69.00 ri-Score (Genco)...... \$69.00 89.50 69.50 89.50 65.00 75.00(2) 65.00 75.00(2) umbleweed (Exhibit)..... 75.00(2) 75.00(2) 75.00 85.00 75.00 95.00 75.00 85.00 75.00 85.00 Turl King (Bally)..... 95.00 145.00 95.00 135.00 99.50 145.00 95.00 100.00 149.50 150 00 145.00 149.50 149.50 145.00 149.50 ucson (Williams)..... 44.50 44.50 44.00 44.50 44.50 wenty Grand (Williams)... 175.00 59.00 84.50 59.00 84.50 59.00 84.50 59.00 69.50 Jtah (United)..... 25.00 Virginia (Williams)..... Watch My Line (Gottlieb) ... 85.00(2) 85,00(2) 85.00 Wild West (Gottlieb)..... 165.00 Winner (Universal industries) ..... 65.00 49.00 55.00 49.00 55.00 45.00 49.00 49.00 65.00 99.50 65.00 99.50 99.50 65.00 99.50 34.50 34.50 35.00 Wisconsin (United)..... 34.50 35.00 34.50 35.00 49.50 49.50 Wizard ..... 49.00

mann's time these days. The Wisconsin Novelty owner has joined forces with Mike Chesnick, South Side theater and coin machine operator, in the opening of the county's newest drive-in theater, the Hi-Way 15 Drive-In. Mike informs that he is feeling well these days following a long stay in Tucson recovering from a serious eye ailment.

### New York

Al Ferber, formerly of the Ferber Automatic Music Company, was discharged from the Army this week with the rank of captain.... Marion Ferris, secretary to Al Denver, head of the New York Automatic Music Operators Association, is in the appendectomy. -

Dave Lutzker and Max Shiffman, partners in Premier Music for 10 years, have split up and are now operating under their own names. . . Phil and Max Greitzer, of Philmac Music, Thursday (16) staged a grand opening for

be known as the Highway St. Louis Firm Amusement Center ... Perry Wachtel, advertising agent for many New York coin machine firms, has taken additional space for his production department on the same floor with his executive | Service Company has started de-

Julius Pinelas, Sterling Enterprises, bought out Bob Koff and Shoot the Spook and has a realis-Sammy Weiss, partners in Regent tic looking skull as a target. The Music. . . . John Vendura, Van conversion lists for \$37.50. Nest Amusements, and Ted Faith and Sam Sorin, partners, recently joined Associated Amusement Machine Operators of New York. . . Walter L. Luby, Shrewsbury, Mass., game and juke operator, By Hand Drier Firm was buying equipment on 10th Avenue last week.

ager, has a bad case of laryngitis, that it had been appointed distribin the Army next week. The boys America, Inc., Philadelphia. at the New York and Newark, Joe Young, head of the local N. J., offices threw a party at firm, said the Dryer Company Park, Jersey City, N. J., for Mar-vin Friday (17). He is Morris locations on a rental basis. Rood's brother-in-law. . . . Lucky Skolnick, associated with Al Koundel in Empire Amusements, is selling his route and moving tors sales executive, returned last to Miami, where he intends to week from a Canadian sales trip. establish a new route. Koundel will continue here. . . . John Hartford Como's daughter, Nancy, is engaged to Jerry Miller's son. . . Jack Semel is back from Florida.

. . Al Gilbert, head of the Coinmen's Union, reports that 250 tickets were sold for the dinnerdance at the Latin Quarter Sunday (19).

Carol Lynn Shore, Perry Wachtel's secretary, is engaged to Sam Adiman, New York.

Kings Highway, Brooklyn. It will but is still able to report for work | business visitor.

# **Bows Conversion**

ST. LOUIS, April 18.—The 100 liveries of a conversion target for the Shoot the Bear game.

The conversion bears the name

# Young Named Distrib

NEW YORK, April 18 .- Young Distributing, Inc., here, Wurlitzer Marvin Goldstein, parts man- distributor, this week announced past two years, will be inducted utor for the Dryer Company of

the Casino in the Park, Lincoln makes a hand drier which is placed

. . . Leo Willins, Capitol Projec-

Nathaniel Leverone, founder of the Automatic Canteen Company, addressed a luncheon meeting of the Hartford Rotary Club at the Hotel Bond, with "This Freedom of Ours" as his subject ... Connecticut smokers are smoking more. Cigarette stamp sales for the first nine months of the fiscal year were up 7.5 per cent over the previous nine-month period. Sales totaled \$6,984,837...Ralph Al Blendow, Meteor Sales man- Colucci, Seaboard Distributors their baseball batting range on ager for Runyon Sales for the Corporation, was a New York

# THE MARKET PLACE COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products. Services and Opportunities

CLASSIFIED ADVERTISING

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REGULAR CLASSIFIED Minimum 531 Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, belance 6 pt. light.

Per word ......\$ .20 3 or more CONSECUTIVE or 26 insertions, per word ..... 52 CONSECUTIVE insertions,

per word .....

 DISPLAY CLASSIFIED Any advertisement using display makeup or white space. Figure space between cut-off rules, I 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 line ...... .95 52 CONSECUTIVE insertions, per agate line ......

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

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.

1 inch equals 14 agate lines."

# Parts, Supplies & Services

Coin Changers-Returns nickels for quarters and dimes, \$50 capacity; brand new with hanging brackets, now \$125. Kelner Vendors, 3730 Division, Chicago 51.

For Sale-740 A.B.T. Straight 5¢ Slug Rejectors, brand new, best offer. Spacarb, Inc., Frank H. Keane, 375 Fairfield Ave., Stamford, Conn.

Stamp Folders, direct from manufacturer: unlimited quantities, immediate delivery write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa LOcust 7-1448

Stamp Folders, direct from manufacturer, at lowest price. City Distributors, 145 Ainslie St., Brooklyn, N. Y.

Stands, heavy cast iron, \$4.25 ea.; \$4 ea. in lots of 6. Wall Brackets, Coin Counters, Ball Gum, Chloro-Treets, Chicle-Treets, Candles, Nuts, parts for Victors and Silver Kings; write for free price list. Logan Distributors, 627 Milwaukee Ave., Chicago 22, 111.

'The Charm Center," introducing and supplying the latest in charms; Light Bulbs False Teeth, Harmonicas, Knives, Compasses, Whistles: metal, plastic, etc.; largest selection; write for free list. Logan Distributors, 627 Milwaukee Ave., Chicago 22, III.

Write for free list on Bulk Vendors, Counter Games. Stamp Machines, Merchandise Arrow Vending Machine Co., 102-17 Roosevelt Ave., Queens 68, N. Y.

### Routes for Sale

Cigarette Vending Route for sale, approx. 550 machines on location, in California. Box 616, The Billboard, Chicago 1, III.

........

### **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, III.

Bargains-Master Vending Machines at less than cost of parts. Harold Carlock, Johnson 49.50 City, Tenn.

25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Phila-delphia 4, Pa. EV 6-4244 and BA 2-8710.

> Cigarette Machines, quarter operation: Uneeda, 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. Harris Vending. 2717 N. Park Ave., Philadelphia, Pa.

> Cigaret Venders - National, Rowe, DuCrenier, Eastern; all models with king columns bargain prices \$65 to \$125; reconditioned and guaranteed. Kelner Vendors, 5730 Division St., Chicago 51.

> Closing Out Showroom Samples, like new: Klopp Model D Coin Counter, \$165; Arist-o-Scales, \$87; Miro-Scales, \$92; Victor K 1¢ Vendors, \$9; Advance Electric Shockers, \$13 ABT Challengers, \$37. Adeir Co., 6900 Roosevelt, Oak Park, III.

For Sale - Short Range Shooting Gallery. good condition; price \$550. Write Jesse Loper, Hadley, Pa., or Phone 2138, Sheakley ville, Pa.

le Masters, excellent condition; red and black porcelain finish; keyed alike, \$8.50 Young Vending, 2401 Fairway Dr., S. W.

### THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

TRY A DISPLAY AD THIS WEEK See Advertising Rates Above

Perfumatic almost new Perfume Venders, 2 units, \$140. Reisfield, 9905 Lorain, Silver Spring, Md.

Playball, \$25; Coney Island, \$20; Crown Jewel, \$20; Buffalo Bill, \$40; Bingo Bango, \$35; Lucky Inning, \$25; Champ, \$35; Majors, \$20; Harvest Time, \$40; Black Gold, 535; Dallas, \$35; 3 Wurlitzers, Model 600, \$25 each. Frank Guerrini, 202 Beech St., Burnham, Pa.

Reconditioned Silver Kings, 1¢ peanut, \$6.50; 5¢ Hot Nut, \$9.50; automatic 10¢ Popcorn Machines, \$39 50; reconditioned Vendall 5¢ Candy, \$85; Automatic Bowling Alley, 10¢ play, \$95; 4 Pop-Ups, 1¢ counter game, \$3 ea.; Mimeograph Machine, like new, \$15. Logan Distributors, 627 Milwaukee Ave., Chicago 22, III.

Sacrifice—25 Scientific Pokerinos, \$50 ea.; Badger Sales Co., 2251 W. Pico Blvd., Los also 5 Scientific Skeeballs, two 21/2-gallon Angeles. Calif. Taylor Frozen Custard Freezers. Write Box 183, Weirs, N. H.

Stamp Venders - Latest Northwestern and Duval roll type, capacity 2000 stamps; bar-gain guaranteed, \$45. Kelner Vendors, 3730 Division, Chicago 51.

only two years old, mechanically perfect at \$30 each while they last. Kelner Vendors, 3730 Division, Chicago 51.

Two Automatic Refrigerated Sandwich Machines, excellent condition, makes change, Rodgers the Caterer, 4038 Locust St., Philadelphia, Pa. EV 6-3120.

Dale Guns, perfect condition, \$45 each; Williams 2-Player Baseball Machines, \$35 each. Curly's, Menominee, Mich.

6 Challenger Hot Nut Venders, ured 3 months, new \$150 ea.; sacrifice \$75 ea. C. F. Corn. Washington, Ind.

10 ARCTIC ICE CREAM VENDERS 72-har capacity, 4 used slightly, only \$200 each: 4 Atlas Ice Cream Venders. \$375 ea. G & W VENDORS 21051/2 10th Ave., South Milwaukee Wisc.

19 Used Coin Operated 25¢ CoRadios, metal tables, cheap. Nuskind, HYacinth 3-6886.

40 Penny Scales on location, \$35 ea. John Kolter, R.R. 2, Columbus Grove, Ohio.

### Wanted to Buy

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

Large Cigarette Machine Route in any part of the country; all correspondence confidential; have highest trade references. Box 607 The Billboard, Chicago 1, III

PASS THE WORD Must have 100 Chicago Coin Bowling Alleys with Blue Cabinets; will pay \$20 ea Write or call Streamliner Coin, 663 N. Wells, Chi-

Route Wanted - Music and/or Games in California. Box 620, The Billboard, Chicago 1, III.

cago 10. Phone: RAndolph 6-0879

Want Northwestern-Model 33 Peanut, 40's DeLuxe, Silver King, 1¢ and 5¢ Bulk and Charm King, Victor Model V, Universal, Toppers, Acorn and other Bulk and Ball Gum Vendors; send list and lowest prices. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

Want 500 all types Five Ball Flipper Games: send list, state names, quantity, condition and quote lowest price in first letter.

Wanted to Buy — Kiss-o-Meter, Mutoscope Monkey Lift, Mutoscope Bangaway; machines must be excellent and reasonable. For Sale-Atomic Bomber, \$85; Peroscope, \$45; Exhibit Foot East, \$60. Kelly Ingoe, Route 9, Roanoke, Va.

# Conn. Solons Eye Coin Bills

HARTFORD, Conn., April 18 .-The Connecticut State Legislature turned its attention to coin machines this week, with legislative committees holding hearings on bills relating to various phases of operations.

Both cigarette and liquor representatives disputed the State Tax Department's figures as to additional revenue proposed taxes would bring Connecticut. Tax authorities had forecast some \$2,000,000 additional from the liquor tax jump during the coming two years and \$5,600,000 from a cigarette increase.

Nathan Weil, of the Cigarette Vending Company of Hartford. led the campaign against the

proposed cigarette tax measure. Weil asserted that Connecticut should continue to hold down its cigarette taxes and retain its competitive advantage with neighboring States. "We have found," he said, "that whenever they increase their taxes, our sales increase."

### Undecided

The House of Representatives couldn't make up its mind on the approval of the sale of milk thru mechanically-operated, refrigerated dispensers in restaurants, and, after nearly an hour of discussion Tuesday (14), finally referred the issue back to the committee. The measure, House Bill 119, would authorize the sale of milk and cream out of refrigerated vending machines in public eating places.

One representative, Garrett J. Burkitt, contended: "It's perfectly good legislation and will have the effect of creating new markets for Connecticut milk producers."



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# THE BILLBOARD Index of Advertised Used Machine Prices

# Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is

	Issue of April 18	Issue of April 11	Issue of April 4	Issue of
ce Bomber (Mutoscope)	\$195.00	April 11	April 1	\$175.0
ir Raider (Keeney)	\$119.00 125.00	\$119.00	\$119.00	119.0
II Star Hockeystroscope 10c	69.50 125.00	125.00	125.00	125.00 175.0
tomic Bomber (Mutoscope)	•	155.00	155.00	155.0
all Grip	85.00		250.00 285.00	255.00 285.0
aseball (Scientific)	75.00 79.50 149.50	79.50 149.50	79.50 149.50	79.5 149.5
olascore (Supreme)	95.00 65.00	95.00 65.00	95.00 65.00	95.0 65.0
oomerang	45.00 59.50	45.00 59.50	45.00 59.50	35.00 45.0 59.5
areer Pilot	100.00	20.00 24.50		49.5
allenger (ABT)	20.00 29.50	29.50	20.00 29.50 69.50	20.00 29.50(2
ampion Hockey	75.00 105.00(2) 110.00 150.00	85.00 105.00(2) 150.00	85.00 105.00(2) 150.00	85.00 105.00(2 150.0
unter Grip Mercury)	34.50	34.50	34.50	34.5 345.0
pids Wheel		149.50	149.50	149.5
le Gun (Exhibit)	59.00 65.00(3) 75.00 94.50	49.50 65.00(3) 75.00 94.50	45.00 49.50 59.00 65.00(3)	49.50 65 00(4 75.00 94.5
fender (Bally)	125.00	125.00	75.00 94.50 125.00	100.0 125.00(2
luxe Athletic Scale (Mercury)	79.50	79.00 79.50	79.50	79.5
rby, 4 Player (Chicago Coin)	155.00 195.00	155.00 195.00	185.00 195.00	185.00 195.0
ivernobile	295.00 175.00 42.50	295.00 175.00	295 00 175.00	295.0 175.0
ectric and Grip Test	79.50	79.50 99.50	- 79.50 99.50	79.5
t Striker	129.50 125.00	75.00	75.00	75.0
ish Hockey (Coinex)	75.00(2) 150.00	150.00 149.50	150.00 149.50	150.0 149.5
eld Goal (Scientific)	125.00 175.00 45.00		45.00 69.50 85.00	69.50 85.0
atee (Chicago Goin)	69.50 85.00 110.00 115.00	69.50 74.50 85.00 115.00	115.00 119.50	110.00 115.0
Patrol Exhibits	119.50 125.00 175.00 185.00 195.00	119.50 125.00 175.00 195.00	125.00 175.00(2) 195.00	119.50 125.0 175.00 195.0
avy Hitter (Bally)	49.50 65.00 69.50	29.50 49.50 65.00 69.50	49.00 65.00 69.50	49.50 65.0 69.5
Ball Striker (Exhibit)	95.00	89.50	-89.50	89.5 345.0
bby Horse ckey (Chicago Coin)	49.50 65.00 75.00	49.50 65.00 75.00	49.50 65.00 75.00	49.50 65.0 75.0
ckey (Exhibit)	125.00 85.00	12 1200 12000	15175	. 16,535
ckey (Mutoscope)	33.00		279.50 299.50	
ck Rabbit	95.00	₹5.00	95.00	95.0
(Amusement Coro	249.50 185.00 195.00	249.50 175.00 195.00	249.50 175.00 185,00	175.00 195.0
Gun 'Exhibiti	225.00 249.50	225.00 249.50	195.00 225.00 249.50	~25 00 249.5 275.0
ters Exhibit)	125.00 18.50 29.50	125.00 18.50 29.50	125.00 18.50 29.50	125.0 18.50 29.5
cker & Catcherep Punching	75.00	(1)	NATIONAL GROUP	। हरूराक संस्थात
O Fighter	95.00 90.00 99.50	99.50	99.50	99.5
e League	39.50	39.50	39.50	39.5
rry-Go-Round	550.00	550.00 375.00	550.00 375.00	375.0
dget Movies	225.00 295.00 125.00 165.00	225.00 25.00 175.00	225.00 125.00 175.00	225.00 275.0 125.00 175.0
det F (ABT)	199.50 20,00	199.50 20.00	. 199.50 20.00	199.5 20.0
norams	275.00(2)	275.00 295.00	275.00 295.00(2)	275.0
rachute Gun (Seeburg)		<b>93</b> CC	275.00(2)	z 54.5
n Writer	90.00 95.00	ADDITION	95.00 250.00	95.0 250.0
otomatic (Mutoscope)	250.00 250.00(early)	250.00 250.00(early)	250.00(early) 625.00(late)	250.00(earl) 625.00(late
DOE OUTER	625.00(late) 650.00(late)	625.00(late) 650.00(late)	650.00(late)	650.00(lat
tes Peak (Chicago Coin)	75.00 90.00	75.00 90.00	75.00 90.00	75.00 90.0 125.0
tch Em & Bat Em	105 00 105 05	105.60	185.00	185 0
(Scientific)ker and Joker	185.00 195.00 75.00	185.00		
kerino Scientific)	85.00 99.50 245.00	35.00 99.50 245.00	85.00 99.50 225.00 245.00	225 00 2"
of Table (Edelco)	75.00 15.00	75.00 15.00	75.00 15.00	75.0
Ball (Scientific)	79,50 95.00(2)	79.50 95.00(2)	79.50 95.00(2)	95 000
pid Fire (Bally)	125.00	125.00 125.00	125.00 125.00	125.0 125.0
cordio (Wilcox-Gay)	105.00 450.00	105.00 450.00	105.00 450.00	105.0
cket Patrol	49.50 59.50	49.50 59.50	49.50 59.50	49.50 59.5
ocker (Acme)	24.50 225.00(2)	24.50 225.00 235.00	24.50 225.00(2)	210.00 225.0
	229.50 235.00 249.50(2)	249.50((3) 250.00 269.50	245.00 249.50(3)	245.0 249.500
has Bullet (Eshibit)	250.00 269.50 125.00	125.00	269.50 275.00 125.00	269.5 125.00 175.0
iver Bullet (Exhibit) x Shooter (Exhibit)	165.00(2) 175.00	.60.00 175.00	165.0c 175.00 195.00	165.00 175.0
tee Ball (Wurlitzer)	150.00	150.00	150.00	
il Roll (Evans)	125.00 39.50	39.50	125.00 39.50	125.0 39.5
dill Jumpdill Test (Groetchen)	49.50 59.50	59.50	59.50	59.5
	125.00 195.00	125.00	125.00	125.0
y Fighter (Mutoscope)	110.00	160.00	160.00	110.00 160.0
y Fighter (Mutoscope)		160.00 69.50 85.00	160.00	85.00 89.5

	Issue of	Issue of	I:	ssue of .	Issue of
14.	April 18	April 11		pril 4	March 28
(arget Skill (Genco)	125.00	111.000110111701170117011701170117011701		AND AND ADD	\$59.50
'eleguir	125.00 169.50	\$125.00 169.50	\$125.00	169.50	125.00 169.50
Ten Pins (Rock-Ola)	99.50		Patricipal Control		TAIL MANTE WITH YOR FO.
en Strike (Evans)	75.00	75.00	75.00	79.50	75.00
13-Way Grip & Lift Scale	488655				
(Mercury)	79.50(2)	69.50	69.50	79.00	69.50 85.00
		E 150		85.00	
Thunderbolt (Merry-Go-		5.0		(200 mm)	
Round Sales)	450.00	450.00	27	450.00	345.00
fommy Gun (Evans)	99.50	99.50		99.50	99.50
Indersea Raider (Bally)	95.00(2) 125.00	95.00(2) 125.00	95:00	125.00	95.00 125.00
/iew-A-Scope	39.50	39.50		39.50	39.50
Voice-o-Graph (Mutoscope)	425.00 525.00	425.00 450.00	425.00	450.00	425:00 450.00
A STATE OF THE STA	550.00	525.00	The second secon	525.00	525.00
Western Baseball	85.00	85.00		85.00	85.00
'oom, lc	24.50	24.50		24.50	24.50

Baseball (Bally)	Issue of April 18	issue of	1 - 10 - 10 - 10 - 10 - 10 - 10 - 10 -	
Bowlette (Gottlieb)	\$79.50 49.50	April 11 \$49.50	April 4 \$79.50 49.50	Issue of March 28 \$45.00 49.50
Sowling Alley, 6 player	39.50	20.00	39.50	, 1,,,,,
(Chicago Coin)	215.00 250.00 275.00w/p 295.00(2)	215.00 249.50 295.00(2)	215.00 235.00 249.50 250.00 259.00 295.00(2)	235.00 259.00 265.00 295.00
Bowling Champ (Keeney) Bowling Classic (Chicago Coin) Bowling League (Genco)	75.00 59.50 79.50 89.50	59.50 79.50 25.00	75.00 59.50 79.50 89.50 25.00	59.50 89.50
De Luxe League Bowler	25.00	25.00	25.00	25.00
(Keeney)	255.00(2) 295.00 39.00	255.00 295.00	255.00(2) 295.00 39.00	265.00 295.00 39.00
Oeluxe 6 player (Chicago Coin)	250.00		600003	295.00
Double Bowler (Keeney) Double Bowler, 2 player (Keeney)	79.50 99.50	79.50 99.50	65.00 79.50 99.50	65.00 79.50 99.50
Double Header (Williams) Double Header, 2 player	45.00 69.50	45.00 49.50 69.50	45.00 69.50	45.00
(Williams)	49.50 69.50	50.00	49.5Q 69.50	49.50
Double Shuffle Alley Express Rebound (United)	79.50w/p 139.50	79.50 139.50	79.50 139.50	139.50
Player (Genco)	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United)	160.00	160 00	160.00	160 00 175.00
	180.00w/p 185.00w/p	180.00w/p 185.00w/p	180 00w/p 185.00w/p	185.00w/p 189.00w/p
	189.00 195.00 200.00 245.00 249.50w/p	189.00 w/p 205.00 245.00 249.50 w/p	189.00w/p 200.00 210.00 245.00	200.00w/p 210.00 245.00(2)
Four Player Rebound	HEREIGENERALES :	247.30478	249.50w/p	(43.00(2)
(Keeney)  Four Way Bowler (Keeney)  Four Player Rebound	150.00 215.00		215.00	
(United)	100.00	100.00	100.00	100.00
(United)	169.00w/p 175.00 220.00 239.50w/p	169.00w/p 175.00 220.00 239.50w/p	169.00w/p 175.00 220.00 239.50w/p	169.00w/p 175.00 220.00
Hook Bowler (Bally)	95.00 100.00 149.50	149.50	100.00 149.50	149.50
Cing Pin (Keeney)	35.00 125.00(2)	35.00 125.00(2)	35.00 125.00(3)	125.00(2)
League Bowler, 4 player	139.50	139.50	139.50	139.50
(Keeney)	125.00(2) 149.50 159.50 50.00	54.50 125.00 149.50 159.50 50.00	125.00 149.50 159.50	125.00 159.50
Manhattan 6 player (United) Matched Bowler, 6 player (United)	325.00w/p 345.00	325.00w/p	325.0Gw/p	325.00w/p
Matched Bowler, 6 player (Chicago Coin)	345.00			
Official Shuffle Alley (United)	335.00 340.00	335.00	335.00 340.00	345.00
Shuffle Alley (Chicago Coin) Shuffle Alley (United)	79.50w/p 45.00 69.50w/p	79.50w/s	79.50w/e 45.00	
Shuffle Alley (Universal) Shuffle Alley DeLuxe 6 player (United)	249.00w/p 250.00 275.00	245.00 - 249.00w/p	245.00 249.00w/p	249.00w/p 250.00(2)
	295.00 345.00	250 00 275.00 295.00(2) 345.00	250.00 295.00 310.00 345.00	295.00(3) 310.00(2) 350.00
Shuffle Alley Express (United)	39.50 45.00 79.50	39.50	39.50 45.00	220.00
Shuffle Alley Express 2 player (United)	139.50	139.50	139.50	79.50w/p 139.50
Shuffle Alley, 6 player (Keeney)	215.00 255.00 265.00(2)	215.00 225.00 265.00	215.00 255.00 265.00	265.00
Shuffle Alley, & player (United)	190.00	190.00	190.00	190.00
	200.00w/p 215.00w/p 225.00	200.00w/p* 215.00w/p 225.00	200.00w/p 215.00w/p 229.00w/p	215.00w/p(2) 229.00w/p
	229.00w/p 235.00	229.00w/p 239.50.250.00	235.00(2)	235.00 245.00 250.00
Western and Hallen and	275.00(2)w/p	265.00 275.00w/p	265.00w/p 275.00w/p	265.00w/p
inuffle Baseball (Chicago Coin)				45.00
(Chicago Coin)	99.50 129.50	95.00 99.50 129.50	95.00 99.50 129.50	95.00 129.50
huffle Horseshoes (2 player) (Chicago Coin)	29.50		8	75.00
huffle Line (Bally)	95.00 109.50 110.00	109.50	109.50 110.00	75.00 109.50
huffle Slugger (United) huffle Target (Genco) Single Shuffle Alley	95.00 99.50	95.00 <b>99</b> .50	95.00 99.50	65.00 95.00
Rebound (United)		89.50	89.50	89.50
(Chicago 'Coin) Six Player Rebound (Chicago Coin)	425.00 - 225.00	425.00	425.00	425.00
Six Player Twin Rebound (United)		125.09	5 = Name (* 2000)	
Skee Alley (United) Speed Bowler (Bally)	69.50 75.00 79.00 50.00(2)	69.50 79.00 45.00	69.50 75.00 79.00	19.50
Star Bowler (United)	375.00 350.00	350.00	375.00 350.00	350.00
DIST DOWNER / BIBYAR	325.00w/p 375.00(2)	325.00w/p 375.00(2) 395.00	325.00w/p 375.00(2) 395.00	325.00w/ <sub>9</sub> 375.00(3) 395.00
Star Bowler, 2 player Star, 6 player (United)	71-3/00:11	373.00		
Super Deluxe League Bowler (Keeney)	275.00	365-01064-03	6.000A	
Star, 6 player (United) Super Deluxe League Bowler	743/0001	275.00	299.00w/p 310.00 325.00 335.00 340.00 350.00 385.00	299.00w/g 325.00 335.00(2) 355.00 385.00

395.00

395.00

(Exhibit) .....

Super Twin Rotation

395.00

# ABC Vending's Record Gross

Continued from page 104

tion. The firm has more than 2,000 of California. machines in operation, against a little more than 1,600 at the end of 300 units; the figure more than Corporation. doubled the following year and hit 1,150 in 1950.

### Expense Breakdown

up by the firm in 1952, \$17,828,564 Blair-Smith, secretary, and Peter be sold in venders; 12,234,634 went assistant treasurer. for rentals, licenses and commissions; \$10,312,530 was spent in selling, general and administrative expenses, and \$1,240,000 was set aside for taxes.

### Divisions, Subsidiaries

The corporation is composed of the Metropolitan Division, Automatic Drink Division and Peoples Service News, New York Division, all in New York; the New England Division and Peoples Service News, New England Division, both in Cambridge, Mass., and Schenec-tady (N. Y.) Division.

Principal subsidiaries are the Apex Beverage Corp. of New York,
Apex Beverage Co. of PennsylCouncil of Richmond, Va., said vania, Apex Beverage Corp. of Massachusetts, Beverage Vending Co., Peoples Service News Co., Pop Corn Sez Co.; Raceway Concessions, Inc.; Pacific Automatic Candy

# Anderson Moves To Bigger Plant

NEWARK, N. J., April 18 .moving his office from 70 Miller Street into a 5,000-square-foot plant at 126 Brunswick Street.

representative for National Ven- f r several weeks. dors, said that he was backing Anderson financially. Vending council pointed out, now pay over Service specializes in supplying \$18,000,000 every two years in operators with parts, and also State taxes on cigarettes. The concentrates in rebuilding and 8-cents-a-pack Federal levy refurbishing venders.

# New Dad's Division Mgr.

CHICAGO, April 18.-Dad's Root Beer Company appointed James Lamprinidis as divisional manager this week. He will cover North and South Dakota, Minnesota, Wisconsin and the upper Michigan peninsula.

Lamprinidis was formerly associated with Canada Dry Gin-

# Yantis Chase President

ST. LOUIS, April 18.-W. A. resigned last week.

is indicated by the growth of the | Corp., Northwest Automatic Candy number of venders it has on loca- Corp. and the ABC Vending Corp.

Affiliates-50 per cent ownedare the Southern Automatic Candy 1951, In 1948, ABC had less than Company and the Tri-State Candy

Officers are Charles L. O'Reilly, chairman of the board; Jacob Beresin, president; Paul Rosebaum, Of the \$42,531,072 in sales racked vice-president; Benson; Robert M. went for the purchase of goods to L. Fahey, assistant secretary and

> Audit was prepared by Price Waterhouse & Company, New

# Hit Proposed Cig Tax Hike in Conn.

BRIDGEPORT, Conn. April 18. -The proposed boost in the State one class of citizens for the sake of pure fiscal expediency." Rip-"on grounds of equity."

"The original tax on cigarettes, as an emergency measure for a opponent-TV in public locations. specific purpose," the council stated. "It is now proposed to increase the tax for use, in part, as general fund revenue.'

The tax measure now before the Legislature would raise the Andy Anderson, president of the State cigarette tax from 3 to 4 Vending Service Machine Com-cents a pack, bringing in an pany here, announced that he was expected \$6,000,000 in additional revenue over the next two years. The finance committee, which is considering the bill, does not Meanwhile, Ike Gordon, local expect to reach a decision on it

> Connecticut smokers, the added to this means that they are taxed about \$67,000,000 on cigarettes over a two-year period.

# Idis Chocolates Sets Summer Vending Bar

NEW YORK, April 18. - Idis Chocolates, Brooklyn manufacturer of candy for the vending industry. this week announced that the firm is making a new vending bar for summer sales.

Joe Kaufman, general sales manager, said the bar, called the Idis Malted Crunch, has a malted milk Yantis was elected president of crunch center and a summer-type Chase Candy Company, succeed- coating. He added that the firming Neal V. Diller. Diller would deliver anywhere in the United States for \$2.50 a 100 count.

The state of the s				
Ten Player (Keeney)	400.00	- E . II	400.00	
Trophy Bowl (Chicago Coin)	59.50 99.50	59.50 99.50	59.50 99.50	59.50 99.50
Twin Bowler (Universal)	49.00 49.50	49 00 49.50	49 00 49:50	49.00 49.50
HILL ST.	69.50	69.50	69.50	SALESSE WHE
Twin Rotation (Exhibit)	199.00	245.00	#(	- 6
fwin Shuffle	29.50	U E TOTAL	245.00	245.00
Twin Shuffle Alley Rebound	3000	126	50 EXCESSOR	THE RESERVE OF THE PARTY OF THE
(United)	129.50 145.00	129.50w/o	129.50w/p	129.50w/p
	165.00	165.00	145.00 165.00	165.00
Twin Shuffle-Cade (United)	150.00	150.00	150.00	150.00
Two Player Rebound	100.00			(12.57.57)

# Shuffle Alley Specialists!

ALL MACHINES HAVE SCREENED FORMICA, BIG PINS AND 7-10 SPLIT United Clover and Cascade .... Write United Devuxe. Six Player .... \$249.00
United Manhattan 10th Frame, United Standard, Six Player ..... 219.00 United Manhattan 10th Frame,
Six Player United Standard, Six Player 179.00
United Manhattan, Six Player \$325.00
United Stars, Six Player 325.00
United Stars, Six Player 325.00
United Super, Six Player 299.00
United Two Player Express Reb'nd 79.50

Add \$59.50 to prices of above machines for delivery with 10th Frame Match-A-Score unit installed, and, \$14.95 for delivery of any of above machines with Double 5th Frame added.

United 10th Frame and Match-A-Score! One Unit ......\$49.50 Comp. Easily and Simply Installed on All United Shuffle Alleys 

It's New! It Works! It's Guaranteed! Seeburg Shoot the Bear ....\$229.50 Exhibit Twin Rotation ....\$199.00 Exhibit Gun Patrol .....\$185.00 Chicoin Six Player .....\$215.00 Seeburg M-100A .....\$595.00 Williams Baseball, Formica Top ....49.50 Rocket Patrol, Used .....\$295.00 Keeney Six Player .....\$199.00

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# Top Dollar

· Continued from page 102

single phonograph as he would pay for four or five games or venders, the high percentage who classified themselves as music operators, is not surprising."

In addition to the monetary consideration, the survey also indicated that a high percentage of operators started in the trade with music equipment and considered themselves as such regardless of how much they expanded into other phases of the business. Another point stressed was that almost all the old line operators entered the trade because of some music connection (serviceman or repairs) many years ago and therefore consider other types of operation, just an offspring of the juke box.

Summing up the survey it now seems clear that while all branches of the industry have grown steadily since the end of World War II-and the vending cigarette tax was described this segment has made the most noweek as an attempt "to exploit ticeable expansion-the backbone of the trade is still the juke box. Founded 65 years ago, the coin phonograph has weathered some bad years even as recent as 1947-'48 when some of the less that Connecticut lawmakers could hardy coinmen were beginning to not justify such a tax increase think the era of the juke was a thing of the past. But it came back then and even was able to imposed in 1935, was designed stand up under another real

# Indiana Pins

Continued from page 102

sulted from the filing of an injunction suit by 35 firms owning, distributing or operating ma-chines in Marion County. They set forth that the pinball machine sections of the Hasbrook Law are unconstitutional and, if enforced, would wreck their businesses in which a total of more than \$500,000 is invested.

On another front, Indiana vending machine interests emerged victorious in the session of the General Assembly. State law-makers elected to ignore a recommendation of the Indiana Tax Study Commission which called for the licensing of vending machines,

The plan drew the opposition of the National Automatic Merchandising Association.

Fred L. Brandstrader, who appeared before the commission in behalf of the association, argued that a vender is a mere piece of equipment and that it should not

be taxed as a separate business. Other States, Texas, Georgia, Kentucky, South Carolina, Virginia and Arkansas, have experimented with the licensing arrangement and found it unsatisfactory, Brandstrader declared. In States where it is retained-Alabama, Florida, Maryland, North Carolina, South Dakota, Tennessee and West Virginia the yield in revenue is sufficiently negligible to justify its abandonment, he added.

# Dr. Pepper Bows

or pressure switches. A National mechanical coin changer accepting nickels and dimes, is standard equipment.

A one-third horsepower Servel compressor is used. Drinks are delivered at 34 degrees (the coldest of any cup vender, Green said). Sirup and water lines are refrigerated to the point of drink delivery.

Cup delivery mechanism, designed by Dr. Pepper, accommodates all standard cold cups; a unit incorporated in the mechanism prevents operation if the cup supply is exhausted.

Green declared that the M-250 can be "operated at a profit at only one-third the sales volume of cup venders now in use." He said that there was a real need for cup venders to tap the vast market where bottle machines are not readily accepted. "Cost and necessity for substantial cash outlays have hindered progress in this field," he said.

Monthly sales of 623 drinks would cover monthly payments, 10 per cent commissions and ingredient costs, according to Dr. Pepper figures. This is against 2,083 drinks per month required to cover the same costs for the average cup vender now in use, officials said. In a 20 per cent commission location, 767 sales a month would cover costs on the new machine, against 2,567 for others, they stated.

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New electric pitcher,

controlled by manu-ally operated button.

5e-10e-25e single entry coin chute. Adjust-able coin play. Real-

istic 2-Team Baseball Action! Manikin Play-ers actually run bases!

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Busiest corner in any location is the one that holds this new that holds this new Williams smash hit! 5
Trap Holes for combination of Replays
... Automatic Flippers ... DeLuxe in every detail. Beautiful playfield and plenty of exciting action. SEE IT! PLAY IT! GET IT NOW!

### 5-BALLS

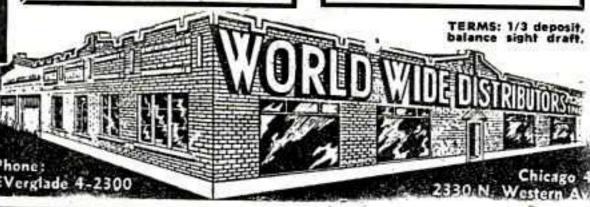
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	FINEST IN QUALITY AND VALUE!
	BASKETBALL \$ 95 OLD FAITHFUL \$ 85 CAMPUS 65 PIN BOWLER 80 CONTROL TOWER 95 PLAYLAND 65 DALLAS 60 RAG MOP 95 DE-ICER 75 ROCKETTE 85 DBLE, SHUFFLE 65 SEA JOCKEY 125 DREAMY 75 SLUG FEST 125 FIGHTING IRISH 75 SHOO SHOO
	GEORGIA 95 SPARK PLUG 145 HAYBURNER 125 SPOT BOWLER 85 KNOCKOUT 75 TRIPLETS 95 LUCKY INNING 35 TUMBLEWEED 65 MAJORETTES 145 WATCH-MY-LINE 85

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ı	Keeney KING PIN
ı	Keeney LEAGUE BOWLER 125
ı	United 10th FRAME STAR
ı	BOWLERWrite
ı	United 6 PLAYER STAR
	SHUFFLE BOWLER 395



EVergrade 4-2500	•
SHUFFLE BOWLERS	
United 2 Player,	
rebound	0
United 10th Frame, new Writ	_
Chi. Coin & Player.	-
rebound 225 6	0
Keeney 10 Player, rebound Write	_
Keeney 4 Player,	
rebound 150.0	ō
Exhibit Twin Rotation 225.0 Genco Target Skill . 125.0	9
United 4 Player	
United 5 Player 160.0	0
United 5 Player with	o
Formica & Big Pins 185.0	0
United 6 Player 190.00	D
United 6 Player with Formica & Big Pins 215.00	
United & Diavar	ij
DeLuxe 250.00	2
United 6 Player Supers 325.00	
Chi. Coin 6 Player	Ī
5th Frame 425.00	,
BINGOS	
Bolero\$220,00 Brite Lites 250.00	,
3-4-5 135.00	2
E	

	Leader 250.00
CONT.	Stars
0,00	Genco 400 225.00
rite	Genco Jumping Jacks 325.00
rite	ARCADE EQUIPMENT
5.00	Auto Photo, floor
	Sample Write
rite	Astroscope, 102 125.00
	Bat-A-Bell, New 75.00
0.00	Boomerang 45.00
.00	Dally Defender 125.00
.00	Bally Heavy Hitter. 65.00
0.00	Bally Rapid Fire 125 00
.00	Chi. Coin Hockey 75.00
	Chi. Coin Pistol 75.00 C.C. Midget Skee Ball 125.00
.00	C.C. Midget Skee Ball 125.00 Chicken Sam 105.00
.00	Chi. Coin Goales 125.00
	Dale Gun 65.00
.00	Edeico Pool Table 75.00
.00	Ex. Gun Patrol 195 00
	Ex. Silver Bullets 125.00 Evans Ski Roll 125.00
.00	Evans Ski Roll 125.00 Evans Super Bombers, new
7004	in original crates, \$350.00;
.00	Mutoscope's latast Dhote
	Machine, 2 picture card-
.00	Write.
.00	Jack Rabbit 95.00
.00	Reeney Sub Gun 125.000
.00	Mercury Athletic
.00	Scales 79.50
.00	Mills Panoram 275.00
.00	Mut. Flying Saucer : 150.00 Mut. Photo, late 625.00
cha	ndice factors
cita	ndise factory reconditioned.
rm	Distrib- utors for Northern
1/3	/A \ /     utors
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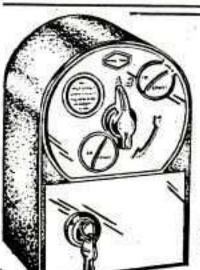
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Five Stars \$ 95.00	Mut. Photo, early\$250.00
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Stars 325.00	Munves Set Shot, new 375.00
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Auto Photo, floor	POD Set 49 50
Sample Wells	Quizzer & Film 95.00
Sample Write Drivemobile\$175.00	Star Series 100.00
Astroscope, 102 125.00	1 311 9 3 DIVIN UD SO DO
Bat-A-Batt, New 75.00	Sci. Pokerinos 85 00
Boomerang 45.00	Seeburg Bear Gun 249.50
Bally Defender 125.00	Supreme Bolascore 95.00
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	Ten Strike 75,00
	Underses Raider 95.00
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	Series 195.00
Chicken Sam 105.00 Chi. Coin Goales 125.00	Wurlitzer Skeeball 150.00
Chi. Coin Goales 125.00	Western Baseball 85.00
Dale Gun 65.00 Edelco Pool Table 75.00	COUNTED CAME
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Ex. Gun Patrol 195.00	A.B.T. Challengers \$20.00
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Evans Super Bombers, new	new 24.50
in original crates, \$350.00;	Dancing Dan 29.50
Mutoscope's latest Photo	Genco's Punch-a-Ball.
Machine, 2 picture card-	non-coin
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Jack Rabbit 95.00	Kicker & Catcher.
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Mut. Photo, late 625.00	Three of a Kind 18.50
ndise factory reconditioned.	***
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ONE OF Futurities Turf King: Winners, Champions Foto Finisi Across the		52	\$0.00 75.00 \$9.00 \$0.00 25.00



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### Cliffy YOU CAN'T BUY A BETTER Clef says: RECONDITIONED PHONOGRAPH ANYWHERE! MONEY BACK GUARANTEE 1015 ......\$139.50 B . . . . . . . . . . . . \$394.50 **ROCK-OLA** 1100 . . . . . . 294.50 C . . . . . . . . 394.50 1426 . . . . \$134.50 1250 . . . . . 394.50 SEEBURG WMS. HAY-147 .....\$124.50 Two-Wheel Heavy BURNER .... 99.50 Duty Coven Cart Sled (Lite Wt.) \$38.50

distributing company 3181 Elston Chicago 18.III. INdependence 3-2210

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

# West Side, American Ready Conversion Units

Alley operators.

Milton Green, of American Vend- well. ing Company, said that he has formed the American Conversion Company to make and market his own conversion. Harry Berger, West Side Distributors, said that his firm is marketing a conversion unit, designed by Hank Ross, engineer for United Manufacturing Company, Chicago, for use on United machines.

# Pepsi Ups Sirup Cost 9 Per Cent 1st Ice Cream

NEW YORK, April 18.-Pepsi-Cola Company increased sirup concentrate prices 9 per cent, effective immediately.

Per gallon cost was not announced, but reasons cited for the price rise were higher ingredient and freight costs.

# Lily-Tulip to Offer **Red Feather Cups** For Fourth Year

CHICAGO, April 18.-For the fourth consecutive year, Lily-Tulip Cup Corporation, New York, will participate in the Red Feather Campaign, sponsored for the vending industry by National Automatic Merchandising Associ-

Confirming its support of the 1953 program, Lily-Tulip's vending products department manag-, William A. Seldy, said: "We will be glad to participate again this year with a Red Feather cup offering in the same manner that we have in past years."

NAMA public relations committee chairman, Thomas A. Buckley, The Vendo Company, said it was the association's hope this year to surpass the results of 1952 when approximately 60,000,000 paper cups and match folders were distributed thru venders imprinted with the Red Feather slogans. Acceptances of other cup and match firms invited to participate in the 1953 program will be announced shortly, Buckley said.

# Clark Buys Horne **Candy Facilities**

PITTSBURGH, April 18.-D. L. Clark Company has purchased the plant and facilities of the dissolved John Horne Candy Company in Evanston, Ill.

Announcing the move, President David L. Clark Jr., stated that the new plant would be producing Clark bars by May 1.

# Shineman Serves 50 Years With Beech-Nut

CANAJOHARIE, N. Y., April 18. CANAJOHARIE, N. Y., April 18.

Edward W. Shineman, chairman of the board of the Beech-Nut Packing Company here, soon will round out 50 years of service with the firm.

When Shineman joined the firm in 1903, its annual sales totaled about \$800,000. The 1952 annual report, just released, showed sales of more than \$81,000,000.

# SUDSY IDEAS FOR COIN TV

PALM SPRINGS, Calif., April 18. — The Telemeter Corporation, which will soon offer coin - operated television to subscribers here, has been approached by a soap company with a novel advertising idea.

The soap company would enclose a metal slug in each box of its products. This token would be usable in the TV set. The soap company would later redeem the token from Telemeter and in the process enlarge the audience for shows it sponsors and also check on the effectiveness of its advertising.

NEW YORK, April 18.-Two | Bob Jacobs will manage Green's 10th Avenue distributors here this converison department. The unit week announced that they have doubles the fourth, sixth, eight and conversions available for Shuffle 10th frames, with a double extra shot feature on the 10th frame as

### No Extra Box

The conversion requires no extra box, but goes behind the body and glass by use of decals. It scores up to 540 points and may be used on all United and Chicago Coin Shuffle Alleys. It sells for \$69.50, installed.

Meanwhile, Berger is marketing a conversion with 10th frame and match-your-score features. The unit uses United parts and is designed for United games. It sells for \$59.50, installed.

# **Venders Placed** In New Orleans

NEW ORLEANS, April 18. With the addition of ice cream venders to its soft drink and coffee operation, Fresh Made Beverage Company has changed its name to Vend-O-Matic Company. Jack Rich, official, stated that the firm is the first to install ice cream equipment in the city.

In a letter announcing the new product to present locations, the company stated: "The automatic merchandising industry has made huge progressive strides in the past few years . . bringing to New Orleans finer products and finer means of merchandising..."

# New Hires Sales Mar.

PHILADELPHIA, April 18. -Charles E. Hires Company appointed Durward B. Logan as sales manager of its fountain division. Logan, who joined the firm in 1947, was formerly district manager in the Detroit area.

Before we ship, all equipment thoroly cleaned, refinished and in top working order.



# ARCADE EQUIPMENT

BINGO CAMES Frolics \$399.00
Life a Line 95.00
Five Star 75.00
3-4-5 125.00

# SHUFFLE GAMES

KEENEY Deluxe League Bowler ......\$255.00 

 Star Bowler
 \$375.00

 Super Six Player
 340.00

 Official
 340.00

Six Player ..... 235.00 Express 45.00
Shuffle Alley 45.00
Super Twin Bowler 59.50
Twin Rebound 145.00

CHICAGO COIN Six Player (Formica Top) ....\$250.00

PHONOGRAPHS SHUFFLEBOARD SUPPLIES 

SPECIAL! FORMICA TOPS SPECIAL UNITED 8' sixes.

# Cenuine Silk Screen. \$13.50 **PURVEYOR**

**Distributing Company** 4322-24 N. Western Ave. Chicago 18, Illinois Phone: JUniper 8-1814

# America's Cleanest, Finest Reconditioned Games Bingo Bango .....\$ 69.50 Knockout ...... \$ 79.50 Chinatown ..... 195.00 Majors ...... 59.50

Cyclone ..... 139.50 Niagara ...... De-Icer ...... 79.50 Disk Jockey .... 215.00 Double Feature ... 99.50 Nifty
One-Two-Three
Rose Bowl
Spark Plugs
Star Series Dreamy 79.50 El Paso 49.50 Floating Power 49.50 Super World Series 2 Sweethearts ..... Tampico ...... Tri-Score ..... Triplets ..... Twenty Grand .... 2 

EXCLUSIVE: Chicago Coin, Evans, Genco Gottlieb, Williams Distributors.

59.50	DINGO
50.00	Genco "400"\$225.00
89.50	Five Star 125.00
49.50	Spotlite 325.00
39.50	ONE BALLS
	ONE DALLS
75.00	Old Hilltop, brand
89.50	new, orig. cases . \$495.00
250.00	Universal WINNER
79.50	brand new, prig.
59.50	cases 295,00
69.50	Champion 69.50
89.50	Citation, 50,00
25.00	Gold Cup 50.50
69.50	Special Entry 49.50
65.00	Sunshine Park 325,00
nent.	Winner Park 325 00
iries	Winner 125.00
	*** *** *** *** *** *** *** *** *** **
	TERMS: 1/3 cash with
0,	order, balance C.O.D. Write for complete list.

# Gemeral Vending

239-245 W. BIDDLE STREET . BALTIMORE, MD. . PHONE VErnon 4119-20-

# ELECTRIC SCOREBOARDS

Overhead, 15-21 pts. Horsecollar \$125 ea. 15-21-50 pts. \$125 ea. Wall Model 15-21 pts. and 15-21 \$95.00 ea. luor, Shufflebd.

Lights (set of 4). . \$12.00 Shuf, Scorepads, Ea. .25 Pucks (set of 8) ... 12.00 Wax, doxen..... 3.00 TICKETS

2500 7-11 ....\$1.15 bag 2170 R.W.&B. 1.00 bag 2460 Lucky 7 1.10 bag 22' Maple Tops, brand new, trafed ... \$90.00 Shuffle Board Ad-Justers, set ..... 12.00 Keeney 4-P. Leag. Bowler, 9 ft.... 125.00 Bally Shuffle Line .709.50 C.C. Goalee ..... 69.50 Jumpin' Jacks ... 295.00

ACE Pin Game Locks, Keyed Alike & Monarch, Push Coin Chutes

Got. Bank-a-Ball \$74.50 Got. Bowl. Champ \$0.00 Genco Mercury \$9.50 Genco 1-2-3 34.50 C.C. Holiday 39.50 C.C. Foothall \$9.50 Un. Carolina 34.50 Un. Summertime \$9.50 RIMGO GAMES BINGO GAMES Lite-A-Line / ... \$ 79.50
Keeney Holiday ... 259.50
Um. Stars, New ... 295.00
5 Star ... 72,50
Bright Lights ... 217.50
Bright Spot ... 315.00
Coney Island ... 300.00
Spot Lite ... 300.00
Leader ... 247.50 Leader ..... 267.50

MID-STATE COMPANY 2369 Milwaukee Ave.

# FOR SALE!

Wurlitzer 1400's Midget Movies Meteor Rocket Space Ships Midget Racer Automobiles Atomic Jet Space Ships

LARGE STOCK of TOP MACHINES WILL BUY

WHOLE ROUTE of HORSES KIDDIE RIDES

WRITE-WIRE-CALL

Will pay cash or trade above for BALLY BRIGHT LIGHTS, BALLY BRIGHT SPOTS, HORSES. (See Special Kiddie Ride Ad Page 103. WANTED:

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ALLSTON 34, MASS. AL 4-4040

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Bally BEACH CLUB United CABANA Genco GOLDEN NUGGET

"First-Conditioned"

PALM BEACH .....\$455

FROLICS 415
ATLANTIC CITY 416
SPOT LIGHT 315
BRIGHT SPOT 315
CONEY ISLAND 315
BRIGHT LIGHTS 715

UNITED

GENCO

JUMPING JACKS .. \$295

HOLIDAY ..... \$245 LITE-A-LINE ..... 95

UNIVERSAL

ARCADE

NEW EXHIBIT SPACE GUN

ABT RIFLE SPORT EVANS BAT-A-SCORE ABT CHALLENGER

"First-Conditioned"

Chi, Coin HOCKEY ... 65

WANTED!

Keeney 4 Way SHUF-FLEBOARD CON-VERSIONS (for long

Bally BEAUTYS
Bally CONEY
ISLANDS
Exh. SIX SHOOTERS

boards)

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Extra Special!

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78 rpm-100 selections

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cleaned, rebuilt, Mechanism Cabinet refinished. checked. Electric Selector cleaned and adjusted. New Pick-Up Cartridge. Solenoid Assembly cleaned and rebuilt.

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148-ML-(BLOND	E)	\$209.50
147—(PEARLITE	FINISH)	159.50
146—(PEARLITE	FINISH)	129.50

### SPECIAL

1946 HIDEAWAY ...... 89.50

AMI	5.10	WALL	ROX	mavarec	. \$19.50
AMI	3.10	WALL	DUA.		

# WURLITZER

1250 (48 SELECTION)	\$319.50
1100	229.50
1015	109.50
219 STEPPER	

Terms: 25% Deposit, Balance C.O.D.

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Cincinnati, Ohio 1200 Walnut Street MAin 6310

Indianapolis, Ind. 1327 Capitol Ave. Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

# San Antonio To Destroy Seized Games

SAN ANTONIO, April 18. -Steps to destroy the majority of 72 marble tables seized in raids dating back to last year were being taken by the District Attorney's office here.

The action was prompted by a request from the juvenile board for removal of the oneball machines which are stored in space needed in the local courthouse. It was estimated that 70 per cent of the machines would be destroyed, the owners having waived their rights in the proceedings.

# 3 Terre Haute Ops File Hasbrock Suit

TERRE HAUTE, Ind., April 18. -Three operators filed a suit in Vigo Superior Court seeking a restraining order to prevent seizure of their equipment under the Hasbrook Law.

They claimed their games are operated for amusement only and that pinball games are not gambling devices. The Hasbrook Law was scheduled to go into effect Monday (13) but a temporary restraining order issued at Indianapolis prevented it from doing so.

# Belgian Op Visits Int. Amusement

PHILADELPHIA, April 18 .-Marcel Vandezyver, Belgian coin machine operator who has a route in Morocco, this week visited International Amusement Company-Scott-Crosse Company, local distributor which specializes in the

He discussed the foreign coin machine export business with partners Sal Groenteman and Abe Witsen. Later in the week he planed to Chicago to visit manufacturers there.



### SHUFFLE GAMES

Keeney's New 10 PLAYER CLUB BOWLER Convertible -to operate in 4 dif-ferent ways! SEE IT! PLAY IT! BUY IT!

UNITED

CHICAGO COIN

SIX PLAYER (with stationary pins) ...\$255

UNIVERSAL SUPER TWIN

TWIN BOWLER .....

GENCO

BALLY

SHUFFLE LINE .... 95 HOOK BOWLER .... 95

WILLIAMS DOUBLE HEADER ..\$ 45 DE LUXE BOWLER.. 39

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Board deals expertly

made up to your specifications, or order from our stock boards.
All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc.

### "First-Conditioned"

### SUPER DELUXE LEAGUE BOWLER \$275 DE LUXE LEAGUE CLOSEOUT! BOWLER ...... 255 SIX PLAYER ..... 265 LEAGUE BOWLER 125

New Match Score Con-versions for Shuffle United LITE A SCORE Orig. \$57.50. \$37.50 Now

CONVERSIONS

WHEEL Orig. \$55.00. \$35.00

TRY 'N' TIE Orig. \$57.50. \$35.00

IT PAYS TO BUY THE BEST!

# GENUINE FORMICA TOPS -

Absolutely h i g h e s t quality! Instructions, gutter and s t r i k e I o nes silk screened during manufacturing process. Available for United 2, 4, 5, 6 Players; Keeney, Chicago C o in and Universal games. Complete with cement. Scement. \$17.50 mmmm

### NEW

Gott. GRAND SLAM Chipo. Coin BIG HIT— Closeout

THICAGO COIN

King Pin, New \$155

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Maryland ...

# 5 BALLS

GOTTLIEB Thing 45 Majors of 49 45 WILLIAMS Sweepstakes \$225 Jalopy .... 175 Hayburner .. 155

Skill Pool .... \$195 Hit & Run ... 155 Globe Trotter 145 Triplets ... 95 3 Musketeers ... 85 Knockout ... 79 College Daze 75 College Daze

Double Shuffle \$75 Sharpshooter EXHIBIT

Bowling Champ 59 Buttons & Bows 59 Shantytown \$ 85 Tumbleweed 75 Bebop ......

# GENCO Springtime ... \$ 95 Double Action 95 Stop & Go ... 75 South Pacific 69 Tri-Score .... Harvest Time

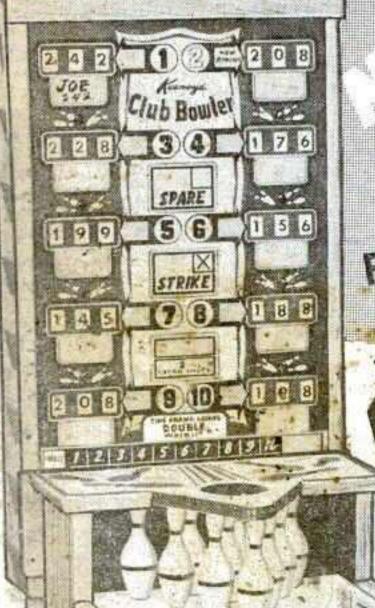
Utah ..... \$ 59 Aquacade ... 39



Chicago 22, Illinois

American Bankshot Shuffleboard .....\$275

Reeneys TEN PLAYER CLUB BOWLER



TEAMS!

that offers realistic The only game bowling competition for 5-man teams!

JUMBO LITE-UP PINS readily visible rollovers EVER-SLICK Silent Playfield

A Ways to Play!

\$ 20-30 SCORING

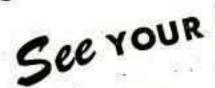
TEXTRA SHOTS ON TENTH FRAME BONUS PLAY EXTRA SHOTS ON ALL FRAMES A

> DOUBLE SCORING 3rd-5th or 7th frame!

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SEEBURG M-100 A with DAVIS Guarantee

\$595.00

Looks and Operates Like New -CHECK THESE FEATURES-

- V Mechanism overhauled Electric selector checked
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V Cabinet refinished

-WIRED MUSIC BARGAIN-72 Units - PANTAGES-MAESTRO Music

Complete with Studio Equipment-Like New WRITE for Details and Price

	-		-	-	-	-		
SEEB	u	1	2	G				100
148 ML		•						.\$225
147 M or 5								. 140
146 M or S								. 125
H 147 HIDEAWAY	Ú.						+	. 115
H 146 HIDEAWAY	1							. 39
1941 HIDEAWAY.	100							. 49

WURLITZER

14 Station Solotone Unit with 12 Boxes Write

**ROCK-OLA** 

Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davi 6 Point Guarantee for \$35 additional per machine.

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Wurlitzer 219 Stepper	
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TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE.

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**Buckley CRISS-CROSS** JACKPOT BELLS

5c-10c-25c-50c-\$1.00 Also made for many foreign coins.

BUCKLEY WALL AND BAR MUSIC BOXES

20-24-32 Record Selections 5c or 10c Play

Buckley Manufacturing Co. Chicago 24, III. X

# SAM SOLOMON'S BUYS

- 5

All Games Reconditioned

Frolics .....\$425.00 Atlantic City ...... 395.00 Spot Lights ..... 335.00 Sunshine Park ...... 350.00 Futurity ...... 225.00 Turf King ..... 95.00 Champion .....

UNIVERSITY COIN MACHINE EXCHANGE 854 N. High St., Columbus 8, Ohio Tel.: UNiversity 6900



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All Equipment Thoroughly Reconditioned and in Top Working Order . . .

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Round-Up \$ 25.00	ı
Ali Baba 20.00	L
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All Stars Baseball 100.00	B
Saby Face 20.00	B
lank-a-Ball 30.00	10
lowling Champs 30 00	13
razy Ball 20.00	13
ontrol Tower 75.00	13
anasta 30.00	13
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MONTH OF THE PARTY	

Hayburner ..... 150.00 Hit-N-Run ..... 50.00 Jalopy ....... 125.00

Spot Bowler .....

King Pin ..... Majors of '49 Nifty ..... 

Baseball ..... Williams Star Series 65.00 Black Gold 40.00 Black Gold ..... 40.00 Happy Go Lucky .. 100.00 Minstrel Man .... 125.00 Pinky
Shoo Shoo
Stop and Go
Tahiti
Telecard Trinidad ..... Cinderella 20,00
Mardi Gras 20,00
Williams All American Quarterback 65.00

Spin Ball ..... \$ 25.00 Tampico ...... 50.00 Bally Big Inning

COUNTER GAMES Kicker & Catcher, Duck Hunter Ball Game, 1¢ ...... 15.00

BINGO GAMES

JUMBO GAMES Winner ..... \$ 50.00 Citation 20.00
Photo Finish 20.00
Champions 30.00 SHUFFLE GAMES

Knock Out ......

Skee Alley ..... \$ 50.00 Williams Double Header ....... 30 United Double Header Shuffle Alley Express ...... 100.00 Bally Speed Bowler 40.00 Chicago Coin Trophy Bowler 40.00

Exhibit Dale Gun. . \$ 40.00 Exhibit 6 Shooter 140.00 Exhibit Gun Patrol 160.00 Exhibit Silver Bullets ...... 110.00 Seeburg Shoot the Bear Gun ..... 200.00

MUSIC Chicago Coin

Band Box . \$125.00 Wurlitzer 1250 350.00 Packard Wall Boxes ....

Rock-Ola Wall Boxes ..... \$ 5.00 20 Selection Seeburg Wall Boxes, 5¢ Pl. 15.00

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WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS

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ROTATION SEQUENCE 1 to 9: when numbers 1 to 9 are hit in rotation, one of six numbers RE-LIGHTS for REPLAYS! As play continues, REPLAY LIGHT TRAVELS TO ANY ONE OF THE OTHER BUMPERS!

- When "A"-"B"-"C" ROLL-OVERS are made, TWO BOTTOM "HOME RUN" ROLL-OVERS LIGHT UP for REPLAYS. ROLL-OVERS "A" and "C" LIGHT AD-DITIONAL CONTACTS FOR SUPER-HIGH SCORE!
- 4 HOME RUN TARGETS!
- BALL IN KICKOUT HOLE awards HIGH SCORE and puts a MAN ON BASE. Hitting any of the HOME RUN TAR-GETS brings in men on base for odditional runs.
- Men on any two bases light up SPECIAL ROLL-OVER for REPLAYS!

SUPER-HIGH SCORE TO 7 MILLION!

3 "POP" BUMPERS!

2 SUPER-POWER **FLIPPERS!** 

The Hardest Hitting, Most Colorful Performance Ever on a Playing Field!



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ORDER FROM YOUR DISTRIBUTOR NOW

# SPRING SPECIALS

SI KING .	JIEVIMED
United 4 Player, Formica &	Bally Shuffle Champs \$ 37
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United 5 Player, Form ca & Loe. Pins. 150	
United Deluxe 6 Player, Formica	Keeney League Bowlers, Formica
	Tops
United Shuffle Cades, Formica	Univ. Hi-Score Bowlers 59
	Univ. Twin Bowl rr, Formica Tops 59
U:ited Shuffle Sluggers, Form'ca	Wm. Double Herders
	Dale Pistols
	Balling Practice
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	Wurlitzer Skes-Ball 25
Seeburg M100 A's	\$550
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✓ STEEPLECHASE ✓ AJAX CIGARETTE MACHINES ✓ NAT'L ELECTRIC **∠** DU GRENIERS ✓ ELECTROS &

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Clubs, Palm Beaches, Bright Spots, Beautys, Atlantic Citys, Coney Islands, Frolics, Spot Lites, Bright Lights.

CASH OR TRADE

U ITED CASA"A	EXHIBIT
BALLY BEACH CLUB	Oasis \$109.50
. : - 1981는 다면 사람들이 하나 하나 하나 하나 하나 하나 하는데 하다 하나	Judy 99.50
GEN O GOLDE 1 : U JGET	Trigger 99.50
CHI. BIG H'T	Be Bop 94.50
	Campus 94.50
GCTT. GRAND SLAM	Shantytown 84.50
BINGO	GENCO
Palm Beach \$465	400, 5 or 10c 5269.50
Frolics 425	Harvest Time 109.50
Atlantic City 125	Tri-Score 89.50 Canasta 89.50 Stop and Go 89.50 So. Pacific 79.50 Trade Winds 49.50
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Spot Lite 315	So. Pacific 79 50
Stars 295 Spot Lite 315 Coney Island 325 Bright Spot 325	Trade Winds 49.50
Leader 295	GOTTLIEB
Leader 295 Bolero 250 Bright Lights 225	Niagara \$175.00
A.B.C 175	Basketball 175.00
A-B-C 175 5 Star 140	Minstrel Man 159.50
UNITED	4 Horsemen 139.50 K.C. Jones 129.50 Old Faithful 129.50
Touchdown \$165,00 Arizona 99.50 Utah 84.58 Tampico 79.50 WILLIAMS	Spot Bowler 119.50 Joker 119.50
Utah 84 58	Knockout 99.50
Tampico 79.50	College Daze 89.50
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Horseshoes \$159.50	Just 21 49.50
Hayburners 165 00	Buttons & Bows 67.30
Shoot t' Moon 159.50	Buccaneer . 59.50
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Shoo Shoo 119.50 Control Twr 119.50 Dreamy 89.50 Georgia 99.50	BALLY Hot Roo \$99.50
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Sweetheart 99 50 De-Icer 99.50	CHICAGO COIN
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# 84.50 Thing 89.50 84.50 Majors 74.50 74.50 Golden Gloves 69.50 69.50 Shangha 49.50 49.50 Trinidad 49.50 CIGARETTE VENDERS

89.50

King Pin .. \$124 50

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1	Rowe Pr	esident,	10 C	ot		51
1	Rowe Ro	yal, 8 C	ol			1
3	Rowe Ro	yal. 10	Col,			1
1	National	Model 9	50 9	.Col.		1
4	National	930. 9	Col			1
	needap.	ak Mode	1 500.	9 Col		1

Mills 20 rec., 40 selec. CONSTELLATION \$169.50

Boston

Lucky Inning

Maryland

# **三衛於 1.70/10 1 編輯**

AUTO PHOTO WMS. DELUXE BASEBALL EXH. SPACE GUN ABT RIFLE SPORT ABT CHALLENGER EVANS BAT-A-SCORE

Midget Movies	\$295.00
MULTIN DEV PUBLIEF	142 00
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Evans Tommy Gun	. 99.50
Wice Major Leaguer	1295.00
4 Player Derby	195.00
Photomatic, Late	650.00
Photomatic, Pre-War	250.00
Voice-e-Graph, 35e	525.00
Ch. Basketball Champ	
Exh. Pony Express .	245.00
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Quarterback ......

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75.00

Wri'e

Kicker & Catcher	29.5
	27.3
Pike's Peak	29.5
View-a-Scope	39.5
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ABT Skill Gun	39.5
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Heavy Hitter, 5r	69 5
Flip Skill and Stand	69.5
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# SHUFFLE GAMES

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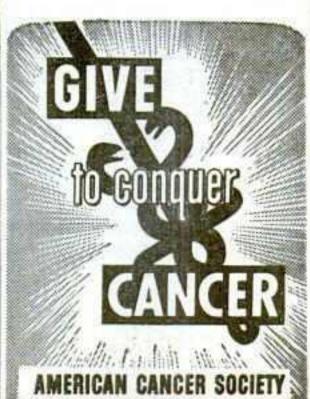
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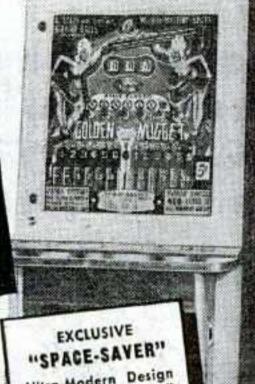
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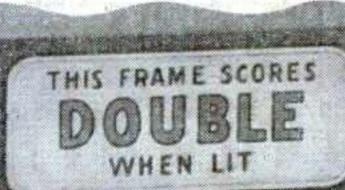


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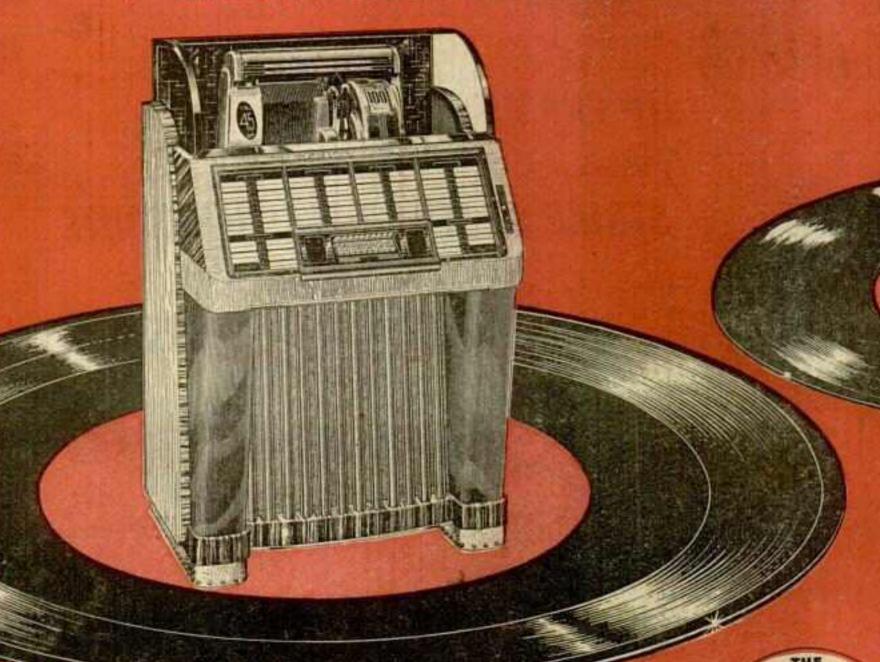
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